

Netformx Partner Incentive Tool



Optimize Profits and Cost Structures by Analyzing Cisco Programs and Incentives



Unlock the potential of promotions, incentives, and other profit rewards early in the sales cycle

Cisco Partners rarely consider all the additional promotions and incentive savings Cisco offers beyond a simple GDR or OIP registration. Cisco incentive programs are numerous, constantly changing, and can be complex, so it is difficult for Partners to stay current and to optimize their margins without hours of research. Incentive qualification depends on the type of customer, what product and combination of products, software, and subscriptions are being sold. And they may not be aware of replacement SKUs having larger discounts. Time-consuming manual methods are typically used to piece together the latest qualification and compliance criteria, pulling from large spreadsheets and documents as well as many Cisco systems.

Netformx Partner Incentive Tool grows deal profitability

Unique in the industry, the innovative Netformx Partner Incentive Tool (PIT) exposes Partners to all relevant promotions and incentives hidden inside Cisco CCW estimates. By leveraging their cost discounting potential, Cisco Partners can maximize margin and increase deal profitability.

Incorporating incentives up front enables the Partner to decide whether to pass the benefits on to help close the deal or retain the benefits to increase their overall margin. Since they gain easy access to the data they need, they can focus on their business and be proactive with their customers, instead of grinding through spreadsheets. And proposals that make business sense can be created rapidly, delighting the customer and the bottom line.

Since the PIT is so easy to use and adds so much value, incentive optimization can be performed on every engagement as part of a standard pre-sales workflow.

The PIT can also suggest strategic alternatives to help the Partner align to Cisco's suggested business strategies and correct for outdated selection of older products. Such alignment ensures that Partners optimize adherence to promotions and thus improve their margins.

"The Netformx Partner Incentive Tool provided immediate value by uncovering deeper discounts from an overlooked promotion. It quickly identified modifications that we could make during the presales process that would impact our bottom line. We no longer need to research promotions or depend on the memory of a few experts. The options are automatically presented on every proposal, and it's trivial to select and incorporate the best one for our customer."

— Jason Eatmon,
VP & Principal at Development Group Inc.

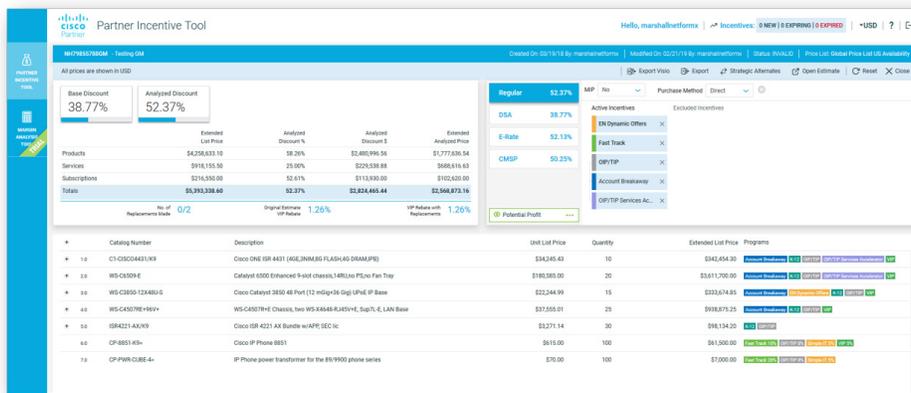
Automatically unlock the potential of promotions, incentives, and other profit rewards

The Netformx Partner Incentive Tool 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. The PIT provides promotion and incentive cost discount visibility and insight based on the estimate's SKUs. The PIT also helps the Partner in choosing the right incentive programs during their Guided Deal Registration (GDR) process.

PIT gathers all your estimates that are being worked on with Cisco. Based on the SKUs in the estimate, the PIT analysis exposes all relevant incentives and their impact on discount percentage. The estimate can also be analyzed automatically for replacement SKUs that could have higher incentive payout or that the Partner wants to encourage their sales teams to position.

