



Integrator Saves Time with Netformx® DesignXpert™



Overview

Prior to deploying DesignXpert, Midwave produced network proposals using Visio, Excel and an online configurator. By implementing DesignXpert, Midwave gained architectural and operational efficiencies that will support the continued growth of their Cisco revenues.

Challenges

- Non-Integrated Multiple-Tool Process
- Potential Errors from Manual Process
- Slow Online Configuration Tool
- Internet Access Required

Business Results

- Reduced Time and Resources
- Faster Response to Clients' Needs
- More Consultative Process
- Increased Design Accuracy
- Greater Competitive Advantage

“We are not aware of another tool that has the functionality of DesignXpert. Midwave has grown our Cisco business 90% over the last 12 months and DesignXpert has created operational and design efficiencies supporting this growth.”

— Bob Krocak, Vice President of Partner Alliances, Midwave

Challenging Labor-Intensive Process

“We are very pleased with the capabilities of DesignXpert and use it as the foundation for our Cisco quoting and design process,” said Bob Krocak, Midwave Vice President of Partner Alliances.

Prior to deploying DesignXpert, Midwave was seeking a tool that would streamline this process to save time and resources and better enable the company to manage dramatic growth.

Integrated BOM and Design Boosts Productivity

Midwave’s Secure IP Practice now uses DesignXpert on every proposal for design, diagramming, validation and quotation, alleviating the need for multiple tools.

Our Technical Client Representatives (TCR) often use DesignXpert during client meetings and are able to design voice and data networks right in front of the client, presenting multiple options, validating prices, making changes, and shortening the sales process. A process that previously required multiple client

meetings now is accomplished in a single meeting with more detailed and professional results.

“We have not come across another tool in this industry that has the functionality of DesignXpert,” said a Midwave TCR. “Netformx definitely saves us time.”

Netformx DesignXpert delivers the following business results for Midwave:

- **Reduced Time and Resources:** “DesignXpert has brought operational efficiencies to the organization, supporting the architectural and quoting aspect of providing clients with a valid solution,” stated Krocak. “With DesignXpert, we have cut our quote turnaround time by 50 percent and our staff can design twice as many valid configurations in the same amount of time.”

DesignXpert increases the productivity of Midwave design professionals because they can create BOMs and network designs concurrently with a single fully integrated application. Consequently, Midwave can handle more proposals and drive more revenue.

ABOUT Midwave

Midwave, based in Minneapolis, Minnesota, is an IT services firm dedicated to helping medium to large companies and government agencies tackle the most complex IT issues. The consulting firm offers a wide spectrum of capabilities ranging from macro level advisory services to niche, deeply technical integration and support services. Since its inception in 1999, Midwave has grown to a \$60 million company with 130 employees. Log on to www.midwave.com for more information.

ABOUT Netformx

*One solution, one repository,
one integrated process*

Netformx provides end-to-end collaborative rules-based network design and proposal generation platforms purpose-built for the networking industry. Whether your company is creating physical data networks, deploying converged VoIP solutions or selling MPLS and Managed Services, Netformx streamlines the end-to-end opportunity-to-quote process. Our fine-tuned software engines rely on the world's most extensive multi-vendor KnowledgeBase™ of networking equipment, which includes catalogs, extensive data sheets and manufacturer information coupled with configuration and pricing rules. DesignXpert helps you and your customer establish a validated network "blueprint" that becomes a reliable reference source when planning any future design changes in response to business demands.

Netformx customers and partners include Cisco Systems, Nortel, AT&T, Sprint, Pomeroy, IBM Global Services, Dimension Data, Adtran, Symbol Technologies, Belden CDT, De Te We, Swisscom, Belgacom, Hewlett-Packard 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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"With DesignXpert, we have cut our quote turnaround time by 50 percent and our staff can design twice as many Cisco configurations in the same amount of time."

■ **Faster Response to Client Needs:**

Saving time creates another important advantage for Midwave: rapid response to client requests.

"We can turn around client-facing documents much faster using DesignXpert," a Midwave Network Solutions Architect confirmed. "With DesignXpert, we are able to be highly responsive to the client's changing needs and generate a revised proposal and BOM in minutes."

■ **More Consultative Process:**

DesignXpert allows the Midwave team to allocate more time to the consulting and design process, freeing up time to evaluate options in a more efficient manner.

■ **Increased Design Accuracy:**

DesignXpert's extensive KnowledgeBase™ and automated validation provide Midwave with designs that are more accurate.

"When we validate with DesignXpert, we are very confident that the design is orderable and technically accurate,"

a Network Solutions Architect said. "I have yet to deliver a solution that was technically invalid using DesignXpert."

■ **Competitive Advantage:**

"We believe that we have a competitive advantage by utilizing DesignXpert," Krocak said. "With turnaround time 50 percent quicker than before, we can respond to client needs in a manner that helps differentiates us from our competition."

"DesignXpert has changed the way we do our jobs," added a Midwave Network Solutions Architect. "We are quicker, more accurate, flexible, confident and competitive."

The Bottom Line: Sustaining Growth

"Midwave has experienced tremendous growth in our Secure IP Practice supporting Cisco technologies," explained Krocak. "Using DesignXpert we are able to support this growth without adding to our inside sales team."