

Ingram Micro & Netformx

Simplified Customer Assessments & Deal Pipeline Visibility



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GM – Netformx

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CTO – Netformx



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Sr. Technology Enablement Engineer – Cisco

Mike Grizanti
Sr. Category Manager – Cisco

Agenda

1

Ingram & Netformx Introductions

2

VIP Program Overview – Netformx PIT & VIP Calculator tools and Ingram Xvantage

3

Cisco Assessment Incentive & AssetXpert

Who we are



Automation

Xvantage Platform
Business Insights
API Integration
Auto-Quote



Partner Enablement

EAs, Subscriptions, Renewals
Diversity Supplier Opportunities
Business Transformation Center
Cisco Virtual Learning/Voyage



Customer Experience

CX Practice Strategy/CXaaS
Lifecycle Management
Consumption Monitoring
Digital Journey



Ingram Value Adds

Dedicated Solution Architects
Emerging Verticals Focus
Lead Generation
Marketing – Agency IM



Cisco Field Relationships

Dedicated Distribution Team
AM Relationships
PAM/vPAM Alignment
Partner Profitability Programs

Growth | Scale | Profitability

What You Will Find in the Business Transformation Center (BTC)

Products, solutions and demonstrations that cover all the main Cisco hardware architectures and services offerings.

- **Demonstration Pods/Proof-of-Concept Opportunities:**
 - Our engineers can recreate your proposed solution.
 - **Sales and Technical Enablement:**
 - Our team provides training and support in-person or remotely.
- Contact BTC@ingrammicro.com to schedule a demo today!



Wireless
Assessment &
Design
Services

Extend your Geographic Coverage

Veeam Professional Services

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Assessment
Services

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support any
size project

Infrastructure
Assessment
Services

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Installation Services

Ingram Micro,
Managed
Services

Cloud
Assessment
& Migration
Pro Services

IT Staffing

VMware
Health Checks

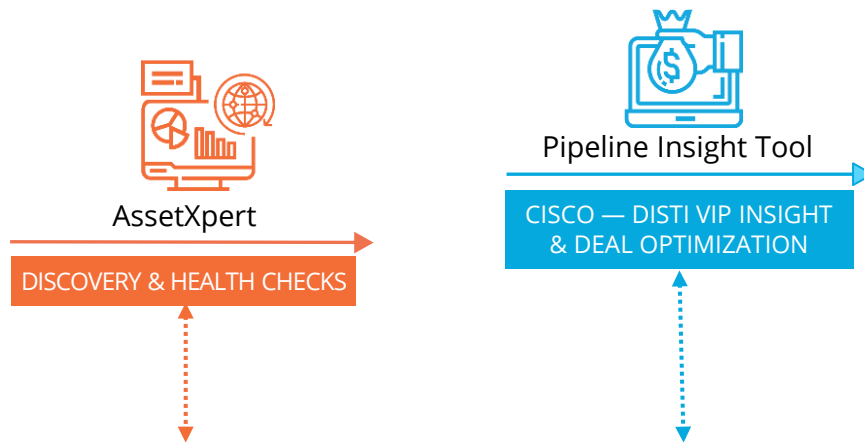
Managed Security Services &
Security Consulting

IM Link
Partner Network
Professional Services

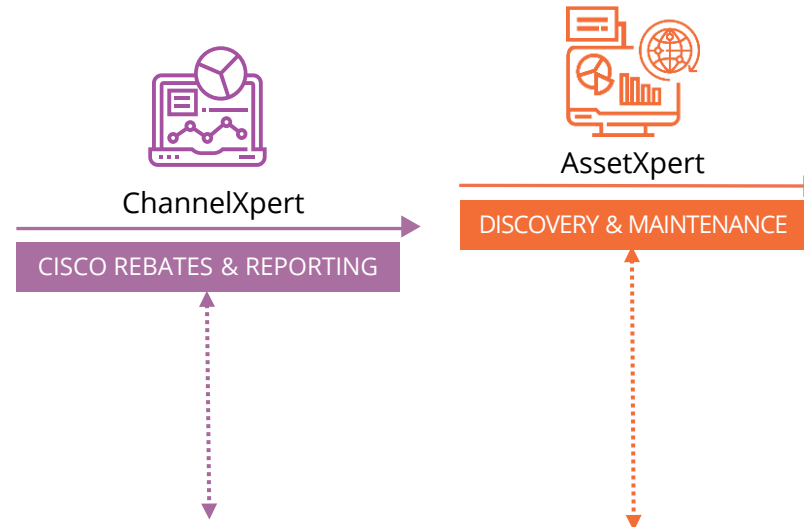
Netformx Solutions Journey

Netformx helps **Managed Service & IT Solution Providers** to sell network solutions — secure End-customer posture — grow Cisco program rebates

Pre-sales: Proposals & Deal Pipeline



Post-sales: Vendor Programs, Profitability Reporting & Operations Maintenance



Tools to maximize your profitability and support your end-customers throughout the network lifecycle

Netformx Tooling has been aligning with Cisco for a quarter of a century

→ **Celebrating 25 years as a Cisco partner**, with software tools to simplify managing Cisco programs

