

Analyze, prioritize, and manage your Cisco LCI opportunities to maximize reward payouts



Do you have timely access to all the data you need to maximize earning of Cisco Lifecycle Incentives?

Cisco rewards Partners for developing customer success practices and creating value across the customer experience lifecycle, from the very start through to use or activation and adoption. Yet Cisco Partner Sales, Customer Experience, and Customer Success teams struggle to integrate the complex customer experience process while maximizing their Cisco Lifecycle Incentive (LCI) rewards.

It's no secret that it's hard to gather and manage Cisco LCI data. Partners are left to manually find, gather, collate, and correlate the data from numerous disintegrated Cisco platforms. Access to Distributor point of sale data, not available directly from Cisco, is yet another challenge to overcome. Then partners often manually analyze the data and track the status to ensure they meet LCI requirements for each deal—with due dates spread all over the calendar. Finally, they review the actual payouts and analyze program results typically through various spreadsheets.

A single, simplified, summarized 360-degree LCI reward management view

The Netformx LifecycleXpert application, powered by ChannelXpert, brings program intelligence to Sales and Customer Experience teams so they can increase profitability by maximizing LCI reward submission and collection. This is achieved by automating the management of LCI reward requirements and deadlines for Use/Activate and Adopt. LifecycleXpert helps you analyze and prioritize LCI opportunities, determine where to take action on plans and activities, see what's needed to meet milestones and due dates, and track payments to ensure you get paid. It gives you a view of the entire LCI journey.

LifecycleXpert enables a rapid ROI with automatic analysis of comprehensive data and actionable insights that show the potential rewards — all on a single pane of glass.

LifecycleXpert features and benefits

- Identify and prioritize LCI reward opportunities with one click
- Consolidate Tier1 and Tier2 data from multiple sources, with automated continuous refreshes
- Complement up-to-date Annuity data by running Netformx LCI logic on Annuity Bookings
- Ensure due dates are accurate by correlating Deal ID's to bookings, plans, and activities, adjusting incorrect dates provided by other systems
- Leverage Notifications of CSP expiration dates and required actions
- A chronological LCI timeline provides current and upcoming plan requirements and deadlines
- Streamline insights with quarterly analysis and view historical results
- Generate custom reports and charts

Get full access to Cisco and Distributor data

To gain the most benefit from the LCI program it is critical to have access to all the necessary data. This can be a challenging task since the data is distributed across numerous systems. To save you valuable time, LifecycleXpert gathers and aggregates up-to-date LCI data from Distributors and various Cisco platforms. It consolidates all the available LCI information, analyzes both Annuity and Architecture data on a constant basis with up-to-date program logic. The results are presented in an actionable dashboard with an easy-to-understand format—delivering the right data to the right people at the right time.

Comprehensive and timely Annuity opportunity analysis

Annuity reports and opportunities from the Cisco portals are many times delayed and incomplete. The Netformx data collection engines and LCI program algorithms complement the Cisco data with up-to-date Annuity booking data. The result is opportunity data that is comprehensive and as close to real time as possible. This ensures that the lucrative Annuity LCI reward opportunities are identified early and can be acted upon in a timely manner.

Insights are presented in a consumable and actionable manner

In addition to the main dashboard, LifecycleXpert offers unique tabs for Opportunities and Activities. The visual timeline highlights future due dates and required actions. In addition, the Actionable Insights area, provides a list of upcoming deadlines and related actions. All the data in the dashboard are clickable to enable diving into the details and quickly obtaining deeper visibility whether in the program summary screens, timeline or Actionable Insights area.

Identify, analyze, and prioritize LCI opportunities

With a single click, LifecycleXpert gives you immediate visibility to eligible LCI opportunities shown by quarter, LCI phase and track, and potential rewards are automatically calculated and presented.

LifecycleXpert quickly zeros in on the important information you need to make decisions. For example, filters can be applied, such as Enterprise Agreements (EA) and Non-EA's, by expiration, due date, and quarter. Then prioritize your efforts to focus on those opportunities with the highest LCI reward payout potential or the services that are prime for delivering adoption.

Streamlined LCI Processes Provide Excellent Customer Service

“Netformx LifecycleXpert streamlines the process of managing LCI so we can provide an exceptional customer experience. We can quickly view deals that qualify, and which are close to qualifying. No more manual white board and spreadsheet management! No going in and out of Cisco portals. With the dashboard we can see all the data we need and can set appropriate priorities.”

— Pat Henson, VP of Operations at Veytec

Track Use/Activate and Adopt plans

Netformx LifecycleXpert automatically provides the insights you need to fulfill the LCI program requirements. After registering your LCI opportunities in Cisco PPE easily track and monitor the status of LCI activities, crucial milestones, and due dates, including Customer Success Plans (CSP) and Successful Business Outcomes (SBO). By matching Deal ID to plans and activities you can accurately track due dates based on the booked order date to start the 90-day CSP expiration timer and correlate data between all systems.

A chronological LCI timeline provides insights to current and upcoming due dates, for your various opportunities that each have their own submitted CSP and SBO, due dates and deadlines.

Importantly, LifecycleXpert provides all the information needed in order to submit CSPs and SBOs by exposing all the required data and automating the correlation of Deal ID to purchase orders, plans, activities, and customer names.

Track reward payments to ensure you get paid

Analyze your payout status with LifecycleXpert and track whether the submission was accepted or rejected so you can take further action if needed. In a single view, see all comments and relevant data for action.

