Executive Brief

Netformx AssetXpert™ — The Cisco 360 Execution Platform

Turn Customer Intelligence into Customer Action. Maximize Deal Lifetime Value.

Cisco 360 Has Changed How Partners Create Value

Cisco 360 has fundamentally changed how partners create value.

Winning new business is still important, but long-term profitability is now determined by what happens throughout the customer lifecycle. Partners are rewarded for helping customers adopt new technologies, expand their environments, renew software and services, modernize infrastructure, and continuously improve business outcomes.

Yet most partners still manage these lifecycle motions through disconnected teams and disconnected data. Sales, Services, Customer Success, Renewals, Operations, and Executive Management each contribute to customer success, but few share a complete view of the customer or the total profitability opportunity.

The partners that consistently outperform are those that transform customer intelligence into coordinated customer action.

AssetXpert Connects Customer Intelligence with Customer Execution

AssetXpert™ is Netformx's Cisco 360 Execution Platform, combining network discovery, deal profitability analysis, and lifecycle execution into a single operational platform.

Every customer-facing team works from the same continuously enriched customer intelligence, enabling them to identify the highest-value opportunities, coordinate actions across the organization, and maximize Deal Lifetime Value (DLV).

Rather than producing another dashboard, AssetXpert continuously identifies the next best customer actions that increase profitability before and after the sale.

One Platform. Three Integrated Modules.

Together, these three modules create a continuous execution engine. Discovery identifies opportunities, Deal Analysis optimizes new business, and Lifecycle Management ensures profitability continues long after the initial sale.

Discovery
Everything begins with understanding the customer environment.

AssetXpert automatically discovers multi-vendor networks and enriches the results with lifecycle, security, configuration, software, and installed-base intelligence.

Discovery identifies what exists. Assessment explains what it means.

Executive-ready assessments help partners identify infrastructure risk, technology refresh opportunities, lifecycle exposure, security vulnerabilities, and AI readiness—creating the operational baseline for every downstream customer engagement.

Deal Analysis
Before a quote is submitted, Deal Analysis helps sales teams maximize profitability by modeling Cisco Partner Incentives (CPI), optimizing product mix, evaluating competitive takeover opportunities, and forecasting Deal Lifetime Value.

Instead of simply producing quotes, partners can optimize both the immediate transaction and its long-term profitability.

Cisco 360 Lifecycle Management
Under Cisco 360, most partner profitability is earned after the initial sale.

AssetXpert continuously identifies the highest-value opportunities across Land, Adopt, Expand, Renew, and Refresh, helping every customer-facing team execute a coordinated lifecycle strategy that improves customer success, protects recurring revenue, and uncovers new growth opportunities.

Business Outcomes

AssetXpert transforms Cisco data into measurable business outcomes.

- Maximize Deal Lifetime Value (DLV)
- Increase Cisco Partner Incentive (CPI) earnings
- Improve profitability before and after the sale
- Accelerate customer adoption and customer success
- Grow recurring software and services revenue
- Protect renewals and reduce churn
- Transform discovery into consulting, managed services, refresh, and modernization engagements
- Identify AI readiness and infrastructure modernization opportunities
- Improve operational efficiency across Sales, Services, Customer Success, Renewals, Operations, and Executive Management

Stop Managing Transactions. Start Managing Customer Value.

Cisco 360 rewards partners that continuously create customer value—not simply close deals.
AssetXpert enables partners to move beyond disconnected tools and isolated lifecycle activities by connecting customer intelligence, business insights, and coordinated execution across the organization.

AssetXpert doesn't simply generate more reports—it identifies the next best customer actions.
The result is a single platform that helps partners maximize Deal Lifetime Value, strengthen customer relationships, and create sustainable, long-term growth.

Learn More

Request a personalized demonstration to see how AssetXpert helps Cisco partners maximize profitability across the entire customer lifecycle or contact Sales@Netformx.com.

Related Resource:

- **Use Case:** Every AI Initiative Starts with an AI-Ready Network — Learn how Cisco's AI strategy is creating new opportunities for partners to deliver assessments, modernization roadmaps, managed services, and Cisco 360 lifecycle engagements.