→ **Our Track record**

- The Pipeline Insight Tool, VIP Calculator & ChannelXpert are adjusted for each VIP Period
- AssetXpert - Aligned with Cisco's latest Customer Assessment Incentive programs (CAI)

→ **Netformx Tooling will evolve to align with Cisco 360**

- Ongoing support to help you maximize your rebates and incentives under Cisco's existing reward system through the program end in January 2026
- We will adjust the tools to align with Cisco's 360 Program roadmap to prepare for the February 2026 transition

Cisco Value Incentive Program (VIP)

Value Incentive Program (VIP)

SKU Payouts and Bonuses

Enterprise Networks | Meraki | Security | Collaboration | Mass-Scale Infrastructure | IoT

SKU incentive
1% to 8%

+

Gold Integrator/
Gold Provider bonus
0% to 1%

+

Master Specialized/
Cisco Powered™ bonus
0% to 1%

Enterprise Networks Annuity | Meraki Annuity | Security Annuity | Collaboration Annuity | Mass-Scale Infrastructure Annuity | IoT Annuity

Base payout
2%

+

Land and Expand bonus
0% to 7%

+

Renewal bonus
0% to 7%

+

Master Specialized/
Cisco Powered™ bonus
0% to 1%

Full Stack Observability (FSO) | Security Solutions | Networking Solutions | Hybrid Work | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software | IoT Industrial Solutions

SKU incentive
2% to 7%

+

Land incentive
0% to 10%

+

Expand incentive
0% to 10%

+

Renew incentive
0% to 9%

+

Gold Integrator/
Gold Provider bonus
0% to 1%

Cisco
Powered™
Bonus



Enterprise Networks (1%)

Catalyst SD-WAN,
Campus Access



Meraki (1%)

Meraki Security,
Intelligent Workspace,
Meraki SD-WAN, Meraki
Access



Security (1%)

Cloud Managed Security,
Secure Access Service
Edge (SASE), Managed
Firewall, XDR



Mass-Scale
Infrastructure (1%)

Private 5G



Collaboration (1%)

Cloud Calling,
Webex Contact Center

Netformx Pipeline Insight Tool (PIT) & VIP Calculator

Netformx Pipeline Insight Tool & VIP Calculator

Analyze VIP Rebates for Approved Deals and BOM's w/Costs

TOP Business Use Cases

- Automatic upload of Ingram Micro BOMs to leverage all PIT optimization features (XVantage - API)
- Pre-Sales Calculation and Analysis of VIP Rebates
- 'What-If' Specialization Modeling of your Opportunity Potential VIP **for Cisco 360**
- Identification of VIP Non-Eligible SKUs for recommended review
- Provide a complete View of your Deal Pipeline Top Line and VIP Forecasts
- Manual upload of BOMs for analysis also supported

'What-If' Specialization Modeling of your Opportunity potential VIP

TOTAL COST
USD 4,298,864.16

EXPECTED ORDER DATE
11/18/24

VIP
44

ANALYZED REBATE
USD 173,237.56

VIP44 PERIOD
07/28/2024 - 01/25/2025

Architecture & Annuity
Solutions

▼ Partner Status (USA)
Revert

Gold Partner \$35,030.07 ✔

Specialization None Advanced \$

Full-Stack Observability 0 \$0

Secure Access Service Edge 0 \$5,365.74

Hybrid Work Solutions 0 \$65,296.46

Hybrid Cloud Computing 0 \$0

Hybrid Cloud Networking 0 \$20,470.01

Hybrid Cloud Software 0 \$0

Industrial Iot Solution 0 \$0

Secure Networking Solutions 0 \$51,287.68

▼ Solutions - Analyzed Incentive Rebate (TCV)
Revert

Land Expand Analyzed Incentive Rebate (TCV)

Full-Stack Observability \$0

Security Solutions \$0

Hybrid Work Solutions \$0

Hybrid Cloud Computing \$0

Hybrid Cloud Networking \$0

Hybrid Cloud Software \$0

Iot Industrial Solutions \$0

Networking Solutions \$0

Total **\$0.00**

▼ Solutions - Analyzed Incentive Rebate (SKU)
Revert

[More info](#) Analyzed Incentive Rebate (SKU)

Full-Stack Observability \$0

Security Solutions \$5,365.74

Hybrid Work Solutions \$65,296.46

Hybrid Cloud Computing \$0

Hybrid Cloud Networking \$0

Hybrid Cloud Software \$0

Iot Industrial Solutions \$0

Networking Solutions \$51,287.68

Total **\$121,949.88**

Architecture	Annuity	Solutions	Non VIP-SKUs									
Full-Stack Observability	Security Solutions	Hybrid Work Solutions	Hybrid Cloud Computing	Hybrid Cloud Networking	Hybrid Cloud Software	Iot Industrial Solutions	Networking Solutions					
Line Number	SKUs	Description	Cost	Qty	Duration (months)	Extended Cost	SKU Incentive	Land Incentive	Expand Incentive	Renewal Incentive	Gold Rebate	Total Incentive
34.0	FPR3105-NGFW-K9	Cisco Secure Firewall 3105 NGFW...	\$21,105.00	2	0	\$42,210.00	6% (\$2,532.60)	0% (\$0.00)	0% (\$0.00)	0% (\$0.00)	1% (\$422.10)	\$2,954.70
54.0	L-FPR3105T-TC-3Y	Cisco Secure Firewall 3105 TD an...	\$17,221.68	2	0	\$34,443.36	6% (\$2,066.60)	0% (\$0.00)	0% (\$0.00)	0% (\$0.00)	1% (\$344.43)	\$2,411.04

