

ChannelXpert Enables ITS InfoCom to Increase Profitability Through Business Insights



ITS InfoCom Supports Their Customers Across the Entire Lifecycle

ITS InfoCom provides solutions and services to Latin American service providers such as Claro, Tigo, and Telefónica, as well as large enterprises. ITS InfoCom supports their customers across the entire lifecycle, providing assessment, design, implementation, and then ongoing network monitoring and other services. Their main focus is on services, which ensures their implementations continue to work at the highest quality. Although ~70% of their business includes Cisco products and services, they need to be able to create, implement, and service multivendor solutions.

ITS InfoCom's solution architects and sales engineers in multiple countries have to stay current on a bewildering and rapidly evolving array of products and services to meet increasingly complex customer requirements. ITS InfoCom turned to Netformx DesignXpert® to simplify complex multivendor design and proposal generation with a single powerful tool. Instead of using error-prone manual methods that often resulted in rework and delayed deployments, DesignXpert has enabled ITS InfoCom to create accurate multivendor proposals and validated designs, including services, that can be implemented flawlessly. The resulting design efficiency enables them to scale their business profitably across their large geographic range.

ChannelXpert Improves ITS InfoCom Productivity

Previously, after proposals were created, ITS InfoCom reviewed them manually to find ways to increase discounts and rebates and to ensure compliance with complex vendor requirements such as the Cisco Value Incentive Program (VIP). Several vendor-specific tools and ad-hoc processes were used to gather and analyze the data — an arduous, time-consuming, and error-prone task. This made it difficult to optimize use of promotions or to challenge a vendor's decision to disallow rebates, all impacting deal margins and profitability.

A few months after deploying DesignXpert, ITS InfoCom purchased Netformx ChannelXpert to manage and automate the process of capturing reward dollars, adhering to discount-based incentives, ensuring compliance, and tracking deals and employee certifications. ChannelXpert improves productivity by removing labor-intensive tasks and significantly improving visibility and management of partnerships and technology supplier reward and certification programs.

“Netformx ChannelXpert has greatly enhanced our productivity. We can do our work faster and with fewer errors. And by increasing our rebate and reward incentives our margins have improved, helping us to lower prices. This has made us more competitive.”

Adriana Loria Arroyo

Corporate Alliances & Strategy Director at ITS InfoCom

ChannelXpert Uncovers Hidden Revenues in the Sales Process

Netformx ChannelXpert is an innovative, prescriptive sales process analytics engine that identifies untapped gross margin opportunities and provides insights so actions can be taken quickly to recover revenues and margin that would otherwise be lost. For example, analysis of a recent Cisco Value Incentive Program (VIP) showed millions in potential incremental vendor rebates that were hidden in sales processes and not being recovered.

Like most solution providers, ITS InfoCom didn't realize they had such untapped opportunities. And even if they suspected they were not maximizing margins, it was too time-consuming to manually sort through the maze of data and requirements to identify and then recover those hidden profits.

With ChannelXpert, ITS InfoCom can:

- Efficiently manage their business
- Optimize rebates before booking orders
- Influence designer actions and behaviors
- Manage their deal register at a glance
- Use alerts to proactively manage certifications
- Increase productivity by automating manual tasks



Incorporate Vendor Incentives in the Design Process

Through the Netformx Ecosystem, DesignXpert works with ChannelXpert to provide engineers insights into vendor promotions and incentives while they are creating designs. Instead of manually searching manufacturer web sites for higher margin substitutions, engineers and architects using DesignXpert can automatically see alternate SKUs that are relevant and eligible for rebate as they create designs. DesignXpert non-invasively manages the incentive for every technology element included in the design.

For ITS InfoCom, this has greatly improved productivity and accuracy, but engineers were sometimes hesitant to adopt the new business processes. So ITS InfoCom used ChannelXpert to ensure that everyone with a DesignXpert license was using the system's capabilities and following company best practices.

