



BT Uses Netformx ChannelXpert to Increase Vendor Rebates on a Global Basis

BT is one of the world's leading providers of communications services and solutions, serving customers in 180 countries. A large fraction of its enterprise customers are global, too, needing solutions that link offices in multiple countries, each with country-specific requirements.

Limited automation and analysis made it difficult for BT to optimize its use of promotions in each region, to check for lost rebates, or to challenge a vendor's decision to disallow rebates. Margins and profitability were not being maximized as a result.

ChannelXpert Enables BT to Efficiently Manage Their VIP Rebates Globally

As an early adopter of Netformx ChannelXpert, BT had the foresight to break away from standard manual practices to better leverage Cisco programs. They have been using ChannelXpert to monitor and manage global VIP rebates for the past two years. BT uses ChannelXpert to centralize the process of capturing reward rebates, adhering to vendor incentives, and ensuring promotional program compliance.

With ChannelXpert, a small team in the United Kingdom now manages and controls rebate programs on behalf of BT's regions around the world. ChannelXpert enables them to quickly analyze the Cisco program for compliance and to regularly send program numbers and insights to the regions so that timely action can be taken to increase rebates.



"Netformx ChannelXpert has enabled us to quickly identify actions that allows us to optimize our partner rebates and rewards. We are gaining more business insights with less effort and can focus on the areas with the most impact on profitability."

Simon Fenning, General Manager BT Group Procurement and Cisco CoE, responsible for managing BT's relationship with Cisco

About Netformx

Netformx helps Cisco Partners design and deliver multi-vendor IT solutions quickly and effectively, increase revenues, and create an improved buying experience for their customers. The Netformx application suite streamlines the entire sales lifecycle from pre-sale to renewal while optimizing use of Cisco incentives, promotions, discounts and rebates to grow profit margins. Powerful tools comprising business intelligence, actionable insights, collaboration and automation, coupled with close integration with Cisco, enable Partners to eliminate manual work, improve efficiency and achieve better business outcomes and customer success.

About BT

BT's purpose is to use the power of communications to make a better world. It is one of the world's leading providers of communications services and solutions, serving customers in 180 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to its customers for use at home, at work and on the move; broadband, TV and internet products and services; and converged fixed-mobile products and services.

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