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Identification of VIP Non-Eligible SKUs for recommended review

TOTAL COST
USD 4,298,864.16

EXPECTED ORDER DATE
11/18/24

VIP
44

ANALYZED REBATE
USD 193,707.57

VIP44 PERIOD
07/28/2024 - 01/25/2025

Architecture & Annuity

Solutions

▼ Partner Status (USA) Revert

Gold Partner \$35,030.07 ✔

Specialization	None	Advanced \$
Full-Stack Observability	0	\$0
Secure Access Service Edge	0	\$5,365.74
Hybrid Work Solutions	0	\$65,296.46
Hybrid Cloud Computing	0	\$0
Hybrid Cloud Networking	0	\$20,470.01
Hybrid Cloud Software	0	\$0
Industrial Iot Solution	0	\$0
Secure Networking Solutions	0	\$51,287.68

Solutions - Analyzed Incentive Rebate (TCV)

Land Expand Analyzed Incentive Rebate (TCV)

Full-Stack Observability	\$0
Security Solutions	\$0
Hybrid Work Solutions	\$0
Hybrid Cloud Computing	\$0
Hybrid Cloud Networking	\$0
Hybrid Cloud Software	\$0
lot Industrial Solutions	\$0
Networking Solutions	\$0
Total	\$0.00

Solutions - Analyzed Incentive Rebate (SKU)

i More info Analyzed Incentive Rebate (SKU)

Full-Stack Observability	\$0
Security Solutions	\$5,365.74
Hybrid Work Solutions	\$65,296.46
Hybrid Cloud Computing	\$0
Hybrid Cloud Networking	\$20,470.01
Hybrid Cloud Software	\$0
lot Industrial Solutions	\$0
Networking Solutions	\$51,287.68
Total	\$142,419.88

	Architecture	Annuity	Solutions	Non VIP-SKUs			
Line Number	SKUs		Description	Cost	Qty	Extended Cost	
16.0	FPR3K-PWR-AC-400		ELA SECURE FIREWALL 3K SERIES	\$2,957.21	2	\$5,914.42	
17.0	FPR3K-SSD900		ELA SECURE FIREWALL 3K SERIES	\$0.00	2	\$0.00	
18.0	C9K-PWR-650WAC-R		ELA 650W AC CONFIG 4 POWER	\$0.00	2	\$0.00	
19.0	C9K-T1-FANTRAY		ELA CATALYST 9500 TYPE 4 FRONT	\$0.00	4	\$0.00	
20.0	FPR3K-SSD-BLANK		ELA SECURE FIREWALL 3100 SERIES	\$0.00	2	\$0.00	

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Summary Report of Opportunity VIP Calculation and Analysis of VIP Rebates

3	Source	CCW	Gold Partner Status	Yes	
4	Total Cost	\$ 4,298,864.16	Certifications		
5	Total Rebate	\$ 193,707.57	Networking:	Master	
6	Expected Order Date	Nov. 18, 2024	Collaboration:	Master	
7	VIP period 44	7/28/2024-1/25/2025	Security:	Master	
8	Created in CCW	Jul. 18, 2024 by:	Data Center:	Advanced	
9	Modified in CCW	Jul. 24, 2024 by:	Service Provider:	Advanced	
10	Analyzed in PIT	by:	IoT:	None	
11	Analyzed in VIP	Nov. 18, 2024 by:	Full-Stack Observability:	Advanced	
12	Partner Status synchronization	Sep. 23, 2024 by: Cisco	Hybrid Cloud Computing:	Advanced	
13	Rebate synchronization	Aug. 16, 2024 by: Cisco	Hybrid Cloud Networking:	Advanced	
14			Hybrid Cloud Software:	Advanced	
15			Hybrid Work Solutions:	Advanced	
16			Secure Access Service Edge:	Advanced	
17			Industrial IoT Solution:	Advanced	
18			Secure Networking Solution:	Advanced	
19			MCV:	On	
20			Solution (Land/Expand):	Land	
21					
22					
23		Total Cost	Quantity	Total Extended Cost	Total Analyzed Rebate
24	[-] Solutions	347,328.34	300	3,503,007.04	142,419.88
25	[+] Networking Solutions	138,011.05	100	1,282,192.08	51,287.68
26	[+] Hybrid Work Solutions	129,215.36	116	1,632,411.44	65,296.46
27	[+] Security Solutions	38,326.68	4	76,653.36	5,365.74
28	[+] Hybrid Cloud Networking	41,775.25	80	511,750.16	20,470.01
29	Grand Total	347,328.34	300	3,503,007.04	142,419.88
30					

