



Mountain West Telecom Gains Speed and Professionalism with Netformx

“DesignXpert from Netformx is a high value tool that has turned multiple pre-sales steps into a streamlined and rapid process, expediting our proposal turnaround, ensuring our designs are accurate and impressing our customers with a high level of professionalism.”

Jeff Pitts

President, Mountain West Telecom

Overview

Mountain West Telecom’s previous network design and proposal process consisted of several diverse tools that were not integrated, wasting time and opening up the potential for error. DesignXpert from Netformx provides Mountain West with a complete network design environment that includes discovery, diagramming, validation, bill of materials (BOM) generation and pricing — all in one tool — enabling the company to achieve faster turnaround, minimize errors and impress customers with their professionalism.

Challenges

- Time-Consuming 5 Step Network Design Process
- No Integration Between Pre-Sales Tools
- Errors from Re-Keying Order Data
- Manual and Inaccurate Network Baselineing

Business Results

- 5X Faster Proposal Turnaround — Rapid Baselineing and Quoting
- Highly Accurate Customer Proposals
- Minimal Data Entry Errors
- Higher Professionalism

No Integration of Multi-Step Processes

Previous to DesignXpert, Mountain West Telecom, a Rocky Mountain region business telecom provider, relied on a time-consuming five step process including on-site manual discovery, network diagramming in Visio, vendor web-based configurators for validation, distributors for pricing and manual bill of

materials (BOM) generation. There was no integration between the tools, so if they made a change to the BOM, for example, they would have to go back and make the change to the diagram, and vice versa.

“It was a manual process to keep the two in sync, and if we didn’t follow through then we would have revision issues,” said Marlatt. “There was always potential for human error, translating part numbers from the diagram to the BOM, which causes delay of implementation, resulting in dissatisfied customers.”

“In addition, discovery was a manual process — just observation and information gathering from the IT staff which was not always accurate,” Marlatt added. “More than once I have done discovery on a network and compared that to the customer’s Visio diagram and showed them, to their surprise, that there were other connections and devices they didn’t know about.”

“This was a real world problem that what administrators thought they had on their network wasn’t true,” he added. “If we get into the implementation phase of a project and we miss something during discovery, it is costly for us to go back and reengineer our design. Either we eat the cost or it leads to reduced customer satisfaction because we are charging it back.”

Discovery, Diagramming, Validation and Quoting — All in One Tool

Marlatt had used DesignXpert at his previous employer, and insisted on having this tool available at Mountain West. “I had DesignXpert on a laptop to demonstrate to the team at Mountain West,” he recalled. “In a few minutes I had created a design with

About Mountain West Telecom

Mountain West Telecom is the largest independent business telecommunications company in the Rocky Mountain region. The company specializes in the custom analysis, design and implementation of complete solutions that meet current and future telecommunications needs. For more than 58 years, Mountain West Telecom has served thousands of regional and national clients.

"When I joined Mountain West Telecom, I decided DesignXpert is a must-have for turning proposals and designs around quickly."

*Jeff Marlatt
Sr. Systems Engineer, CCNP/CCDP
Mountain West Telecom*

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 Networks, SBC Communications, Pomeroy, IBM Global Services, Dimension Data, Adtran, Symbol Technologies, De Te We, Swisscom, Belgacom, Hewlett-Packard, AT&T and others. Netformx is headquartered in Santa Clara, California with distribution partners overseas.



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routers, switches and phones. Three clicks later I had a BOM with discounts included, ready to present to a customer. The speed from design to BOM to quote was an easy sell at that point."

Now Mountain West uses DesignXpert to cover all the steps previously handled by a group of disparate tools. First, they leverage DesignXpert Enterprise AutoDiscovery (EAD) to automatically discover and diagram the customer's current network infrastructure. Then they use DesignXpert to propose new solutions, modifying the diagram to show the customer where the new components would

be added. Mountain West sales engineers even use DesignXpert to validate, modify the design and generate a BOM with prices while they are sitting with the customer.

"The vendor validation tools produce a device-by-device BOM, while Netformx allows us to validate a whole project and have a complete BOM of all devices on one spreadsheet without having to cut and paste," said Marlatt.

"I have been very pleased with the timely Netformx library updates," Marlatt added. "As soon as a network component is available for ordering, it is immediately included in the next library update. I also like the new features such as the configuration wizards."

DesignXpert delivers the following business results for Mountain West:

- **Up to 5 Times Faster:** "With DesignXpert, we can complete a design and proposal five times faster, down from five hours to one hour," Marlatt confirmed. "The ability to perform discovery, diagramming, validation and quoting all in one tool saves a ton of time."

- **Minimal Errors:** The integration of diagramming and BOM generation automates the proposal process, eliminates re-keying of data and minimizes the potential for human error.

- **Design Accuracy:** "I am very confident in designs put together in Netformx," said Marlatt. "Experience has proven that from design to BOM to delivered product to install, DesignXpert produces a true representation of the network. There are very few issues of forgotten components, such as cables not ordered, because of the tool's validation and intelligence that tells you what is missing. And if we make changes to the diagram, those changes flow through to the BOM. That is a huge advantage for us."

- **Higher Professionalism:** "We have to differentiate ourselves from the competition," Marlatt noted. "Using a high-end design tool like DesignXpert elevates our professionalism in the customer's eyes, and it is more likely additional business will come our way."

The Bottom Line: DesignXpert is One of a Kind

"I have not seen another product that combines all the aspects of the presales process — discovery, diagramming, validation, BOM generation and quoting — all in one tool," Marlatt concluded. "I always make sure that this tool is in my kit."