

Netformx Overview

Solution providers face increasing pressure to make the sales process more profitable, find and win new opportunities, and increase customer satisfaction and stickiness. Yet it is challenging to stay up to date on the complex offerings and promotions from multiple vendors as well as your company's own value-added services. You need to find the lowest cost points while, at the same time, meeting the organization's need to maximize the profitability of each proposal.

Successful solution providers take an integrated, collaborative approach that uses powerful business intelligence, analytics, and automation to win more deals, ensure what they sell can be implemented, and maximize profitability throughout the sales process.

Many individuals and departments are involved, such as account managers, sales engineers, product management, special services, provisioning, procurement, finance, third-party partners and, of course, the customer. Coordinating the activities and deliverables of all these participants can be a chaotic, time-consuming, and frustrating challenge, often with less than desirable results such as design errors, higher cost of sale, longer sales cycles, ineffective use of valuable resources, reduced product quality, and customer dissatisfaction.



Netformx Solutions Accelerate Profitability

Netformx solutions enable service providers, systems integrators, technology vendors, and distributors to win and implement technology solutions while maximizing profitability. Our powerful intelligent, integrated solutions bring competitive advantage and value to your company as well as increased productivity to your design, sales, and sales operations teams.

Netformx accelerates solution provider profits with powerful business intelligence, actionable insights, collaboration, and automation that connect people, information, and processes. Using Netformx award-winning solutions our customers design and sell winning and implementable multivendor solutions demanded by enterprises across the globe, while operating their businesses profitably. And they increase profitability

through tighter relationships with their partners and greater vendor incentive program participation.

Netformx enables solution providers to increase their profitability more than 1% by reducing time-to-quote 80% and cutting time-to-market for new products, services, and promotions 50%. Design mistakes are reduced by a factor of 100 and implementation error rates reduced by 99%.

Netformx solutions are used by leading service providers, systems integrators, and technology vendors such as AT&T, Bell Canada, Orange Business Services, Dimension Data, CDW, Cisco, Juniper, and many others

Netformx Ecosystem Provides Added Value Through Collaboration

The Netformx Ecosystem enables design, sales, and sales operations users with automated processes to gain actionable insights through cooperating applications and shared data that are integrated across your company's workflow, from opportunity to quote to post-sale analysis and channel management.

Integration, collaboration, and business insights are achieved through the Netformx Hub, a SaaS-based, secure, multitenancy environment that is the centerpiece of the Netformx ecosystem and the foundation of the architecture. This consolidated infrastructure orchestrates integration and coordinates workflows and analysis – in real time – across Netformx applications and content as well as with a larger ecosystem of vendor, distributor,

and client systems (such as CRM). Netformx Hub generates business intelligence by leveraging data from those systems, such as certification status, procurement details, projects, CRM opportunity associations, and deal tracking characteristics. It enables multiple users as well as applications (Netformx and external) to work together by sharing a consistent set of enriched and secure data. By connecting people, information, and processes you can increase your productivity throughout the sales cycle.)



Comprehensive Multivendor KnowledgeBase

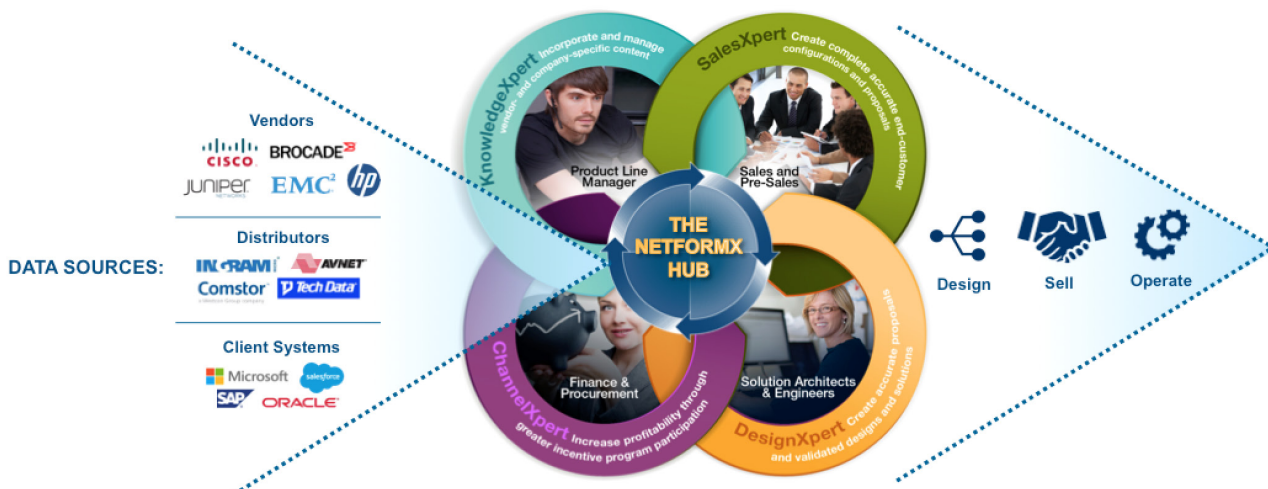
The Netformx KnowledgeBase™ is a comprehensive database of product, service, promotion, replacement, and other content, that is consumed by Netformx applications. The KnowledgeBase currently contains more than 1 million devices and components and more than 3 million rules. It includes vendor products, services, and program compliance data from vendors such as Cisco, Brocade, HP, Juniper, Avaya, APC, Belden, Plantronics, and Riverbed. Vendor and distributor data