A Complete View of your Deal Pipeline Top Line and VIP Forecasts

	E	F	G	H	I	J	K	L	M	N	O	P
1	Status	Extended List Price	Cost	Discount %	Potential VIP Rebate	LCI SKU's Cost	Purchase Method	Category	EoPP	Modify Date	Expiry Date	Install Co
4	Approved	USD 48,177.40	USD 26,086.72	45.85%	USD 752.89	USD 0.00	Direct	FastTrackOnly	Jun 23, 2024	May 24, 2024	Nov 20, 2024	US
6	Approved	USD 123,993.84	USD 50,123.62	59.58%	USD 2,364.76	USD 0.00	Direct	Incentives	Jun 27, 2024	May 28, 2024	Nov 24, 2024	US
7	Approved	USD 3,823,159.46	USD 2,217,432.76	42.00%	USD 100,006.80	USD 0.00	Direct	BaseDiscount	Jun 27, 2024	May 28, 2024	Nov 24, 2024	US
8	Approved	USD 446,392.96	USD 210,524.25	52.84%	USD 3,587.58	USD 0.00	Direct	Incentives	Jun 28, 2024	May 29, 2024	Nov 25, 2024	US
9	Approved	USD 3,884,471.62	USD 2,043,720.47	47.39%	USD 38,878.73	USD 0.00	Direct	FastTrackOnly	Jun 29, 2024	May 30, 2024	Nov 26, 2024	US
10	Approved	USD 75,020.81	USD 14,746.53	80.34%	USD 416.77	USD 0.00	Direct	Incentives	Jun 29, 2024	May 30, 2024	Nov 26, 2024	US
11	Approved	USD 180,271.72	USD 89,381.84	50.42%	USD 1,500.78	USD 0.00	Direct	Incentives	Jun 29, 2024	May 30, 2024	Nov 26, 2024	US
12	Approved	USD 38,526.58	USD 36,807.95	446.09%	USD 515.77	USD 0.00	INGRAM MICRO	Tier 2	Jul 3, 2024	Jun 3, 2024	Nov 30, 2024	US
13	Approved	USD 89,391.78	USD 43,099.02	51.79%	USD 1,555.74	USD 0.00	Direct	Incentives	Jul 3, 2024	Jun 3, 2024	Nov 30, 2024	US
15	Approved	USD 123,039.42	USD 56,988.04	53.68%	USD 1,032.71	USD 0.00	Direct	FastTrackOnly	Jul 4, 2024	Jun 4, 2024	Dec 1, 2024	US
19	Approved	USD 405,000.00	USD 206,820.00	48.93%	USD 10,341.00	USD 206,820.00	Direct	Incentives	Jul 5, 2024	Jun 5, 2024	Dec 2, 2024	US
20	Approved	USD 783,000.00	USD 399,600.00	48.97%	USD 19,980.00	USD 0.00	Direct	Incentives	Jul 5, 2024	Jun 5, 2024	Dec 2, 2024	US
21	Approved	USD 70,263.36	USD 28,105.32	60.00%	USD 1,405.27	USD 0.00	Direct	Special_discount_Incentives	Jul 5, 2024	Jun 5, 2024	Nov 30, 2024	US
24	Approved	USD 928,320.41	USD 1,021,665.65	-1005.53%	USD 8,413.16	USD 0.00	INGRAM MICRO	Tier 2	Jul 6, 2024	Jun 6, 2024	Dec 3, 2024	US
25	Approved	USD 271,807.46	USD 271,807.46	100.00%	USD 2,852.09	USD 0.00	INGRAM MICRO	Tier 2	Jul 6, 2024	Jun 6, 2024	Dec 3, 2024	US
30	Approved	USD 1,782,500.00	USD 855,600.00	52.00%	USD 29,760.00	USD 0.00	Direct	Special_discount_Incentives	Jul 6, 2024	Jun 6, 2024	Dec 3, 2024	US
32	Approved	USD 204,500.50	USD 93,845.74	54.11%	USD 4,004.99	USD 0.00	Direct	Incentives	Jul 7, 2024	Jun 7, 2024	Dec 4, 2024	US
34	Approved	USD 152,355.60	USD 74,214.24	51.29%	USD 1,883.15	USD 0.00	Direct	Incentives	Jul 10, 2024	Jun 10, 2024	Dec 7, 2024	US
35	Approved	USD 83,621.45	USD 31,807.11	61.96%	USD 638.26	USD 2,569.20	Direct	Incentives	Jul 10, 2024	Jun 10, 2024	Dec 7, 2024	US
36	Approved	USD 2,056,019.04	USD 556,093.32	100.00%	USD 1,188.70	USD 0.00	INGRAM MICRO	Tier 2	Jul 11, 2024	Jun 11, 2024	Dec 8, 2024	US
38	Approved	USD 163,847.84	USD 69,996.52	57.28%	USD 2,715.77	USD 0.00	Direct	Incentives	Jul 11, 2024	Jun 11, 2024	Dec 8, 2024	US
39	Approved	USD 15,335,767.13	USD 7,032,187.48	54.15%	USD 200,011.01	USD 0.00	Direct	Incentives	Jul 11, 2024	Jun 11, 2024	Dec 8, 2024	US
40	Approved	USD 70,618.23	USD 35,309.13	50.00%	USD 1,412.37	USD 0.00	Direct	Incentives	Jul 12, 2024	Jun 12, 2024	Dec 9, 2024	US
41	Approved	USD 71,259.06	USD 38,444.82	46.13%	USD 608.22	USD 0.00	Direct	FastTrackOnly	Jul 12, 2024	Jun 12, 2024	Dec 9, 2024	US

Call to Action Slide The Pipeline Insight Tool + VIP Calculator

- \$0 Onboarding, Training
- List Price unlimited users, 12-month subscription = \$24,950
- Special Offer “Ingram-PIT-2024” = \$18,950 for PO before December 30, 2024
- Contact Mike Johnson - mike.johnson@netformx.com

Cisco Customer Assessment Incentive Program

Why customer assessments?