“Right from the start, Netformx Partner Incentive Tool (PIT) has shown itself to be extremely useful across the sales organization and beneficial to our bottom line. By automating the process of analyzing Cisco programs, PIT enables us to choose the most beneficial discounts, and then complete the quote with lightning speed. This allows us to be more profitable and more competitive as a partner”

Ranae Johnson,
Responsible for National Cisco Alliance, Logicals



PIT automatically exposes and contrasts promotions and incentives and their cost benefits that the Partner might otherwise have overlooked, or discounts that were not fully leveraged.

PIT allows the Partner to see how the different promotions and incentives stack together to generate a maximum cost discount for their opportunity. The Partner can compare their DSA cost discounts against the stacked discounts. The Partner can also fine-tune the inclusion or exclusion of individual programs to anticipate the competitive Partner's cost structure and with a single click can see the program's details. PIT also provides insight into suggested product replacements to guide conversations with customers and increase profitability.

The Partner can then quickly choose the preferred discount stack that is most applicable to the customer opportunity and that will enhance their competitive position and overall profitability.

Users can also export deals and quotes back into their estimates for spot-analysis and comparisons.

PIT is seamlessly integrated with the [Netformx Margin Analysis Tool](#), [VIP Calculator](#), and [Lifecycle Services Tool](#) to enable comprehensive analysis of estimates. PIT costs are input to the Margin Analysis Tool, which provides rapid analysis as you play with the financials by SKU or margin. These can then be fed back into PIT to recalculate, for example, with a new discount. By integrating with VIP Calculator, rebates are automatically calculated for specific PIT scenarios and can be manipulated to optimize rebates. The Lifecycle Services Tool interface enables you to calculate and add your service costs to create a complete proposal.

PIT Features & Benefits:

- **Cost Analysis:** Automatic cost analysis through CCW Estimate integration
- **Discount Stacking:** Exposure to all cost discounts and promotion “stack-ability”
- **Increase Rebates:** Increase VIP rebate potential with suggested replacements
- **Early Insight:** Insight to estimate cost prior to GDR approval
- **Collaboration:** Easily share alternates and summary details with Sales & Deal Reg Teams
- **Visibility:** 360-degree view of user success in attaining the best possible discounts
- **ROI Reporting:** Report to show potential ROI from user Estimate analysis activities
- **Tight Integration:** Complete Estimate analysis through seamless integration with Netformx margin analysis, VIP calculation, and service costing tools

 **Decreasing the Cost you Pay Cisco or Distribution**



 **Maximizing your Cost Discount Potential**

Increase gross margins with analytical insights

The Netformx Partner Incentive Tool also enables managers to maintain a 360-degree consolidated overview of seller and deal desk activity. Analytics provide real-time feedback to ensure the sales team works together to attain the best possible cost structures at the start of the sales cycle. The Partner manager can review sales team activity on a per-estimate and aggregated partner basis. Managers now have a tool to influence the Account Team for further end-customer conversations or downstream to maximize deal registration profit potential.

Partner Incentive Tool optimizes deal profitability

The Netformx Partner Incentive Tool helps unlock cost and sell structures in CCW estimates to maximize discounts and increase gross margin in the presales process. It identifies opportunities to take action and drives better Partner alignment to Cisco's strategic direction. The PIT not only helps the business but enables the team to be more productive by eliminating complexity and manual processes.

To get started today, talk to your Netformx Account Manager or contact sales@netformx.com

About Netformx

Netformx enables partners to design and deliver multi-vendor IT solutions quickly and effectively. It helps the Cisco channel increase revenues and create an improved buying experience for their customers. Developed in close collaboration with Cisco, the Netformx application suite streamlines the sales lifecycle for pre-sales, post-sales, and subscription and renewal management. It grows profit margins by optimizing use of Cisco incentives, promotions, discounts, and rebates. Automation and powerful analytics provide business intelligence and actionable insights that enable partners to eliminate manual work, improve efficiency, collaborate, and achieve better business outcomes and customer success. Netformx has 2,000+ customers globally including ALE, AT&T, Bell Canada, BT, Cisco, Dimension Data, Insight, Optus, and Telstra. Our multi-vendor KnowledgeBase™ contains client and vendor products, services, and program compliance data from vendors such as Cisco, ALE, Check Point, Juniper, and Riverbed..