Manage Vendor Programs and Promotions

A big area of complexity for ITS InfoCom was managing Cisco and other vendor programs and promotions and forecasting resulting revenues. These programs have strict compliance requirements that, if not met, can have major financial impacts on margin and profitability. Managing the complex program variables while attempting to maximize margin was a costly manual process that was inefficient, prone to error, and left money on the table. Rebate forecasts were hit-or-miss.

ITS InfoCom managed their Cisco program and promotion compliances using disparate, complex tools with difficult-to-understand reports. They would manually review Bills of Materials (BoMs) for missed rebate and reward incentive opportunities and give feedback to the presales engineers, who would then redo their designs. It was a difficult process that was all done by hand. Basically, managers had no visibility into Cisco rebates, so there were many opportunities for mistakes and untapped revenue or margin. Automating this process to improve productivity and profitability justified their business case for purchasing ChannelXpert.

“With ChannelXpert reports and analytics we can now automatically optimize our BoMs to maximize our VIP rebates before we book an order. We can easily track, analyze, understand, and forecast our vendor reward status with easy-to-understand dashboards. We love it!”

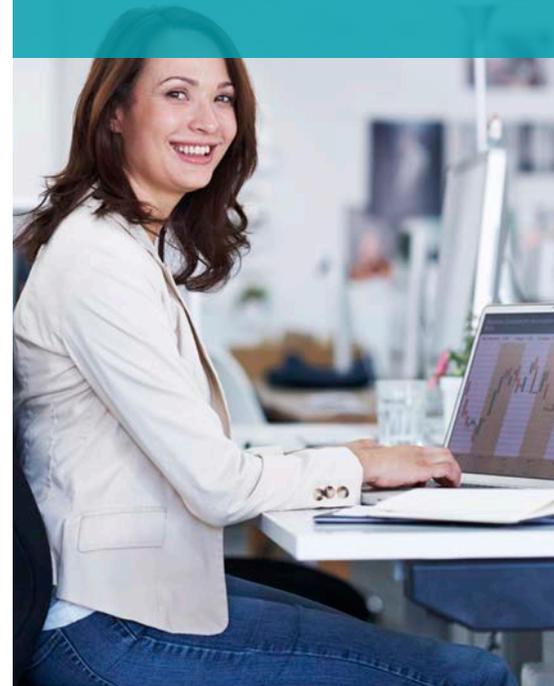
Adriana Loria Arroyo

Corporate Alliances & Strategy Director at ITS InfoCom

“ChannelXpert provides us the visibility and control we need to influence designer actions and behaviors in all the countries where we operate. We can ensure the engineers are using DesignXpert's productivity-enhancing features and monitor their use of our standard templates that improve margins and reduce costs. That way we can focus our training where required. It has made us more productive.”

Adriana Loria Arroyo

Corporate Alliances & Strategy
Director at ITS InfoCom



Gain Insights into Deals

ChannelXpert also helped ITS InfoCom improve profitability by providing prescriptive insights their deals. Prior to using ChannelXpert, ITS InfoCom had no visibility into their deals, so couldn't track or manage them. With ChannelXpert dashboards ITS InfoCom has quick visibility into how many deals are open, in process, or closed and who has the most deals. They can also see the margin and costs of each deal, check for disqualifications or incentive reductions, drill down to see registration and eligibility status, and even identify sales representatives who might need additional coaching or training. This has provided key information for the company's commercial organizations in each country.