Identify risk

By evaluating the existing environment, customer assessments can reveal gaps in security, performance, or capacity. Understanding these gaps allows for strategic planning to address and resolve them.



Accelerate performance

Uncover opportunities to improve the environment, performance and efficiency. This can lead to better user experiences and increased productivity by ensuring that systems are running optimally.



Achieve outcomes

Create a foundation for the future by facilitating the development of a roadmap to success that leads to tangible improvements for long-term positive outcomes, and demonstrating commitment to your customer.

Why Assessments?

Creating a Win – Win – Win Scenario



Customer

Remove risk in their environment associated with outdated or inadequate security solutions



Partner

- Find new opportunities to help customers
- Get paid **\$7,500** from Cisco per assessment
- Expedited deal registration approvals



Cisco

Win business via partner assessments, creating sales today and loyal customers into the future

Customer Assessment Overview

Objective: Find new security opportunity by proactively assessing the customers' network

Action Plan: Reward partners for completing customer security assessments to find vulnerabilities, resulting in security deal registrations.

Payment Details

\$7,500 per assessment
Paid upon completion & validation of PoP
Submissions & Approvals via SIRE

Proof of Performance:

1. Security Deal Reg: 1+ Approved Security Deal Registration for \$100K+ List Price
2. Proof of Assessment: Summary or Output Report
3. Proof of Delivery to Customer

Use Cases

Campus & Edge

Data Center & Virtual Infrastructure

Cloud

IoT

Process Flow

Partner Submits a request in SIRE

Cisco Budget & Approval decisions made

Partner completes assessment

Partner registers at least one deal for at least \$100K list

Partner submits PoP in SIRE, Cisco reviews PoP

Partner receives payout

Proof of Performance

Output Report / Project Plan

Assessment output report or project plan which MUST include:

- Name of customer
- Dates of assessment period
- Description of customer's requirements
- Proposed Cisco solution

Powerpoint

Project Scope

- Problem/Issue: XX
- Ideal state: XX
- Deliverables:
 1. X
 - 2.

Powerpoint

Next Steps

- Create Deal Registration for XYZ
- Follow up call with Joe and Sally to discuss long term security plan with Cisco

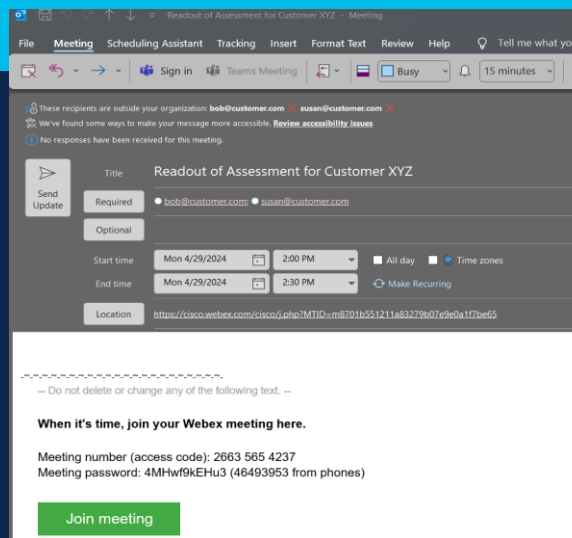
Powerpoint

Evaluation

- Verified DNS security controls
- Reviewed device integrity verification
- Access Reviews

Proof of Delivery

Invitation to final customer readout meeting with date OR proof of readout being sent to the customer.



\$100K+ Approved/Qualified Deal Registration

Unique Deal ID for an approved/qualified Hunting or Teaming deal registration with applicable product and software of \$100K list price or greater specific to the assessment being claimed for payout.

