

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



Simplify Lifecycle Incentive management with all the data and insights you need

Cisco rewards Partners for developing customer success practices and creating value across the customer experience lifecycle, from the start through activation, adoption, and expansion. Yet Cisco Partner Sales, Customer Experience, and Customer Success teams struggle to manage the complex customer experience process so that it maximizes 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 undertake the difficult task to gather, collate, and correlate the data. Access to Distributor point of sale data, not available directly from Cisco, is yet another challenge. Then there are the tasks of analyzing the data, tracking, and meeting LCI requirements for each deal—with due dates spread all over the calendar—and, finally, monitoring the actual payouts.

Efficient LCI management with a focus on your business and customer

The Netformx LifecycleXpert application brings program intelligence to Sales and Customer Experience teams so they can increase profitability by maximizing reward submission and collection. This is achieved by automating the management of LCI reward requirements and deadlines for Activation, Adoption, and Utilization. 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.

LifecycleXpert enables a rapid ROI by automatically analyzing up-to-date Cisco and Distributor data to provide a holistic view of the business as well as actionable insights that optimize profits—all on a single pane of glass. And it does so out of the box, without the need for customization or integration.

LifecycleXpert features and benefits

- Identify LCI opportunities with one click
- Consolidated Tier1 and Tier2 data from multiple sources, refreshed daily
- Insights on LCI plans, required deliverables, and milestone timelines
- Meet plan requirements and deadlines
- Ensure all rewards are paid
- Generate custom reports and charts

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

Full access to Cisco and Distributor data

To benefit most from the LCI program it is critical to have access to all the necessary data, which is a challenging task since the data is distributed across numerous systems. To save you valuable time, LifecycleXpert gathers and analyzes up-to-date lifecycle data from Distributors and various Cisco platforms. It consolidates all the available lifecycle information, applies program logic and nuances, and presents it in an actionable dashboard with an easy-to-understand format—delivering the right data to the right people at the right time.

Identify, analyze, and prioritize LCI opportunities

With a single click, LifecycleXpert gives you streamlined visibility to eligible LCI opportunities—including Distributor opportunities—and their potential rewards.

LifecycleXpert arms you with the capability to quickly zero in on the important information you need to make decisions. You can apply filters, such as Enterprise Agreements (EA) and Non-EA's, by expiration and due dates, or Eligible and Ineligible. Then see which are eligible for LCI and the opportunity size so you can prioritize those with the highest payout potential or the services that are prime for delivering adoption.

Monitor and track Activation, Adoption, and Utilization plans

Netformx LifecycleXpert automatically provides the insights you need to fulfil the LCI program requirements. You can monitor your Customer Success Plans (CSP) and Business Outcome Plans (BOP) and activities and track crucial LCI milestones and due dates. Since you continuously sell qualified LCI solutions, each with their own submitted CSP and BOP, due dates and deadlines occur across the calendar and need to be continuously tracked so no milestone is missed.

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

Track reward payments to ensure you get paid

LifecycleXpert enables you to analyze your payout status and track whether the submission was accepted or rejected so you can take further action if needed. Comments are also presented, so all relevant data for action is in a single view.

Once you've made your LCI submission LifecycleXpert gives you the visibility you need to ensure all rewards are collected. You can calculate your approved payouts by customer and by activity, track your payouts, and verify that activity-based reward incentives are paid.

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

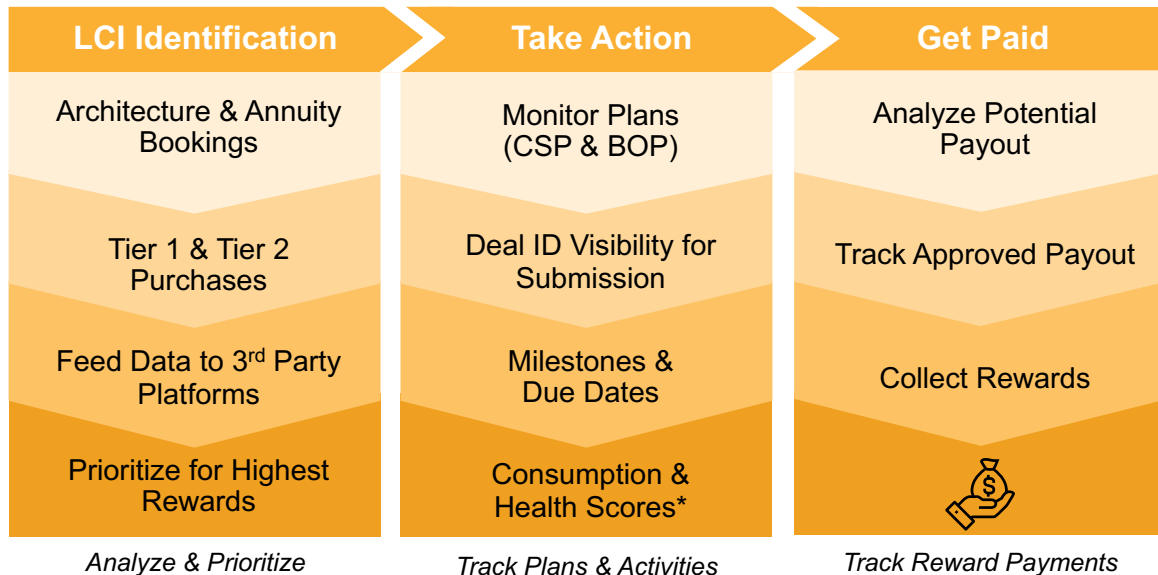
Manage LCI rewards throughout the lifecycle

Complete access to Cisco and Distributor data sources makes it easy to track LCI opportunities and payments throughout the Lifecycle Incentive stages. 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.

Netformx LifecycleXpert automates LCI management

LifecycleXpert will give you a rapid return on your investment by consolidating and analyzing both Cisco and Distributor data, applying critical logic (such as Deal ID), providing actionable dashboards, and increasing LCI payouts. You get the benefits of automation right away, without customization costs and delays. Plus, you have at your disposal complementary Netformx experts to help you understand the complexities of the LCI program.

Activation, Adoption & Utilization



* Future module under development

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 and expansion opportunities. The **Netformx Power of 3 Advantage** is ready to use today. It combines the **Pipeline Insight Tool**, **LifecycleXpert**, and **AssetXpert** to 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

From presales to renewal, Netformx applications help Cisco partners deliver a better customer experience and increase profitability. Consolidated and digestible distributor and vendor data is combined with applied logic and automation to ensure users have the right data at the right time to deliver value to customers throughout their digital transformation journey. [Netformx.com](https://www.netformx.com), [Twitter](https://twitter.com/netformx), and [LinkedIn](https://www.linkedin.com/company/netformx).

