

Netformx Tools Maximize Cisco Partner Profits

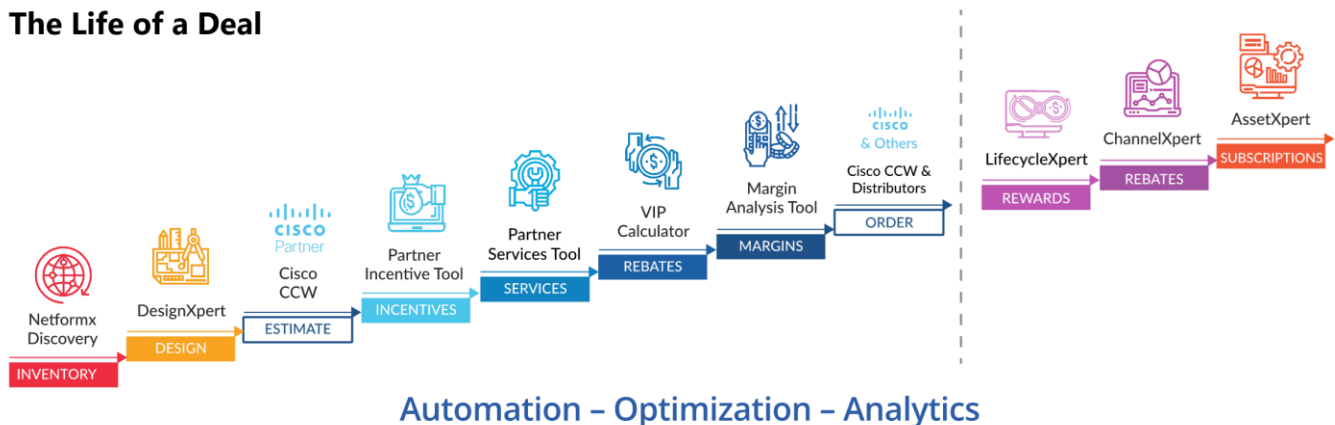
Innovative solutions simplify IT sales complexity and increase seller profitability across the sales lifecycle

Netformx has a history of automating manual processes for Cisco Partners. We help partners deliver IT solutions quickly and effectively. By streamlining the sales process, Netformx solutions enable partners to achieve better business outcomes and improved customer success. Our suite of applications (both SaaS and Desktop) eliminates 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 maximizing 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 subscriptions and renewals. This not only benefits the partner, but also enhances their customers' experience and stimulates success.

The Life of a Deal



Grow deal profitability with pre-sales automation

In an evolving competitive market, opportunities must be designed to win. As illustrated above, numerous actions are required throughout the life of a deal to accomplish that. Optimization for profitability, successful implementation, and then renewals are key to customer retention. These actions might be taken by different partner teams, highlighting the importance of collaboration, sharing, and exposing data sets. Thus, it is important to understand costs and applicable incentives early in the process, estimate rebates, and calculate pricing for optimal margins.

With automation, the **Netformx Partner Incentive Tool (PIT)** enables partners to optimize their proposals and incorporate incentive-based changes early in the design phase and sales cycle, whenever a Cisco BOM or CCW Estimate is being created. PIT shows the analyzed discount and cost and also alerts for price changes, suggests alternatives to better adhere to Cisco's strategic direction, and highlights LCI-eligible opportunities. As a result, PIT establishes an automated process between the Sales and Customer Success teams for early pre-PO engagement of Software & EA sales. Partners can instantly gauge their potential discount to assess where they stand against competition as well as the profitability of specific opportunities. In addition, approved CCW Quotes can be analyzed to validate optimal cost

discount, use Cisco cost data to calculate VIP rebates in VIP Calculator, optimize gross margin in the Margin Analysis Tool, and to run what-if scenarios to compare against a competitor's potential discount.

The **Netformx Margin Analysis Tool (MAT)**, which is bundled with PIT, 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 and cost-based BOMs. Partners can assign margin targets for products, services, and subscriptions. Partners can also test for "what-if" pricing scenarios to help determine their best sales-focused cost and price strategy.

The **Netformx Partner Services Tool (PST)** enables a partner to incorporate Services including Activation, Adoption, Training, 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, to define roles, resources, hours, costs, and rates to projects, and to calculate margins.

The **Netformx VIP Calculator (VIPC)** calculates VIP rebates for Annuities and Architectures. VIPC provides levers for status specializations, such as Gold, Master, and Advanced. VIPC also provides rebate visibility taking into consideration the potential impact of MIP or Account Breakaway programs. It shows payout timelines for bonuses and MRR Annuity rebates and enables the partner to run what-if scenarios to find the most profitable and competitive 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, correlated and collected from numerous sources. By automatically analyzing the most up-to-date data from those sources, partners can easily leverage, manage, and maximize VIP, LCI, CSPP, and more. On a single dashboard, ChannelXpert provides rebate and reward program adherence, eligibility, milestones, due dates, bookings, targets, alerts to potential risks, and actions to increase rebates.

Netformx LifecycleXpert is an industry-leading portal that provides insights into Cisco's Lifecycle Incentive Program (LCI) opportunities for Orders, Subscriptions, and SmartNet contracts. Dashboards and filters provide comprehensive views to identify Use (Activate), Adopt, and Expand potential rewards and growth opportunities. With automation, LCI-eligible Orders are shared with the

Customer Experience teams to ensure the lifecycle services are delivered and rewards are claimed. This in turn reduces churn and increases renewal rates.

Transform customer success with simplified IT asset, contract, and subscription management

Designed to empower Cisco Partners and their customers, **Netformx AssetXpert** provides a single, unified customer-centric view of assets, contracts, and subscriptions, as well as business intelligence on coverage, expiration, and renewal dates. Partners can create and assign specific views for their Sales and Services teams. Another highlight of AssetXpert is the ability for partners to offer self-service portals to their end-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 drives deal acceleration, win rate, and profitability. The Netformx suite of applications correlates datasets from multiple sources to provide sellers, executives, vendor management, and finance teams with powerful insights at their fingertips.

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, provide a great customer experience, and increase 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.