Deal ID 11111111
(Dependent Upon Cisco AM Approval)
Entered in SIRE

Netformx AssetXpert

Delivering a Network Source of Truth with AssetXpert

→ We simplify getting an accurate picture

- Easy to use – Lightweight – Credentialless
- Remote discovery capabilities with docker
- Discovery via SNMP and/or SSH

→ Key Capabilities you need for success

- Comprehensive network baselining
- Complete and Accurate Scans
- Allows for recurring updates
- Multivendor
- Physical and Logical Topology Mapping
- If Data Privacy Localization Regulations
 - View your Discovery and physical topology mapping in a browser without ever touching the cloud

→ What this means for you

- Baselining - Network Source of Truth
- Cisco 'Customer Assessment Incentive' Rewards (CAI)
- Compliance Reporting
- Health Checks
- Vulnerability Scans
- Security Posture
- Technology Refresh
- MSP Proposals



Customer Assessment Incentive (CAI) Report

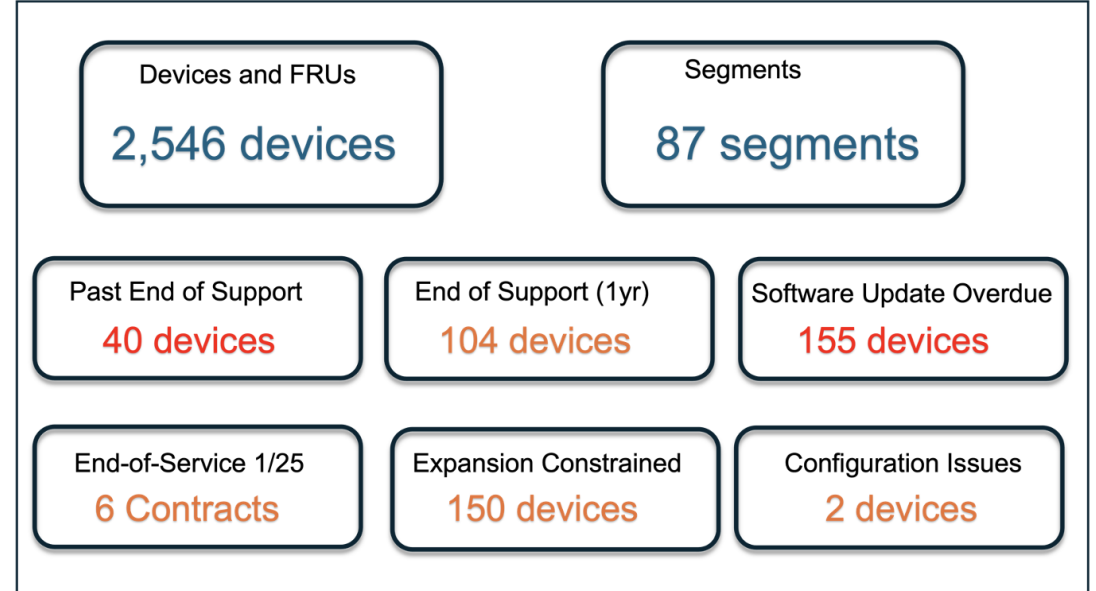
A Comprehensive Customer Assessment

Report & Plan

Prepared for **[Customer]**
By **[Partner]**
[Date]

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Overview of the Technical Assessment Findings



1. There are 2,546 devices and FRUs in your Network.
2. The Network has 87 Segments.
3 segments may be susceptible to hidden traffic
3. There are 40 devices that have reached EoX.
4. 104 devices that will reach EoX as of within a year, all have a known replacement.
5. 6 SmartNet Contracts will have reached End-of-Service as of Jan 10, 2025.
6. There are 155 devices that are overdue for a software update.
The oldest are over 70 months overdue for a software update.
7. There are 150 devices that may constrain your ability to expand your network or throughput.
8. 2 devices have configuration issues that should be addressed.

The proposed solution will provide a comprehensive recommendation for replacements based on

View by Customer: AX DEMO

View By File: Discovery_12901_20241106T095...

2,276 Total Assets	139 CCWR Assets Not Found In Inventory File	185 Items Expire Within 90 Days	0 Items Reach EoL Within 90 Days	0 Incumbent 549 Non-incumbent	128 Unverified 1,599 Uncovered
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Inventory Filter:

Incumbent
 Non-Incumbent
 Uncovered
 Unverified
 CCWR vs Inventory Gap

Search: Filter by:

Product Number	Serial Number	Instance Num...	Quantity	Contract Num...	Service Level	Contract Status	Start Date	End Date	Ldos ↓
MS250-48FP-HW	Q2QW-CB4D-VYSV	5842756096	1		ROBP		2023-12-01	2024-11-30	2030-08-31
MS250-48FP-HW	Q2QW-CKUH-9RVG	5842756103	1		ROBP		2023-12-01	2024-11-30	2030-08-31
MS250-24-HW	Q2LW-7UZ7-JZX6	5842757229	1		ROBP		2023-12-01	2024-11-30	2030-08-31
MS250-24-HW	Q2LW-A56M-FB7W	5842757234	1		ROBP		2023-12-01	2024-11-30	2030-08-31
MS120-8FP-HW	Q2CX-YEFS-42NT	5343906553	1		ROB		2023-10-01	2024-09-30	2030-03-31
MS120-8FP-HW	Q2CX-ZBMJ-XPXV	5343906515	1		ROB		2023-10-01	2024-09-30	2030-03-31

Save Current View

Name:

Save with current chart

Set as my default view

System Predefined Views:

- Inventory
- Firewall
- Wireless
- Location

My Views:

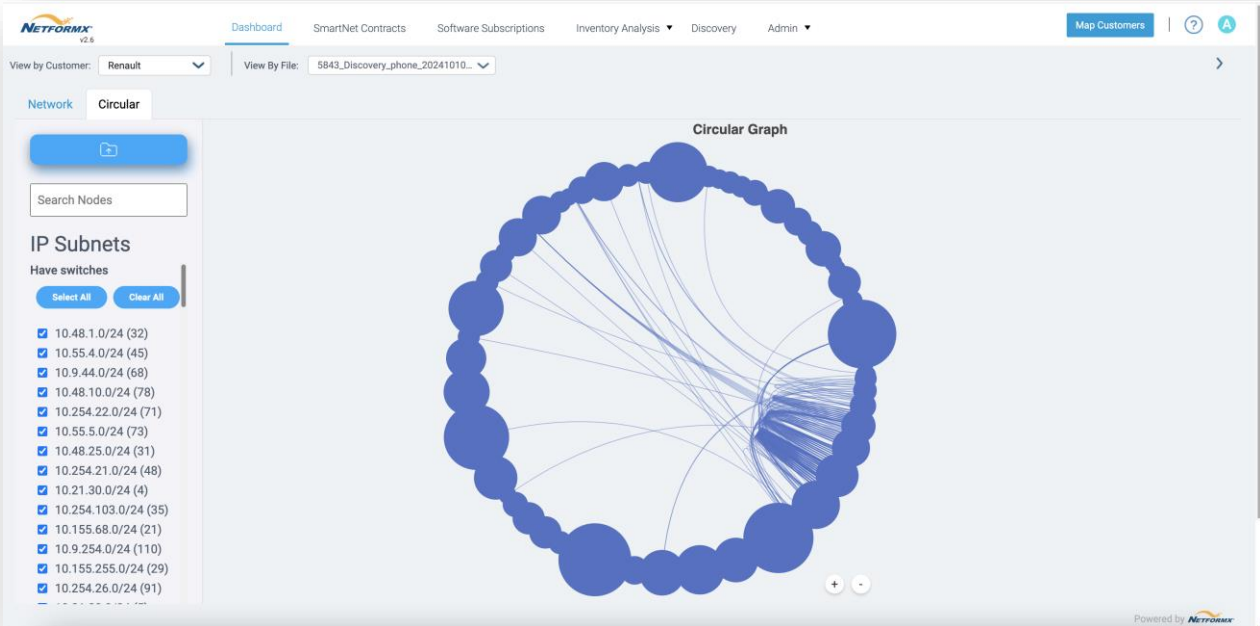
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CAI Report

