



Rapid-Response Design Team Creates the Network Solutions that Quickly Close Deals

Overview

Netformx DesignXpert® enables the Design Team at Business Connexion (BCX), Africa's leading systems integrator for information and communications technology, to accelerate the delivery of network designs to the Sales team, which inspires confidence not only in the Sales personnel but in their customers too. By consolidating a variety of online configuration tools and software packages into one easy-to-use software platform, DesignXpert empowers the BCX Design Team to develop even the most sophisticated network solutions in a fraction of the time previously required. Immediate access to network-element information that is validated by the manufacturers has improved the accuracy of technical information in proposals. High-quality, on-target solutions are developed and presented rapidly, and client-requested modifications are handled in minutes as opposed to hours or days.

Challenges

- Time-consuming access to technical information that is validated by the manufacturer
- Sales team is frustrated by lengthy turnaround times for network designs
- Multiple online configuration tools and software packages complicate proposal generation
- Configuration of complex solutions requires too much time and is prone to errors
- Collaboration among organizations is less than optimal

Business Results

- Response time to deliver network designs accelerated by approximately 40%
- Accuracy of technical information boosts proposal quality and customer confidence
- Automating the requirements-gathering and proposal-generation processes increased productivity by approximately 25%
- Sales team is energized by fast turnaround times and impressive customer-facing documentation
- Customers are confident proposed solutions meet their requirements and are more likely to re-engage BCX in the future

“DesignXpert has raised the confidence level of the Sales team — they now know we can deliver proposals much quicker and with a much higher level of accuracy.”

— *Martin Rix*
Division Manager: UNS Pre-Sales
Business Connexion (BCX)

Using DesignXpert Boosts Team Performance and Proposal Quality

Based in South Africa, BCX employs more than 4,000 personnel who implement technology and communications infrastructures for the continent's leading companies, including enterprises in the healthcare, petrochemical, communications, mining, and hospitality industries. BCX also serves the needs of key public-sector organizations and government-owned businesses.

Implementing next-generation networks to carry data, voice and video traffic for clients is a core competency for BCX. And strong relationships with network technology suppliers such as Avaya, Cisco and Nortel enable BCX to quickly acquire the equipment that powers advanced networking solutions for its clients. Speed in designing, configuring and deploying quality network solutions is at the heart of BCX's success, which is why BCX turned to Netformx and its DesignXpert software platform for network design and quoting.

“DesignXpert really accelerates the delivery of new designs,” said Martin Rix, Pre-Sales Division Manager for BCX's Unified Network Services organization. “And because DesignXpert gives us a direct connection to

information validated by the manufacturers, the accuracy of our network designs has improved significantly.”

Responding to Customer Changes in Minutes Instead of Hours or Days

Rix manages a team of about 30 personnel who develop network solutions. His team collaborates with the BCX Sales Division staff and BCX clients to analyze the customer's business and technical requirements and then design the right solutions for client review. Because DesignXpert automates and validates the entire process — from initial requirements gathering to customer order — high-quality, on-target solutions are developed and presented rapidly. And, when the client requests a change, the modifications are handled in minutes as opposed to hours or days.

“Specifically, DesignXpert has raised the confidence level of the Sales team — they know we can now deliver proposals much quicker and with a much higher level of accuracy,” explained Rix. “Not only are we definitely saving a significant amount of time and delivering impressive design documents, but DesignXpert has enabled our team to notably increase our productivity without having to hire additional staff.”

ABOUT Business Connexion

Business Connexion is a leading black empowered integrator of innovative business solutions based on information and communications technology (ICT). With more than 4,000 employees and a track record spanning 29 years, Business Connexion runs mission-critical ICT systems and manages products, services and solutions for JSE-listed and key public sector organisations, parastatals and medium-sized companies. Business Connexion has a unique Solutions Integration Model that represents the company's approach to configuring and integrating business solutions, which it develops and implements by drawing on expertise from entrenched competencies across the organization. In order to deliver a world-class service, Business Connexion has developed strong relationships and attained top-level certification with many of the world's leading ICT suppliers. For more information, visit www.bcx.co.za

ABOUT Netformx

Imagine Your Network ...

Netformx automates the end-to-end process of designing networks and enables collaborative workflows within and across organizations. Service providers, systems integrators and manufacturers use the award winning Netformx Solutions worldwide to transform enterprise customer requirements into deployable network solutions. Today, at least 25,000 networking design and sales professionals around the globe use Netformx products. Our users are part of high-performance teams at systems integrators and service providers that include AT&T, Bell Canada, Sprint, Verizon, Mountain West Telecom, Embarq, Equant, HP Network Solution Group, Orange Business, Dimension Data, Belgacom and many others, both large and small. In addition, Netformx equipment vendor partners include Cisco, Nortel, Juniper, Avaya, TrippLite, Symbol, Adtran, APC, and Belden, among others.

Founded in 1994, Netformx is a privately held company headquartered in California's Silicon Valley and maintains an R&D facility in Tel Aviv, Israel. More information can be found at www.netformx.com



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Increasing Flexibility and Accuracy, and Simplifying Processes

Without DesignXpert, the BCX Design Team typically used a variety of online configuration tools and software packages such as Excel, Word and Visio to complete tasks related to network discovery, configuration, validation, and the creation of graphical drawings. DesignXpert puts all of these capabilities right at the fingertips of BCX engineers and sales support staff. Even designs of the most sophisticated converged voice-and-data networks, including complex MPLS overlays and Managed Services implementations are handled with ease.

The flexibility of DesignXpert has proved invaluable to BCX in designing and implementing large network solutions for key clients. In one example, involving a client in the hospitality/gaming industry, the physical and logical rules that ensure equipment redundancies and protect against possible failures, were continually being evaluated against gaming board rules. When designing solutions for this client, DesignXpert proved invaluable in rapidly delivering new network options in response to the required changes.

Describing the value of DesignXpert in facilitating version control and coordination among engineers, the Sales team and the customer, Rix stated, "As a result of the constant stream of changes required, BCX needed to be especially responsive to our customer's need to remain compliant with governing requirements. With DesignXpert, we were always able to easily manage version changes and provide multiple options for our customer to evaluate."

Enhanced Collaboration among Organizations Streamlines Business Processes

Speaking about how DesignXpert is used to facilitate collaboration across organizations, Rix explained that BCX is considering expanding the rollout of DesignXpert to its Implementation Team. "We'll take the drawings from the Design Team, and then the Implementation Team will add more detail, creating a comprehensive, 'as-built' document," said Rix. "Later, we will consider extending DesignXpert's use to the Operational Team, which manages the maintenance phase of a customer implementation, resulting in even greater inter-department collaboration."

Discussing the support BCX receives from Netformx, Rix remarked, "With Netformx offices located in the U.S. and in Israel, which is the same time zone as our headquarters, we've been very pleased with the level of customer service."