

Corporate Overview



Netformx® accelerates the requirements-to-order process for designing Information and Communications Technology (ICT) solutions.

Communications service providers, systems integrators and equipment vendors worldwide use Netformx's award-winning solutions to transform enterprise customer requirements into deployable networks and communications solutions.

Netformx users benefit from the following results:

- Capture customer needs in minutes
- Reduce design errors by up to 99%
- Accelerate delivery of solutions by 60% to 90%
- Improve customer satisfaction by 100%

Today, at least 25,000 networking design and sales professionals at companies including AT&T, Bell Canada, Sprint, Verizon, Mountain West Telecom, CenturyLink,

Orange Business, Swisscom, Dimension Data, and Belgacom use Netformx's solutions. The company's equipment vendor partners include Cisco, Juniper, HP, Avaya, TrippLite, Adtran, APC, Belden, TerraWave Solutions and Plantronics, among others.



Requirements-to-Order Market

Enterprise demands are increasing in complexity, as customers want to leverage technologies to improve productivity and their ability to conduct business. Trusted partners who want to secure enterprise customers need to demonstrate the ability to capture a customer's requirements and turn them into deployable solutions. Solution designs involve multiple products and, increasingly, multi-vendor offerings. The speed and accuracy by which these trusted partners deliver designs and solutions is defining who wins the hearts and minds of customers.

ICT solutions designed with Netformx solutions are sold across the globe to small businesses all the way to Fortune 50 companies. As the requirements and products involved has grown more complex, enterprises are increasingly turning to their trusted partners who design, implement and even manage ICT solutions. These trusted partners compete to win business by offering a more personalized experience by designing to customer needs.



The requirements-to-order process addresses the workflows for a solutions company to map customer requirements to specific products and create a validated architecture. Empowering solutions companies with access to product catalogs, design rules and up-to-date pricing impacts how fast they can propose solutions to their customer's requirements.

Netformx solutions are broken up into 3 core functionalities. The first is Software Engines, which include:

- **Discover**—using our automated discovery engine which enables users to baseline existing customer environments
- **Design**—to create new architectures or modify discovered baselines and create a corresponding Bill of Material
- **Validate**—to ensure the new architecture is accurate and error free which happens in real-time as you introduce new elements in the design
- **Quote/Proposal**—which produces the customer facing documents

Second is the Netformx KnowledgeBase™, the largest multi-vendor database for ICT equipment and contains specifications, validation rules, pricing, ordering information, and discovery mappings for over 338,000 voice, data and video products and over two million design rules from top equipment vendors including Cisco, HP, Avaya and Juniper. As the foundation for all Netformx Solutions, this central data store is available to licensed users of any of our multi-vendor solutions and is kept up-to-date as equipment vendors refresh their product catalogs.

The Netformx KnowledgeBase also includes support for templates and guided selling advisors. Templates enable customers to standardize configurations and offer them to users as a starting point. Templates accelerate the ability to produce proposals and sharing of best practices. Guided selling advisors are developed in conjunction with equipment vendors to provide step-by-step questions aimed at narrowing down choices and creating a solution faster. Advisors are particularly useful in helping designers with limited knowledge about a particular product offering.



Finally, Netformx integrates with the ecosystem of tools used in your order lifecycle management including:

- **Import/Export**—supported in various formats including Visio, XML, HTML, MHT, Word and Excel to allow easy import of projects and exporting into other systems
- **Backend Systems**—custom integration for automated entry of information
- **Collaboration**—out-of-the-box adapters to popular tools with salesforce.com for CRM and pipeline management and SharePoint for document management

Netformx offers a full compliment of training, professional services and customer support which coupled with award winning products contribute to an industry leading 90% renewal rate demonstrating the value customers place on Netformx.



Netformx was founded in 1994 and has been organically growing with 5 consecutive years of top line growth.

Visit www.netformx.com or call +1-888-743-6769 /1-408-423-6600 for a Sales Representative.