



## Equant Improves Response Time and Grows Service Portfolio with Netformx

### Overview

DesignXpert from Netformx provides Equant with a comprehensive network design tool delivering design documentation, validation and pricing as well as automated network design baselining, which supports additional services such as network auditing and maintenance.

### Challenges

- Improve Network Design and Validation Tools
- Find a Single Tool Covering All Networking Products
- Reduce Manual, Labor-Intensive Network Discovery and Order Entry

### Business Results

- Up to 75% Time Savings on Design Documentation Turnaround
- Return Business
- More Competitive Pricing
- New Revenue-Generating Auditing Services
- Revenue Boost from Proactive Upselling
- Elimination of Costly Ordering Errors
- Faster Time to Revenue from Accurate Installations

### Previous Network Design Tools Ineffective

Equant Professional Services designs and implements networks for many of the world's leading multinational corporations. Prior to using DesignXpert from Netformx, Equant relied on Cisco's online validation tool to ensure network design accuracy for Cisco-based networks.

"For configuration of Cisco gear, the Cisco tool was sufficient," said Alan Kinsey, Principal Consultant for Equant, "but we needed a tool to design a network that included non-Cisco products. When a design incorporated multiple vendor devices, it was an absolute nightmare before Netformx."

In addition, the consultants were always concerned about errors that would arise from the manual process of re-entering items from the BOM into the vendor's online ordering system.

"We had a couple of situations where there was a problem due to keying data incorrectly," Kinsey explained. "Whether it was minor or the whole blade was missing, the problem would cost us money, push back delivery, and damage our relationship with the customer."

Equant also faced a challenge when establishing maintenance contracts due to a lack of accurate and up-to-date network documentation. "We either sent someone on-site or we took the customer's word about their network," Kinsey said. "But the customers often don't know what they have." If a contract was based on incorrect information provided by the customer or an

**"DesignXpert from Netformx drives return business by enabling us to provide a quick turnaround, highly accurate designs and competitive pricing. The end result is our customers keep coming back to us."**

*Karl Heinzelmann*

*Global VP Professional Services*

*Equant*

inaccurate manual survey, Equant would waste time and money trying to correct the problem."

### Auditing, Designing and Maintaining Networks using Netformx

Today, Equant consultants utilize DesignXpert from Netformx to document and validate any network design that goes beyond a standard router configuration. "DesignXpert puts it all together for us and helps us understand exactly what is plugging in where and why, so we don't make mistakes," Kinsey said.

Equant uses Netformx's Enterprise AutoDiscovery (EAD) feature to perform network audits as the first step in setting up maintenance contracts. "DesignXpert Enterprise AutoDiscovery is very powerful," Kinsey noted. "It enables us to price a maintenance agreement based on exactly what the customer has, instead of what the customer

## About Equant

Equant is a recognized industry leader in global communications services for multinational businesses. Equant combines its network expertise with its expanded services capabilities to provide global, integrated and customized communication services to enable its customers' key business processes. Equant serves thousands of the world's top companies, with the industry's most extensive portfolio of communications services and

*"I have 100% confidence in designs validated by DesignXpert. I have never been let down."*

*Alan Kinsey, Principal Consultant, Professional Services, Equant*

network solutions, including the market-leading IP VPN used by nearly 1,300 global businesses. Equant, a subsidiary of France Telecom, consistently leads industry surveys in corporate user satisfaction.

## 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. Netformx customers and partners include Cisco Systems, Nortel Networks, SBC Communications, Pomeroy, IBM Global Services, Dimension Data, Adtran, Symbol Technologies, De Te We, Swisscom, Belgacom, Hewlett-Packard, AT&T and others. Netformx is headquartered in Santa Clara, California with distribution partners overseas.



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thinks they have. We also use EAD as a sales tool to show our customers what else we can do. We identify equipment that is obsolete or at end-of-life, and we increase our business by offering solutions to these issues."

"We use Netformx's design tool to document the network design, validate it and get the pricing," said Kinsey, "and we've improved the professionalism of our quotes because we can show the customer exactly what the network is going to look like and how much it is going to cost."

## DesignXpert delivers the following business results for Equant:

### ■ Up to 75% Time Savings:

"On complicated quotes, it would take our team anywhere from two to four hours to track people down and get everything sorted out," Kinsey confirmed. "This time has been cut down to less than one hour with DesignXpert. Now it takes us under an hour to document the network design, validate it, price it and give the quote to the customer."

### ■ Return Business:

"Netformx has enabled us to build a stronger relationship with our customer," Kinsey said. "We respond faster and more accurately, and consequently our customers come back and place more business with us."

### ■ More Competitive Pricing:

Equant provides the most competitive pricing because they know exactly what the customer has, via Netformx's EAD, allowing them to more cost-effectively upgrade or maintain their customers' networks.

### ■ Increased Revenue:

DesignXpert AutoDiscovery enabled Equant to add a new auditing service to their portfolio, which provides an extra source of revenue. In addition, Equant is also able to use the power of EAD to boost revenue on other customer contracts.

"We are able to realize 10% to 20% more revenue on initial deals just by using EAD to get a complete and accurate view of the network, and then offering the customer additional solutions or options," Kinsey reported.

### ■ Elimination of Costly Ordering Errors:

"We needed a validation tool for equipment from various vendors," Kinsey recalled. "There was always a concern before that we would get something wrong and then have to take the equipment back or replace it. DesignXpert makes it much easier to validate the entire design. We can be 100% accurate in our quotes, and we don't have the equipment coming back. DesignXpert has made a big difference."

### ■ Faster Time to Revenue from Accurate Installations:

Faster Time to Revenue from Accurate Installations: Prior to Netformx, Equant consultants had a tough time ensuring that designs were implemented by the installers exactly the way the customer wanted. Now, with DesignXpert, the consultants can give the installer a port-by-port diagram that explains the customer's exact requirements, resulting in faster and smoother implementation, greater customer satisfaction and faster time-to-revenue.

## The Bottom Line: Faster to Respond and Faster to Implement

"Netformx makes us more competitive because it allows us to respond faster and implement faster than ever before," Kinsey concluded, "which enables us to take advantage of additional revenue sources, whether it's auditing or additional business through extra maintenance or upselling. We can proactively go to the customer and say: this is what is happening — and we can help you. That is the best advantage we can offer our customers."