NETFORMX 360AI OPERATING MODEL SOLUTION PAPER

Powering the Cisco Customer Lifecycle

Executive Summary

Cisco 360 and the Partner Experience Platform (PXP) have fundamentally changed how Cisco Partners are measured and rewarded. Success is now tied to lifecycle execution—how well partners land, adopt, expand, and renew customer relationships over time. While Cisco has made major progress consolidating data and improving visibility, partners still face a critical challenge: turning insight into action across multiple teams with different goals, workflows, and incentives.

Netformx 360ai provides the operating model that bridges this gap. It complements Cisco tools by delivering execution engines across the lifecycle—aligning technical reality, financial outcomes, and day-to-day operations. The result is repeatable revenue growth, stronger profitability, and higher Partner Value Index (PVI) and Cisco Partner Incentive (CPI) outcomes.

The Cisco 360 Reality: Visibility Is Not Execution

Cisco 360 defines what partner success looks like. PXP aggregates data from multiple Cisco systems, providing partners with unprecedented visibility into assets, contracts, subscriptions, incentives, and performance metrics.

However, visibility alone does not execute the lifecycle. Partners operate with distributed teams—pre-sales, sales, finance, renewals, and managed services—each responsible for different outcomes. Without a shared operating model, data remains fragmented by function, and opportunities are missed.

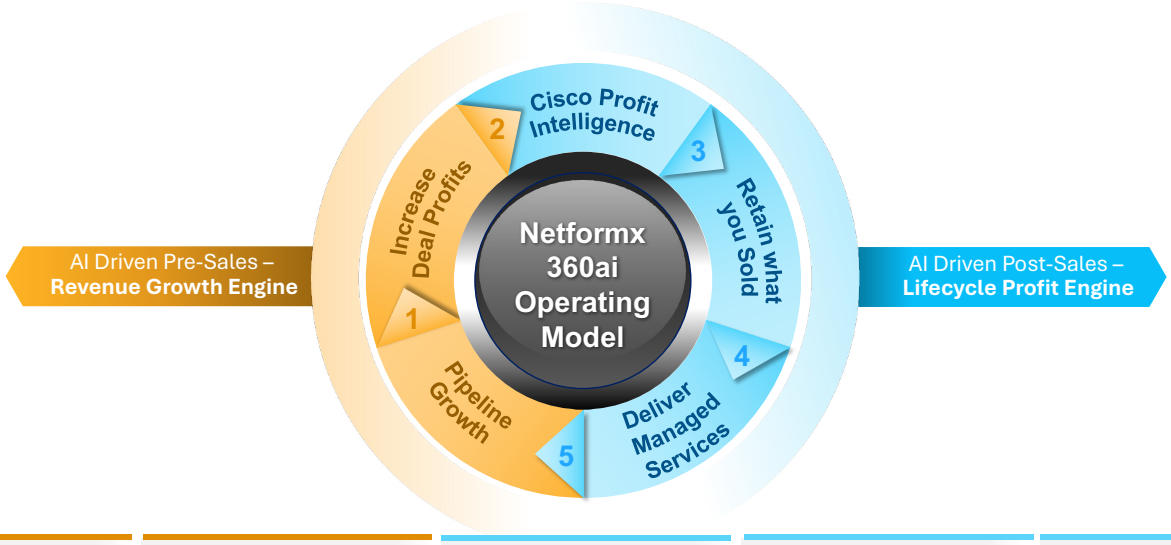
Netformx addresses this challenge by transforming Cisco-centric insight into role-based, actionable intelligence that supports execution at every stage of the customer lifecycle.

A Lifecycle Operating Model Built for Cisco 360

To succeed under Cisco 360, partners need more than dashboards—they need execution engines. The Netformx 360ai Operating Model is built around two core engines:

- Pre-Sales: Revenue Growth Engine
- Post-Sales: Lifecycle Profit Engine

Cisco 360 defines the scorecard. Netformx operationalizes it—connecting people, process, and data across the lifecycle.



1.Network Discovery
- → Network Baselining
- → Technology Refresh Modern, Secure, AI-Ready Networks
- → Health Checks & Compliance Reports
- → MSP Proposals
- → Topology Mapping for Physical Asset Location

2.Pipeline View
- → Estimates & Deals thru Cisco Direct & Distribution
- → CPI Insights & Calculation
- → Deal Modeling
- → Margin Optimization
- → Alternates / Cisco SKU Recommendations

3. Incentive Payouts, Scores & Reporting
- → CPI Incentive Tracking
- → PVI Score Optimization
- → Advisory Services
- → Financial Reports
- → Manage Revenue & Incentive Profit

4. Renewals Insight
- → SmartNet Contracts
- → Subscriptions
- → Asset Inventory
- → Customer Portals
- → Non-incumbent Insight

5. Network Maintenance
- → Ongoing Discovery
- → Network Device Maintenance
- → Preventative Maintenance
- → Security Maintenance
- → Predictive Maintenance
- → Customer Portals

Pre-Sales as a Revenue Growth Engine

Pre-sales teams drive growth by identifying opportunity, shaping solutions, attaching services, and maximizing deal profitability.

