



Finger Lakes Technologies Group Cuts Quoting Time in Half with Netformx

Overview

When Pre-Sales Engineer Brian Hansen joined Finger Lakes Technologies Group, the company was using multiple tools and manual processes as part of a very cumbersome and time-consuming quoting process. The new pre-sales engineer introduced the company to DesignXpert from Netformx, cutting design and quoting time in half, and making the company more competitive.

Challenges

- Multiple Tools Required
Duplicate Data Entry
- No Validation with
Traditional Drawing Tools
- Slow and Cumbersome
Online Validation
- Inconvenient Hard Copy
Binders Needed for Pricing

Business Results

- Quoting Time Cut in Half
- Strengthened Design Accuracy
- Greater Productivity
- More Creative Solutions
- Increased Customer Satisfaction

Manual Tasks and Multiple Tools Impede Quoting Process

Finger Lakes Technologies Group (FLTG), the second largest ISP in New York State, is one of an elite group of companies in Western New York that is certified to provide the convergence of voice, data, video and internet technologies. Even though the company staffs the highest certified Cisco engineers in the area, FLTG was utilizing a collection of non-integrated time-consuming tools and processes to get quotes out, and it was a real problem.

Prior to deploying DesignXpert, FLTG used Visio for diagrams, but since this tool did not help with configurations, they also had to use Cisco's online configuration tool, which they viewed as slow and cumbersome. In addition, the Cisco tool was inconvenient for FLTG because the user must be online; there is no offline mode. Pricing caused further problems for FLTG, requiring either an Excel document or more often, large awkward binders with hard copies of pricing updates.

"I struggled when I first came to FLTG and did not have DesignXpert," said Brian Hansen, FLTG's Pres-Sales Engineer who had been using Netformx tools for five years before joining FLTG. "DesignXpert is one of the tools you miss, because it saves you a lot of time. I don't like to duplicate input of information, so I find a tool that enables me to put together a drawing and a BOM at the same time is a much easier way to get the job done."

"Before Brian came onboard and introduced us to Netformx, it would

"I wish we had found Netformx sooner, because it is a much easier way to quote projects. DesignXpert saves many steps in the quoting process, which is a great advantage and makes us more competitive."

*Paul Griswold
President and CEO
Finger Lakes Technologies Group*

take as long as a week to get quotes out," confirmed Paul Griswold, FLTG's President and CEO. "We used to have a terrible problem getting quotes out the door. We could design the network and install it, but we couldn't get quotes out — the most critical part of the sales process, and yet we couldn't get it out to the customers!"

Getting Quotes Out the Door in Half the Time

After Brian Hansen exposed FLTG to the power of DesignXpert, the company quickly adopted the tool for its network design and quoting processes, dramatically reducing design time.

"DesignXpert has cut my quoting time at least in half," Hansen verified. "The network discovery, drawing, BOM and pricing are all linked, and design validation is automatic."

About Finger Lakes Technologies Group

With headquarters in Victor, N.Y., Finger Lakes Technologies Group—the second largest ISP in New York State—serves corporate, government and individual customers in Buffalo, Rochester and Syracuse with IP, IP telephony, wireless communications, engineering, design, Internet access, Web hosting, and custom solutions. FLTG is a subsidiary of the Ontario and Trumansburg Telephone Companies, whose founding by FLTG CEO Paul Griswold's great-grandfather Hovey Griswold dates to 1906.

About Netformx

Netformx® provides Guided Selling Solutions to meet the challenges of selling sophisticated high-technology products. Its solutions enable network equipment manufacturers, system integrators, and enterprise end-customers to design, verify, and acquire network equipment quickly, easily, and accurately. Netformx customers and partners include Cisco Systems, Nortel, AT&T, Pomeroy, IBM Global Services, Dimension Data, Adtran, Symbol Technologies, Belden CDT, De Te We, Swisscom, Belgacom, Hewlett Packard, Tripp Lite and others. Netformx is headquartered in Santa Clara, California with distribution partners overseas.

More information can be found on the Web at www.netformx.com



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Brian Hansen, Pre-Sales Engineer, Finger Lakes Technologies Group

"Recently, Netformx added the UPS Power Report feature, which is fantastic," he continued. "We use UPS for backup power in all our IP telephony projects. The Netformx UPS Power Report saves a lot of time because DesignXpert knows the power requirements for every device we are using in the design, and I can run a report to quickly select the UPS. Before DesignXpert, I had to choose UPS products manually with hard copies of datasheets."

"We track metrics on how quickly quotes are generated at FLTG," Griswold explained. "Since we put DesignXpert in place, we are getting quotes out on a timely basis. Now we turn quotes around in days vs. weeks."

In addition to saving time, DesignXpert delivers the following business results for Finger Lakes Technologies Group:

■ Strengthened Design Accuracy:

Not only is quoting faster but designs are more accurate due to the DesignXpert's built-in validation, elimination of redundant manual data entry and minimizing of errors.

"DesignXpert cuts down on mistakes, giving us additional time to take a second look at designs, and make sure nothing was missed," Hansen noted.

■ Greater Productivity:

"Using DesignXpert on my laptop, I can input information while we talk to customer and start developing the design right away," explained Hansen. "I can even work while I am traveling to and from appointments. Netformx makes my use of time more efficient."

■ More Creative Solutions:

"DesignXpert enables us to offer two or three solutions to the customer based on cost and budgets," Hansen said. "Netformx is very useful because we can quickly duplicate a design with a few modifications."

The Bottom Line: Faster Response Time Means Increased Customer Satisfaction

"DesignXpert makes us more competitive," Griswold concluded. "We don't get the calls from the customer wondering what's the problem; why we can't get them a quote; or if our installation is going to be behind schedule too."

"DesignXpert makes us look really good through the whole process," he added. "Because of Netformx, there is no longer a weak point around quoting, where our process falls apart. Now we have a complete package to offer customers."