

Netformx Tools Maximize Cisco Partner Profits

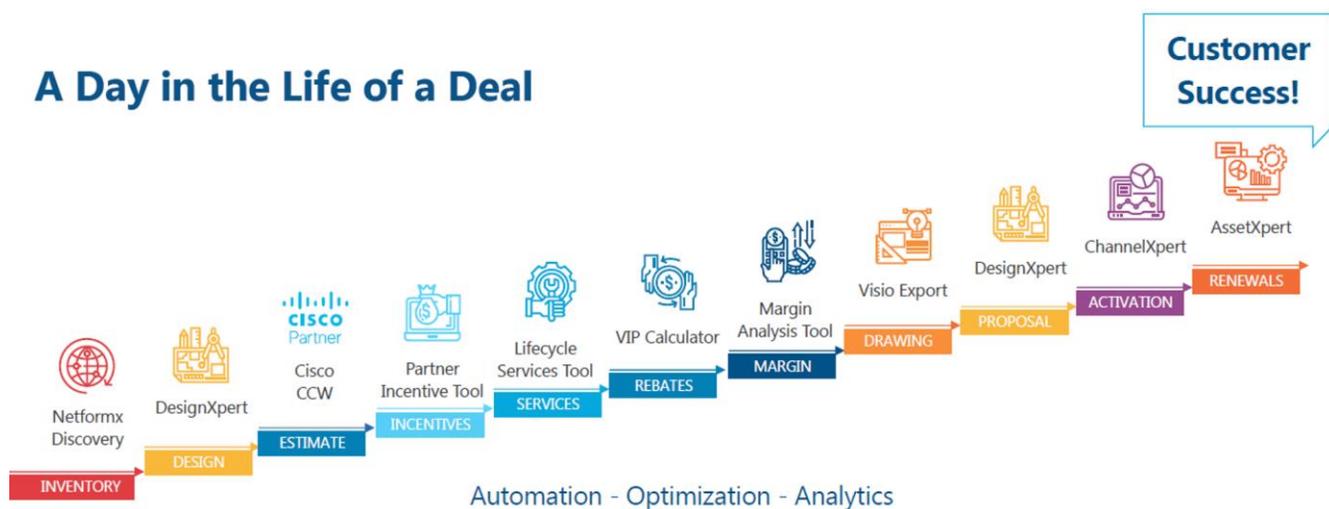
Innovative solutions simplify IT sales complexity and increase seller profitability across the sales lifecycle

Netformx has a history of automating manual processes for Cisco Partners. We help Partners deliver IT solutions quickly and effectively while improving profitability and customer success. By streamlining the sales process, Netformx solutions enable Partners to achieve better business outcomes and improved customer success. Our solutions eliminate manual work, countless spreadsheets, broken processes, and unsatisfied customers.

Netformx started with discovery and quoting, so you may be familiar with **DesignXpert®** and **Discovery**, but we are much more than that. We have evolved to profitability optimization and, thanks to our close integration with Cisco, are growing our suite of tools to manage deal profitability end-to-end, from discount optimization to adding services, to calculating rebates and calculating margins.

By applying automation, optimization, and analytics throughout the sales and renewals lifecycle, Netformx enables Cisco Partners to not only create accurate, differentiated, and winning designs and proposals, but also to maximize benefits from promotions, discounts, and rebates and to proactively manage renewals. This not only benefits the Partner, but also stimulates their customers' success.

A Day in the Life of a Deal



Grow deal profitability with pre-sales automation

Cisco programs and incentives are usually addressed post-sales. Time-consuming manual methods piece together the latest qualification criteria, pulling from multiple data sources and Cisco systems. The BOM may be sent back to the design team to incorporate changes, which delays the proposal and potentially changes what has already been proposed to the customer.

Partners generally do margin analysis using spreadsheets, and with every proposal iteration resulting from customer feedback, the Partner needs to repeat all the steps.

With automation, the **Netformx Partner Incentive Tool (PIT)** enables Partners to incorporate incentive-based changes early in the design phase and sales cycle, whenever a Cisco BOM or CCW estimate is being created. PIT automatically exposes and contrasts promotions and incentives and their cost benefits that the Partner might

have overlooked or not fully leveraged. By incorporating them up front, the Partner can decide whether to pass the benefits on to help close the deal or retain the benefits to

increase their margin. In addition, approved CCW quotes can be analysed to validate that the approved cost discount is the best one for the opportunity, to use Cisco cost data to calculate optimal gross margin, and to run what-if scenarios to compare against a competitor's potential discount.

The **Netformx Margin Analysis Tool (MAT)** provides an innovative, automated way for Cisco Partners to determine end-customer pricing and maximize their margins through accurate cost and sell margin analysis of CCW Estimates. Partners can also test for "what-if" pricing scenarios to help determine their best sales-focused cost and price strategy.

The **Netformx Lifecycle Services Tool (LST)** enables a Partner to incorporate Services including Activation, Adoption, Customer Experience, Installation, Design and Maintenance into their proposals. They can automatically map SKUs to the required tasks and services. Algorithms make it easy to assign services, and define roles, resources, hours, costs, and rates to projects and to calculate margins.

The **Netformx VIP Calculator Tool (VCT)** calculates VIP rebates for annuities and architectures. VCT enables the Partner to determine, plan, and staff for activation. It also provides levers for status specializations, such as Gold. VCT provides rebate visibility, such as the profitability of the back-end rebates; impact of Master Specializations; and probable MIP or Account Breakaway rebates. It tracks annuity rebates and full estimates with all lines of applicable rebates and creates what-if scenarios to find the most profitable solution.

Streamline sales operations and enable efficient business management post-sale

Netformx ChannelXpert® uses innovative Cloud-based artificial intelligence, big data, and an analytics engine to maximize Cisco Partner financial benefits. It accelerates profits by providing actionable business insights in a single pane of glass by automatically analyzing the most up-to-date data from multiple sources. On a single dashboard, ChannelXpert provides rebate and reward program adherence, eligibility, milestones, due dates, bookings, targets, and alerts to potential situations that either invalidate or increase rebates.

Transform customer success with simplified IT asset and contract management

Designed to empower Cisco partners and their customers, **Netformx AssetXpert** provides a single, unified customer-centric view of assets and contracts as well as business intelligence on coverage and expiration dates. Partners can create customer-specific views for their sales team, and also offer these portals to their customers. The Netformx AssetXpert portal summarizes in real time the end customer's asset service contracts and Last Day of Support (LDoS) notifications as well as asset-to-service levels. AssetXpert provides interactive search capabilities and drill-down of asset details and reflects the asset selections on a geographic asset heat map.

Increase profitability by automating the sales lifecycle

Automation can streamline the incorporation of incentive management into the sales process by providing a seamless, closed-loop activity for every Bill of Materials or estimate iteration.

Partners gain easy access to the data they need so they can focus on their business and be proactive with their customers, instead of grinding through spreadsheets. And proposals (as well as their iterations) that make business sense can be created rapidly, delighting the customer and the bottom line.

About Netformx

Netformx helps IT solution providers, vendors and distributors increase revenues and create an improved buying experience for their customers. The Netformx application suite offers a simpler way to configure, design and sell complex multi-vendor solutions with greater accuracy and speed. Our comprehensive KnowledgeBase™ and analytics tools allow users to offer the most cost-effective solutions and identify opportunities for up-sell and cross-sell. Cisco partners can further optimize use of promotions, discounts and rebates to grow profit margins. Netformx streamlines the IT sales lifecycle from pre-sale to renewal with powerful business intelligence, actionable insights, collaboration and automation, resulting in better business outcomes.