



Small Business Maximizes Resources with Netformx DesignXpert



Overview

Valcros Communications is a small firm successfully competing with the larger integrators in Southern California. Before Netformx, Valcros relied on Excel to quote and an often outdated Cisco parts list. Each Account Manager and Sales Engineer was responsible for quoting at their discretion. Therefore, the company lacked standard processes, consistent messaging, and automated, updated pricing and parts. DesignXpert delivers standardization, up-to-date product knowledge, and design validation, providing Valcros with a critical competitive edge.

Challenges

- Standardization of the Design Process
- Consistent and Uniform Customer Quotes and Documentation
- Automatic Update of Parts and Pricing
- Notification of Part and Price Changes

Business Results

- Faster Response Time
- Time Savings — cutting design turnaround in half
- Validated Design Accuracy
- Standardized Output
- Competitive Edge for Small Business

“With DesignXpert we generate an almost instantaneous quote and bill of materials. Faster response means a faster sales cycle.”

— Chris McKewon, Chief Technology Officer, Valcros Communications, Inc.

No Standard Processes or Templates

Recently awarded by Cisco for “Best in Engineering” for the Southwestern region, San Diego-based Valcros designs and deploys voice, video and data networks. Valcros is a small business with a lean sales team. Every second counts. Faster turnarounds and fewer errors lead to a quicker sales cycle.

“Before Netformx, we didn’t have a process or standardized templates for design and quoting,” said Chris McKewon, Chief Technology Officer, Valcros. “Individual salespeople developed their process and templates, each different from the other. Most of our configurations were done manually with little to no validation.”

Rapid Response with Small Team

Valcros deployed DesignXpert from Netformx to standardize the network design, quoting and validation process. McKewon chose DesignXpert for several reasons including the weekly product updates to the Netformx KnowledgeBase; automated configuration validation;

integrated BOMs, design documents and graphical diagrams; and ease of use.

DesignXpert delivers the following business results for Valcros:

■ Faster Response Time:

“I can take my laptop to a customer planning meeting and configure a solution during that meeting,” McKewon related. “It’s an efficient and effective way to configure and design a solution.”

“With DesignXpert we deliver an almost instantaneous response,” he continued. “A fast response time instills confidence with our customer that we can meet and exceed their needs.”

■ Time Savings:

“DesignXpert saves time by stream-lining the design process,” McKewon confirmed. “I’m cutting my workload in half by creating a design diagram and a bill of materials at the same time. In the past, we created one and then the other.”

The time savings provided by DesignXpert translates into lower costs, requires fewer resources, and allows the Valcros team to achieve more in the same amount of time.

About Valcros Communications

Since 1998, Valcros has provided consultation, design, and implementation of converged voice, video, and data networks and applications. Valcros is a partner of Cisco Systems utilizing Cisco equipment to provide Voice, Video, and Data integrated networks to hospitality and commercial businesses. For more information, visit www.valcros.com.

About Netformx

One solution, one repository, one integrated process

Netformx provides end-to-end collaborative rules-based network design and quoting platforms that are 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 software streamlines the end-to-end design and quoting process. Our fine-tuned software engines rely on the world's most extensive multi-vendor knowledge base of networking equipment which includes catalog, extensive data sheet and manufacturer information coupled with configuration and pricing rules.

Netformx customers and partners include Cisco Systems, Nortel Networks, 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.



275 Saratoga Ave., Suite 200
Santa Clara, CA 95050
Tel: 408.423.6600
Fax: 408.423.6699

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"DesignXpert cuts the design and quoting process in half."

■ Validated Design Accuracy:

"DesignXpert delivers improved accuracy of output by automatically validating our designs and keeping us updated with new products or changes," McKewon said. "Completely validated designs with updated product data and all the correct pricing through DesignXpert helps the sale and implementation go smoothly."

■ Standardized Output:

DesignXpert has enabled Valcros to standardize all design and quoting documents while delivering a consistent and professional image to customers.



The Bottom Line: Taking on the Big Guys

As a small business competing with larger integrators with greater resources, Valcros leverages every competitive advantage they can find. DesignXpert provides a critical edge in several ways:

■ Maximized Resources:

DesignXpert has enabled Valcros to maximize its resources and continue to handle the load without additional staff. In addition, existing staff need less training and spend little time in researching price and product updates.

■ Greater Profitability:

In San Diego, a majority of the businesses are small to medium size. The planning and design can take as much time as with larger customers, thinning already slim profit margins.

"We don't turn away business, but smaller jobs mean smaller margins," McKewon said. "Being able to quickly turn around a quote with DesignXpert really helps to streamline the process, take less of our time, and close the sale faster."