Automate Cisco Certification Tracking

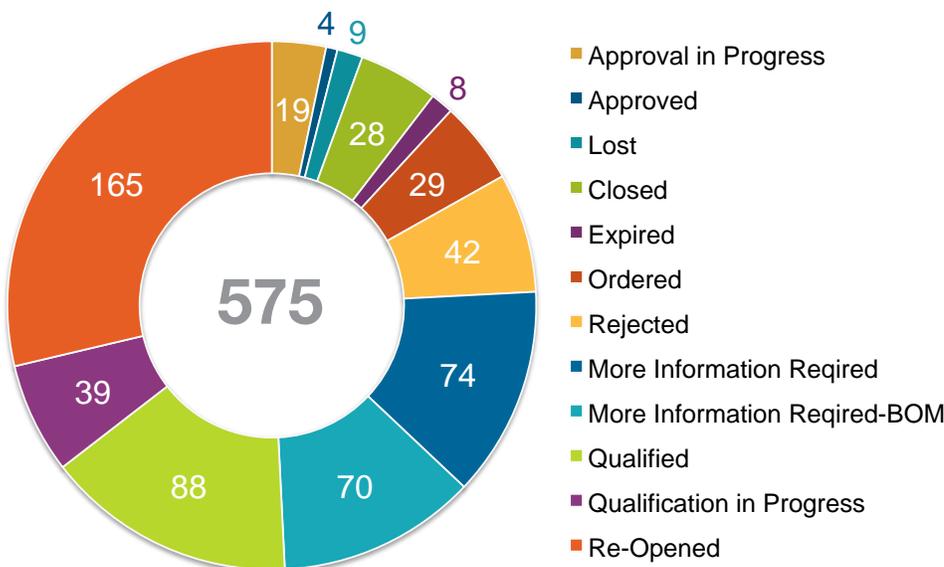
Before ChannelXpert, ITS InfoCom used multiple Cisco tools, spreadsheets, and calendars to track employee certification and training conformance. Managers in each country followed their own processes, which were neither automated nor centralized, so certifications were often missed.

ChannelXpert automatically tracks the management, monitoring, and up-keep of employee certification status at company, program, and individual levels. A required action checklist spells out the vendor acronyms and makes the results readily understandable and actionable. With a single click ITS InfoCom can see who needs to be recertified and by when, so action can be taken in advance to ensure professional development matches vendor requirements.

“ChannelXpert provides us complete visibility into our deal register. We can see why deals are not closed, understand why, and then take action to avoid disqualification or reduced incentives. We now have visibility we never had before, all in a single dashboard.”

Adriana Loria Arroyo
Corporate Alliances & Strategy
Director at ITS InfoCom

Analyze Deals and Registration Status*



*Sample data. It is not specific to ITS InfoCom.



ChannelXpert Increases Profitability with Business Insights

Netformx ChannelXpert has provided ITS InfoCom a powerful tool to efficiently and proactively manage their promotions, deals, certifications, and usage. Productivity has increased significantly, providing insights into many business-affecting areas that could not be managed effectively beforehand. Instead of occasional, inconsistent spreadsheet analyses, Through prescriptive analytics ChannelXpert provides actionable data in easy-to-use dashboards that make efficient use of executive time and enable ITS InfoCom to uncover hidden profits that improve their margins and thus help them to price competitively and delight their customers.

“ChannelXpert has been really helpful to us. Our productivity has been greatly enhanced and we have achieved a quick return on our investment. We’re still early users but already I rate ChannelXpert as a 9 out of 10.”

Adriana Loria Arroyo

Corporate Alliances & Strategy Director at ITS InfoCom

About Netformx

Netformx accelerates solution provider profits with powerful business intelligence, actionable insights, collaboration, and automation that connect people, information, and processes. Using Netformx award-winning solutions our customers design and sell winning and implementable multivendor solutions demanded by enterprises across the globe, while operating their businesses profitably. Netformx has over 2,000 service provider, systems integrator, and technology vendor customers in more than 120 countries. More information can be found at www.Netformx.com.

About ITS InfoCom

ITS InfoCom is a world-class, multinational company that designs and provides integrated information technology and communication solutions to enhance the activities and business of our customers. Our offers are innovative and consistently delivered with the highest quality through our proven leadership and performance. www.ITSInfoCom.com



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“ChannelXpert enables us to see the status of all our certifications on a single dashboard. This has improved our time to respond by probably 70%. Now we can be proactive instead of reactive. With ChannelXpert alerts I don’t need to worry anymore about missing a certification.”

Adriana Loria Arroyo

Corporate Alliances & Strategy
Director at ITS InfoCom

