

# EXPANDING ITS HEADSET PORTFOLIO, ENHANCING INTERNAL PRODUCTIVITY

With 600-plus customers in more than 75 countries around the world, Netformx provides collaborative requirements-to-order software solutions for enterprise technology. Netformx's customers include service providers, systems integrators and equipment vendors who rely on the company's solutions to create and sell the information, communications, and technology solutions that power business. Customers include Cisco, AT&T, Belgacom, Bell Canada, CDW, CenturyLink, and WWT among others.

The Netformx KnowledgeBase is the world's most comprehensive multi-vendor content library for technology products, including specifications, validation rules, pricing, ordering information, and discovery mappings from top technology suppliers including Cisco, Brocade, HP, Juniper, Avaya, Adtran, APC, Belden, Jabra and TrippLite.

## THE CHALLENGE

While Netformx already had a robust UC portfolio, the company realized a need to expand its offerings to meet the growing popularity of Unified Communications and demand for Jabra headsets. The company also wanted to enable its customers and Cisco resellers to broaden their offerings which would allow them to easily create and deliver more accurate proposals. Netformx, which uses Cisco's Unified Communication solution and devices internally, also wanted to offer its employees with headsets that enhance productivity and user satisfaction.

## THE SOLUTION

"We added Jabra's wide range of Cisco-certified hands-free and corded headsets to the Netformx KnowledgeBase in a strategic move to deliver our customers more options and value when they design communication solutions for their enterprise customers," said Tina Morarity-Breunig, Director of Marketing at Netformx. "In addition to expanding our KnowledgeBase, the Jabra headsets deliver our internal users with exceptional audio performance and an unparalleled level of comfort and design."

## COMPANY

Customer:	Netformx
Website:	www.netformx.com
Country:	Global
Industry:	IT

## PROFILE

Netformx provides collaborative requirements-to-order software solutions for enterprise technology and service 600 customers in 75 countries around the world. Netformx's customers include service providers, systems integrators and equipment vendors who rely on the company's solutions to create and sell the information, communications, and technology solutions that power business. Customers include Cisco, AT&T, Belgacom, Bell Canada, CDW, and CenturyLink among others.

## BUSINESS CHALLENGE:

Netformx, which uses Cisco's Unified Communication solution and devices internally, wanted to offer its employees headsets that enhance productivity and user satisfaction. The company also realized a need to expand its offerings to meet the growing popularity of UC and demand for Jabra headsets.

## PHONE SYSTEM:

Cisco Unified Communications

## JABRA SOLUTION

Products: Jabra PRO™ 9470 and PRO™ 9465

## BUSINESS BENEFITS:

- No issues with call quality
- Reduced background noise pick-up
- User friendly implementation
- Enhanced productivity and user satisfaction



“Jabra headsets deliver our internal users with exceptional audio performance and an unparalleled level of comfort and design”

Tina Morarity-Breunig, director of marketing at Netformx

## FROM KNOWLEDGEBASE TO INTERNAL

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Following the success of adding Jabra headsets to the Netformx KnowledgeBase, Netformx also made the solutions available to its employees. To date, the company has between 60-70 employees relying on Jabra headsets - with many using Jabra PRO 9470 and PRO 9465. Designed for executives, managers and other professionals such as sales and support, both products enable users to connect with their mobile devices, desk phones and softphones, simultaneously. The headsets also feature Noise Blackout™ technology, which filters out background noise for clearer, more professional conversations.

“I was using an older, competitive product and I find Jabra to be significantly better,” said Jim Alves, an Atlanta-based Sales Engineer for Netformx. “With Jabra, I have never had the slightest issue with call quality. I don’t get any negative feedback and it doesn’t pick up background noise as other headsets.”

Alves also appreciated the user-friendly implementation process.

“The Jabra headsets were real easy to get set up,” he said. “I turned on the call manager and it was installed and up and running in a matter of minutes.”

## MORE INFORMATION

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