



## Belgacom Generates Added Revenue Using Netformx DesignXpert for Network Assessments

### Overview

Belgacom, the leading telecommunications company in Belgium, employs Netformx DesignXpert's Enterprise AutoDiscovery to provide customers with network assessments, generating additional revenue for the company.

### Challenges

- Improving Speed of Discovery Process
- Reducing Costs of Network Assessments

### Capabilities

- Automatic Detection of Network Infrastructure
- Portability
- Ease of Use

### Advantages

- Generating Added Revenue
- Saving Time and Money
- Gaining a Competitive Edge
- Making More Effective Presentations
- Building Customer Confidence
- Driving Additional Sales

**"Netformx's Enterprise AutoDiscovery is very easy to use, cost-effective and fast."**

*Stefan Van den Steen  
Network & System  
Integration Product Manager  
Belgacom*

Belgacom, the leading telecommunications company in Belgium, also provides network solutions. The company has found a lucrative niche, serving customers who want to know what their own networks are comprised of, or require accurate up-to-date network documentation. Belgacom believes that any organization should understand its network — but most companies do not have the in-house expertise to achieve a comprehensive view, so many engage Belgacom to provide a network assessment. Belgacom uses Netformx DesignXpert's Enterprise AutoDiscovery solution to execute the assessment and gain complete visibility into the customer's network.

### Driving a Separate Revenue Source

The main objectives a company has when conducting a network assessment include:

- Obtaining a general network overview.
- Determining how the network should look.
- Planning for the future of the network.
- Solving problems and limiting risk.
- Minimizing downtime
- Gaining improved network performance.
- Managing the network more effectively.
- Reducing mean time to repair
- Saving money on network costs.

Belgacom has turned this opportunity into a separate source of revenue by offering network assessments as a stand-alone service. The assessments can also lead to additional business as customers learn more about their network requirements and subsequently hire Belgacom to meet those needs.

### Gaining Network Visibility with Netformx Enterprise AutoDiscovery

As part of the network assessment assignment, Belgacom takes an inventory of the customer's network and provides them with a comprehensive overview. Belgacom also checks to ensure that all the addressing is correct, maps out potential risks such as security and performance issues, and provides the customer with expert recommendations.

Even though Netformx DesignXpert is a network design tool, the Enterprise AutoDiscovery (EAD) feature is so robust and efficient that Belgacom uses the technology to facilitate its network assessments. Belgacom applies this unique DesignXpert feature to detect the physical and logical topology of the network, and to automatically pinpoint network configuration problems.

Netformx's ground-breaking Enterprise AutoDiscovery technology takes an accurate "snapshot" of any existing network, identifying the network topology including layer 2 equipment and its hardware configuration information, as well as IP and MAC addressing — and mapping discovered devices to component data in the Netformx MultiVendor Knowledge Base.

"Belgacom engineers conduct network assessments at the customer site, so we like to have portable tools like DesignXpert," said Stefan Van den Steen, Network & System Integration Product Manager at Belgacom.

“Since the tool can be installed on a PC, we only need one small laptop. Netformx DesignXpert is very practical.”

## Feature Highlight: Enterprise AutoDiscovery

DesignXpert Enterprise AutoDiscovery (EAD) is a high-performance engine for auditing existing network infrastructures. Employing specialized discovery algorithms, DesignXpert EAD quickly identifies the IP structure, then uses this information to automatically lay out a logical and graphical map of the network, including discovered SNMP devices.

## About Belgacom

Belgacom NV/SA, with its registered office in Brussels, in the heart of Europe, is the leading supplier of global telecommunications solutions on the Belgian market. The Belgacom Group offers mainly local, long-distance and international telephony services (voice and data) along with mobile telephony services, satellite services, carrierservices and a full range of Internet services.

## About Netformx

Netformx provides Guided Selling Solutions to meet the challenges of selling sophisticated high-technology products. Its solutions enable network equipment manufacturers, system integrators, and enterprise end-customers to design, verify, and acquire network equipment quickly, easily, and accurately. More information can be found on the Web at [www.netformx.com](http://www.netformx.com).



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## Making More Effective Presentations

DesignXpert allows Belgacom to generate a presentation of the complex discovery data automatically, in an easy to understand format, which Belgacom incorporates directly into the network assessment report delivered to the customer.

## Building Customer Confidence

“Using Netformx DesignXpert, we are able to deliver comprehensive reports that help our customers understand what we did and what we propose to do,” Van den Steen noted. “This increases their confidence level in the solutions we sell them, and in Belgacom overall.”

## Driving Additional Sales

Enabling Belgacom to provide a complete and accurate picture of the network quickly, DesignXpert gives the company an edge in selling the customer on solutions that address the needs uncovered during the network assessment. Consequently, the assessment often drives additional sales of products and services, beyond the initial assessment.

DesignXpert EAD also offers the Automatic Project Creation capability which enables Belgacom to quickly turn the data derived from the discovery process into a useful baseline document to support network solution implementation.

## Leveraging Added Advantages

In addition to using DesignXpert EAD for network assessments, Belgacom leverages this feature to perform pre-sales configuration checks, and then uses the DesignXpert tool to design, configure and validate the network solutions.

“DesignXpert is a quite an important tool for Belgacom in both pre-sales and post-sales,” Van den Steen concluded.

## Generating Added Revenue with Netformx DesignXpert

DesignXpert’s Enterprise AutoDiscovery module enables Belgacom to offer a revenue-generating service in the network assessment space, separate from its network solutions offerings. DesignXpert EAD also provides the following advantages to Belgacom:

### Saving Time and Money

“DesignXpert enables us to quickly get a topology for a network,” Van den Steen said. “Netformx’s Enterprise AutoDiscovery feature speeds up our network assessments, saving us time and money.”

“Prior to using DesignXpert, we would have to read data coming out of the switches, which is a time-consuming task,” Van den Steen continued. “To do the same job without Netformx would take much more time. With Netformx, now it’s easier and faster. DesignXpert saves us a half a day per network assessment.”

DesignXpert can save Belgacom engineers even more time when working on complicated distributed networks, such as a recent network assessment covering three campuses with 20 to 30 sites per campus.

### Gaining a Competitive Edge

“Netformx DesignXpert makes us more cost-effective which is reflected in more competitive pricing towards our customers,” Van den Steen added.