can include products, services, replacements, program compliance, promotions, certifications, and prices.

Solution providers can use the self-service interface to create, maintain, and publish – in real-time – their own products and configurations as well as services to differentiate themselves in the marketplace. Catalog content can be cloned to avoid error-prone rekeying of data.

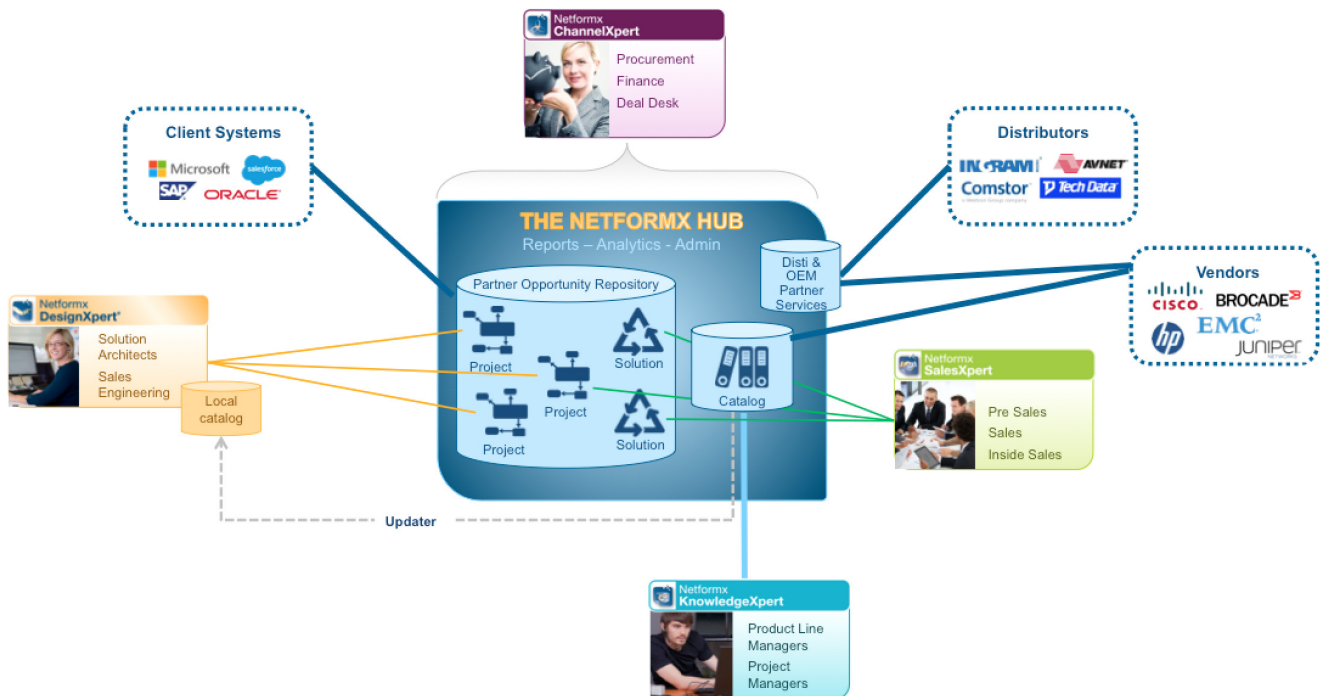
The Netformx Ecosystem

Win More Deals – Implement Successfully – Maximize Profit



Netformx Applications Increase Accuracy, Productivity, and Profitability

- **KnowledgeXpert**: Product Line Managers can efficiently incorporate and manage vendor- and company-specific solutions and services and distribute those in a timely fashion to Netformx applications. KnowledgeXpert's simple and intuitive interface enables users to create, maintain, and update products, services, promotions, and replacements, as well as custom or private data elements in the KnowledgeBase. |
- **DesignXpert**[®]: Solution Architects and Sales Engineers can create accurate proposals and validated designs and solutions that result in higher win rates and happier customers. Leveraging Netformx KnowledgeBase, users can design a solution using guided selling and requirements-based workflows. Comprehensive visualization capabilities enable users to refine and edit a solution to create a graphical representation of it without changing the underlying data. With Netformx Discovery[™] you can quickly create a baseline and audit of a customer's actual network and gain insights on technology upgrade, replacement, and enhancement opportunities. Netformx Discovery identifies topology, equipment, and configuration data as well as end of life, end of support, and resource gaps.
- **SalesXpert**[™]: Pre-sales, Sales, and Inside Sales can quickly and easily create complete accurate end-customer configurations and proposals. Following a simple workflow, they can select products and services from a variety of vendors or company-specific information, configure them accurately, and create a dynamic Bill of Materials that updates automatically in real-time as changes are made. Automatic validation and error correction is based on stored configuration rules maintained by KnowledgeXpert. SalesXpert works in tandem with and provides complementary functionality to DesignXpert.
- **ChannelXpert**¹: Senior Management, Procurement, Deal Desk, and Finance can increase profitability through greater program participation and tighter relationships with their suppliers and distributors. Users can automatically identify promotions and incentive programs that can be taken advantage of in order to optimize a solution's profitability. Business intelligence provides rules-based validation of a partner's profitability in relation to vendor programs, as well as validation of registered deals and vendor and distributor purchases. In addition, ChannelXpert enables tracking and notification of compliance regarding vendor certification and training requirements.



