

Netformx® is the leader in sales enablement and profit acceleration platforms for IT solution providers – those that design and propose IT solutions to enterprise customers. We target solution provider sales teams and enable them to accelerate profits end-to-end in this complex, ever-changing world.

IT solution provider challenges and Netformx value

IT solution providers are challenged daily by the complexity of IT technology, sales, channels, and end-customer multivendor requirements. As well, vendor products, price models, and incentive programs are modified continuously, making it difficult to optimize margin.

Netformx streamlines IT sales operations by simplifying the configuration of complex, multivendor solutions. Our comprehensive knowledge base aggregates up-to-date product and service catalogs from multiple vendor and provides interoperability rules, deal and promotion feeds that speed accurate, profitable proposal generation.

Netformx technology innovation: the Netformx Partner Incentive Tool

Unique in the industry, our innovative **Netformx Partner Incentive Tool** (the latest addition to the Netformx Suite of Applications) provides insight on incentive and promotion benefits and enables Cisco Partners to leverage the maximum cost discounting potential hidden inside Cisco CCW Estimates to maximize margin and increase profitability.

The simple, straightforward, and easy-to-use Partner Incentive Tool exposes Partners to relevant promotions and incentives, helps educate the sellers by providing links to focused material, and helps guide the conversation with customers to provide the best possible solution aligned with Cisco's go-to-market strategy. Such alignment ensures that Partners optimize adherence to promotions and thus improve their margins.

Partners unlock the potential of promotions, incentives, and other profit rewards

The Partner Incentive Tool enables Partners to automatically analyze their users' Cisco Estimates and exposes all relevant incentives and their impact on discount percentage, based on the SKUs in the Estimate and to leverage the optimal cost structures available. The Partner can then quickly choose the preferred discount stack that is most applicable to the customer opportunity and that will enhance their competitive position and overall profitability. The Partner Incentive Tool also provides insight into suggested product replacements to guide conversations with customers and increase profitability.

Increase gross margins with analytical insights

In addition, the Netformx Partner Incentive Tool enables managers to maintain a 360-degree consolidated overview of seller and deal desk activity. Analytics provide real-time feedback to ensure the sales team works together to attain the best possible cost structures at the start of the sales cycle. Managers now have a tool to influence the Account Team for further end-customer conversations or downstream to maximize deal registration profit potential.

Our Partners find immediate value

Formally announced in June 2018, after limited US Partner exposure, the Netformx Partner Incentive Tool is already making waves. As its user base grows, so do the results.

Gross Margin Gains: A solution provider on the CRN SP250 list stated using the Netformx Partner Incentive Tool netted them three additional points of gross margin, vastly improving their slim margin on a recent customer win. They've now incorporated the tool into their standard workflow.

Huge Time Saver: "The new Netformx Partner Incentive Tool is a huge time saver for us. Instead of manually accessing multiple, complex vendor systems and grinding through data, we can focus on the business: taking actions to maximize profits and gross margins." said Jim McKenna, Vice President-Strategic Partnerships, Black Box Corporation.

Identify Opportunities & Take Action: Scott Priest, VP and GM, Partner & Product Management at Zones stated: "The Netformx Partner Incentive Tool enables Zones' pre-sales teams to identify opportunities and take action early in the sales process. We are now able to utilize an intuitive, user-friendly format across all account teams that will streamline the quoting process, grow profitability, and improve the sales operations. This allows us to focus on what we do best: provide five-star experiences to our customers as their First Choice for ITTM."

Uncovering Deeper Discounts: "The Netformx Partner Incentive Tool provided immediate value by uncovering deeper discounts from an overlooked promotion. It quickly identified modifications that we could make during the presales process that would impact our bottom line. We no longer need to research promotions or depend on the memory of a few experts. The options are automatically presented on every proposal, and it's trivial to select and incorporate the best one for our customer." per Jason Eatmon, VP & Principal at Development Group Inc.

Drives better Partner alignment to Cisco's strategic direction

According to Rick Snyder, Senior Vice President, Americas Partner Sales at Cisco "We are excited about the additions to the new Netformx Partner Incentive Tool to help Partners increase their profitability. The Netformx Partner Incentive Tool is easy to use and allows Partner sellers and leaders to stay on top of the Cisco programs and incentives, so they can grow their deal profitability and stay ahead of the competition."