Required Pre-Sales Outcomes

- Identify net-new and expansion opportunities
- Attach services and managed services offers
- Maximize deal-level profitability
- Qualify for and deliver Cisco-funded assessments

Where PXP Helps—and Where It Stops

PXP provides Cisco-centric visibility through Customer Ready Reports, inferred installed base insight, and contract and subscription data. While valuable, this view is incomplete and insufficient for lifecycle execution.

Pre-sales teams must understand the **actual customer network**—not just what Cisco systems infer.

How Netformx Enables Pre-Sales Execution

Netformx delivers the technical truth required to drive confident growth decisions:

- True network discovery and assessment
- Network baselining and segmentation
- Identification of technology refresh, AI-readiness, and security gaps
- Exposure of non-incumbent and competitive devices
- Topology mapping and physical asset location visibility
- Customer-ready assessments aligned to Cisco incentive programs

These capabilities directly support pipeline growth, assessment incentives, and service attachment.

Increasing Deal Profitability Beyond PXP

PXP provides aggregate performance insight, but profitability is won deal by deal. Pre-sales teams require deeper visibility to optimize margin while remaining competitive.

Deal-Level Intelligence Required

- Cisco Direct and Distribution deal visibility
- CPI impact at the individual deal level
- What-if modeling for deal structuring
- Margin optimization guidance
- SKU alternates and recommendation intelligence

Netformx provides a profitability lens layered on top of Cisco data—enabling smarter, more profitable deal decisions earlier in the sales cycle.

Post-Sales as a Lifecycle Profit Engine

Post-sales teams are responsible for realizing the value promised in the sale. This includes finance, Cisco operations, renewals, and managed services.

Cisco Profit Intelligence (Finance & Operations)

Goal: Maximize CPI payouts, optimize PVI scores, and manage the Cisco business holistically.

Netformx enables:

- CPI tracking and forecasting
- PVI optimization insights tied to operational actions
- Financial and incentive reporting beyond standard PXP views
- Third-party advisory insight for strategic decision-making

Retain What You Sold (Renewals & Expansion)

Goal: Protect recurring revenue and identify expansion opportunities.

Netformx enables:

- Unified views of assets, contracts, and subscriptions
- Clear renewal timing and risk visibility
- Accurate installed base and physical location insight
- Non-incumbent renewal takeover opportunities
- Customer-facing portals for transparency and trust

Deliver Managed Services (MSP Operations)

Goal: Drive ongoing lifecycle execution and earn higher PVI scores.

Netformx supports managed services delivery through:

- Continuous discovery and change detection
- Device, FRU, and lifecycle maintenance insight
- Preventive, security, and predictive maintenance
- CVE and PSIRT-driven security intelligence with actionable guidance

Customer Proof Points (Representative Examples)

- **Global Systems Integrator:** Used Netformx discovery and assessment to uncover 30% more refresh opportunities than Cisco Ready Reports alone, directly increasing pipeline and assessment incentive capture.
- **Regional MSP:** Standardized renewal workflows using Netformx lifecycle visibility, improving on-time renewal rates by over 20% and increasing services attachment.
- **Cisco Partners:** Leveraged Netformx CPI and PVI analytics to model deal profitability, resulting in higher incentive yield without sacrificing win rates.

The Netformx 360ai Advantage

Netformx does not compete with Cisco tools—it completes them.

Netformx 360ai delivers:

- A shared execution layer across teams
- A translator between technical reality and financial outcomes
- A trusted third-party advisor guiding partners on what to do next

Conclusion

In a Cisco 360 world, success requires more than data. It requires execution engines that operate across the entire customer lifecycle.

Netformx 360ai delivers that execution.

Contact sales@netformx.com.

About Netformx

Netformx is the strategic engine Cisco Partners trust to maximize profitability from pre-sales through long-term renewals. By enhancing PXP with deep network assessments, lifecycle-twin accuracy, and AI-driven financial mapping, Netformx uncovers modernization opportunities, increases PVI scores, and amplifies Cisco incentive payouts. AssetXpert, PIT, and ChannelXpert turn technical reality into actionable LAER plays, customer-ready QBRs, and predictable recurring revenue—transforming Cisco 360 complexity into a measurable competitive advantage. Learn more at netformx.com