Geo Mapping

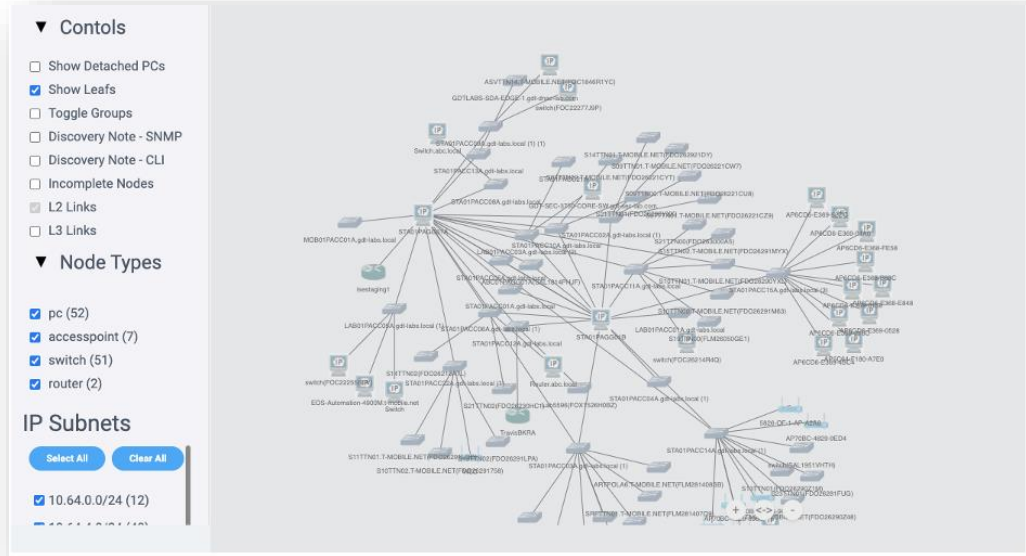


Segmentation

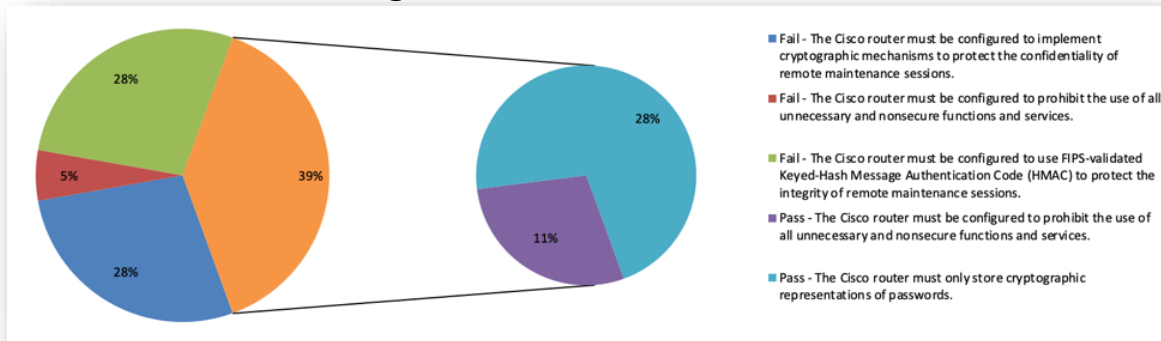


CAI Report

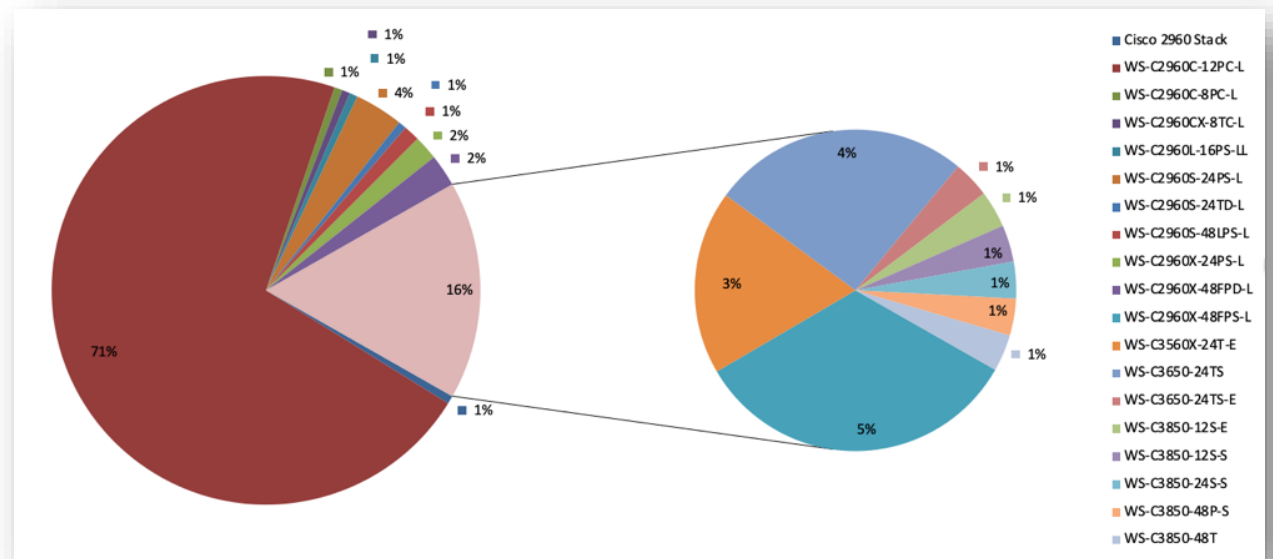
Physical Topology



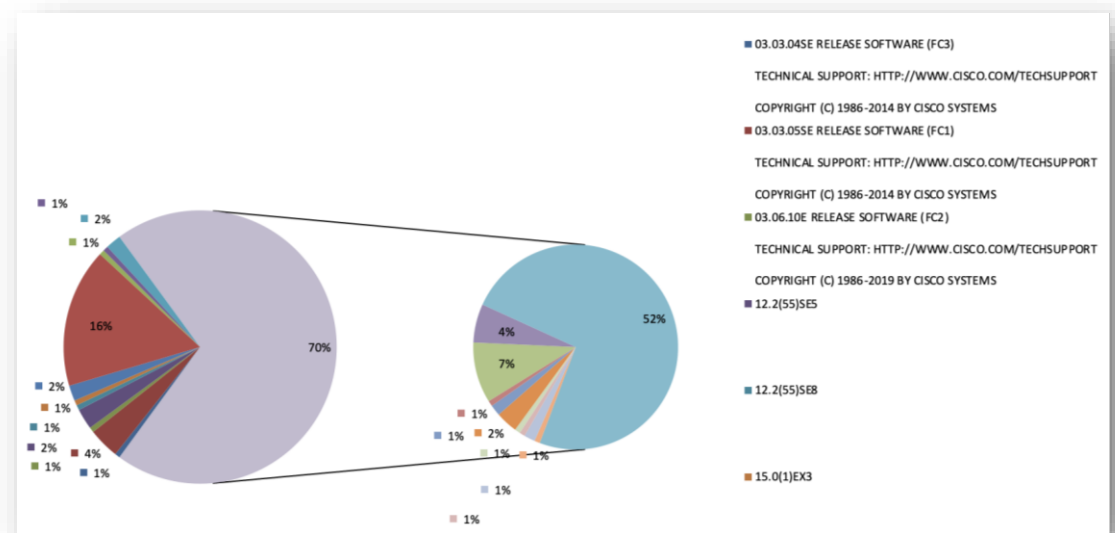
Configuration Best Practice



SKUs



Software Version



AssetXpert Wrap Up & Call to Action

- Two pricing models (Consumption) – Consulting and MSP – both device based
- Special Offer “Ingram-AX-2024” = \$0 Customer assessment if concluded by December 30, 2024
- Contact Mike Johnson - mike.johnson@netformx.com

Thank You!