¹Formerly called VARcompliance

Pillars of Success and Netformx Value Propositions

Netformx applications provide the pillars of solution provider success: to win more deals, ensure what they sell can be implemented, and maximize profitability throughout the sales process.

	Win More Deals	Implement Successfully	Maximize Profit
DESIGN 	- Generate proposals 10 times faster - Increase sales efficiency 60-90% - Increase your win ratio	- Reduce error rate by 99% - Double customer satisfaction - Discover existing infrastructure to build future proposals	- Include services and labor - Leverage incentives and promotions during design - Replicate profitable best practices
SELL 	- Generate multivendor proposals 10 times faster - Increase sales efficiency 60-90% - Increase your win ratio	- Reduce error rate by 99% - Double customer satisfaction - Increase quote service-attach rate	- Maximize financial benefits from promotions - Identify more margin in opportunities - Increase productivity with automation and analytics
OPERATE  	- Always provide up-to-date content - Eliminate misquotes with accurate content - Incorporate your own catalogs and services	- Provide accurate, up-to-date vendor updates - Correctly identify parts required - Define and optimize managed services	- See the real value of deals - Ensure required training and certifications - Manage partners and channels efficiently

Benefits of Netformx Ecosystem Integration and Collaboration

Netformx enables collaboration among people, information, and processes, resulting in benefits such as:

- Automation and workflow integration increase productivity for your Design, Sales, and Sales Operations teams
- Powerful business intelligence and analytics identify actionable insights in real time for competitive advantage
- Facilitate collaboration between users of SalesXpert and DesignXpert working on a common project
- Ability to incorporate your products and high-margin services in projects (KnowledgeXpert with SalesXpert and/or DesignXpert)
- Order the solution that was quoted to your client in the most profitable manner (ChannelXpert, CRM, DesignXpert and/or SalesXpert)

Accelerate Profitability with the Netformx Ecosystem

Using the Netformx Ecosystem, you can win more deals and successfully implement technology solutions while maximizing your profitability. Powerful Netformx applications, our comprehensive multivendor KnowledgeBase, and the Netformx Hub's business intelligence, actionable insights, collaboration, and automation enable you to successfully manage your business. Our powerful intelligent, integrated solutions connect people, information, and processes to bring competitive advantage and value to your company as well as increased productivity to your design, sales, and operations teams.

Learn more about Netformx at www.netformx.com