



40% INCREASE IN REVENUE

Achieved up to 40 percent increase in revenue for Cisco SMARTnet Services sold through Felix.

IMPROVED TIME-TO-CLOSE RATIO BY 10X

Felix automates the delivery of quotes to the global market, with language translation and currency conversion.

REDUCED QUOTE TURNAROUND TO 2 MINUTES

It is easy to create electronic quotes via Felix that can be branded with the reseller's logo and electronically delivered.

AWARD WINNER

Felix was the recipient of the 2011 Cisco Worldwide Distribution Services Innovation Partner Award

CHALLENGE

As the leading European distributor of technology products and solutions for market heavyweights such as Cisco, IBM, HP, Oracle and other companies, Azlan Tech Data was in need of an easier, more efficient way to allow end users to complete service transactions with its vendor partners, particularly for Cisco. The company evaluated the competitive landscape for service contract management platforms, and ultimately turned to MaintenanceNet to expand the scope and scale of its service sales initiatives.

With a goal of generating more profits while also better serving its customers, Azlan asked MaintenanceNet to develop a front-end sales platform that would enable its sales teams and resellers throughout Europe to spend less time focusing on sales processes, and more time focusing on selling services.

TECHNOLOGY REQUIREMENT

For Azlan, a critical requirement for the new platform was to avoid creating an isolated silo of information, or disrupting or displacing existing systems or processes. MaintenanceNet therefore worked closely with Azlan and Cisco to facilitate compliance with existing processes and business rules. In addition, MaintenanceNet ensured that the platform integrated seamlessly with Cisco's ERP system as well as both Cisco's and Azlan's ordering platforms.

SOLUTION



MaintenanceNet's Service360 platform was implemented in record time for Azlan, and is designed to help the company's sales teams quickly transact Cisco SMARTnet service contracts online. The custom cloud solution, branded as Felix, includes the Service360 data analytics engine and MaintenanceNet's suite of automated tools – which increase revenues and profits by capturing lost opportunities that inefficient service sales practices leave on the table.

Through Felix, Azlan's value-added resellers (VARs) now have service contract opportunities automated, created and sent to end user customers on their behalf. It's a process that is performed securely and free of charge via the platform. Quotes and order certificates are delivered in a professional electronic format and can be branded with the reseller's logo, and translated into local languages and currencies as required.

“We have been in partnership with MaintenanceNet for over 5 years and we continue to see them as part of our strategic sales strategy to further improve our services business. MaintenanceNet has been extremely reliable and responsive, and goes above and beyond to meet our needs and the needs of our reseller partners.”

David Harvey,
European Director of Cisco
at Azlan Tech Data

BENEFITS

MaintenanceNet delivered a service sales transaction platform to Azlan on time and on budget, and helped the distributor realize the following benefits:

- Revenue improvements of up to 40 percent in Cisco SMARTnet services sold
- Time-to-close ratios have improved by a factor of 10
- Time required for sales agents to create a quote reduced from 20 minutes to less than two minutes
- Visibility to uncovered assets, expiring service contracts, technology re-refresh opportunities and registration data for all Cisco products sold – is simplified because performance metrics and reporting features are built into the cloud-based solution
- Azlan and Cisco can also use Felix to track how resellers are performing by region, and how they are leveraging the many opportunities presented via the cloud platform
- All Azlan service quoting and ordering activity is now centralized in a single online location, for ease of use and tracking
- Support for 14 languages and 26 currencies allows Felix to meet the needs of Azlan's diverse sales teams and more than 675 resellers across Europe
- Quotes and order certificates are delivered to end users via email in a professional electronic format and can be branded with the reseller's logo
- Integrates with both Azlan's and Cisco's existing systems, processes and business rules

FOR MORE INFORMATION OR A DEMO CONTACT US 866.699.7212

FUTURE PLANS

Azlan is continuing to drive enhancements to the Felix platform. Its open, flexible design is built to accommodate ongoing changes and to support additional business processes and market opportunities. MaintenanceNet, Azlan and Cisco have an ongoing relationship and will continue to add to Felix's features and functionality.