Once your LCI submission is made, LifecycleXpert provides insight to all collected rewards. Payouts are calculated by customer and by activity so you can track your payouts and verify that activity-based reward incentives are paid. Quarterly analysis enables you to better manage Cisco plan limits. You can also look back to 5 quarters for historical insights.

Consolidated and actionable insight to manage LCI

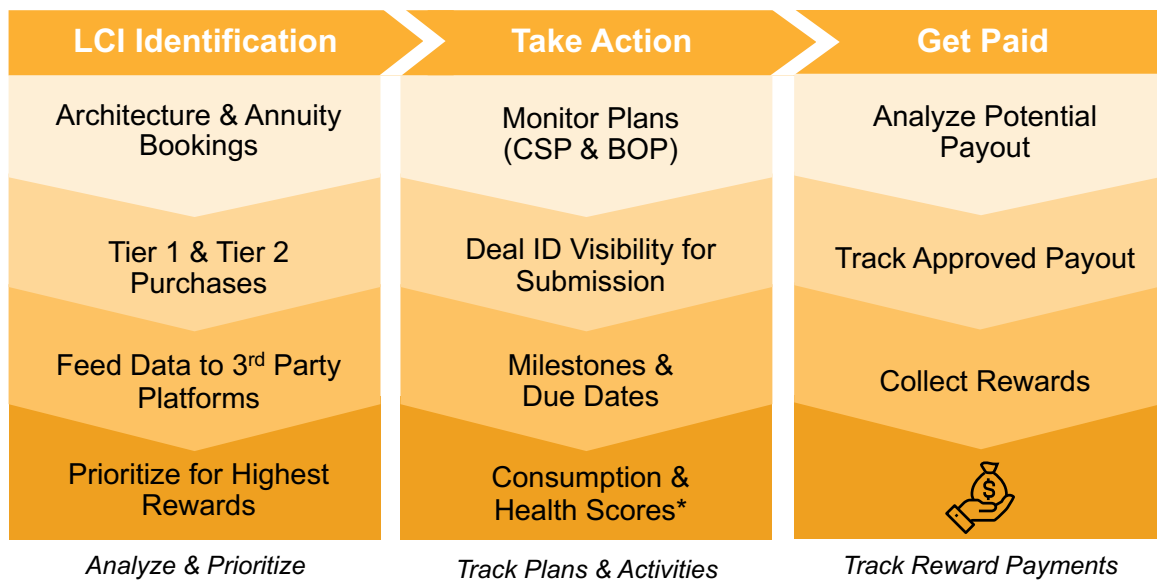
"It is easy to track our success with the program thanks to at-a-glance analysis, charting, and reporting of our historical and new opportunities. Netformx LifecycleXpert enables us to take a bird's eye view and to really manage our LCI program rather than getting lost in the details of data acquisition and analysis. That is a huge benefit to us."

-- Deanna Davenport,
Director of Lifecycle Services at ConvergeOne

Manage LCI rewards throughout the lifecycle

Since Netformx LifecycleXpert automatically gathers the relevant data for both historical and current opportunities, partners can quickly see their new opportunities, as well as build a business case for their Customer Experience Specialization by examining Expired and Ineligible opportunities. You can track how successful you are with the program and use LifecycleXpert reporting capabilities to communicate that achievement.

Activation, Adoption & Utilization



* Future module under development

Netformx LifecycleXpert automates LCI management

Enjoy a rapid return on your LifecycleXpert investment with 1) consolidated Cisco, Distributor and Booking data, 2) applied critical logic (such as Deal ID) and 3) actionable dashboards to increase LCI payouts. Additionally, Netformx experts will help you understand the complexities of the LCI program.

The Power of 3 to Manage and Capture Cisco Lifecycle Incentive Rewards

Customer Experience (CX) teams are now able to leverage automation to analyze and prioritize Cisco LCI reward opportunities throughout the customer journey when several Netformx tools are used from presales through renewal. With visibility to all the data to properly plan during presales, you will be able to better manage activation, adoption, and utilization postsales and ensure timely renewals. Learn about the [Netformx Power of 3 Advantage](#) for a full Lifecycle Incentive journey that is ready to use today. The advantage of combining the [Pipeline Insight Tool](#), [LifecycleXpert](#), and [AssetXpert](#) will automate full lifecycle management and increased reward capture.

To get started today, talk to your Netformx Account Manager, or contact sales@netformx.com

About Netformx

Netformx cloud-based applications simplify how Cisco Partners and IT Solution Providers can increase profitability from Lifecycle Incentives, VIP rebates, CSPP, and more throughout the sales cycle. We merge our deep expertise of Cisco programs with complete, consolidated, and digestible data from Distributors and numerous Cisco platforms to deliver the right data to the right people at the right time. Business outcomes are further enhanced with timely insights to manage renewals and discover replacement and expansion opportunities.

Netformx users globally leverage our Suite of Applications to offer a better customer experience and help them to be future-ready. This is done through optimized and accurate proposals, ongoing in-depth analysis to efficiently manage the customer lifecycle, and at-a-glance insights into customer network assets, software subscriptions, and support contracts. Netformx customers include AEC, ALE, AT&T, Bell Canada, BT, Cisco, ConvergeOne, Insight, Logicalis, Optus, NTT, Telstra, and Veytec.

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