

# Network Appliance CASE STUDY

## WebSource CPQ

### Industry:

High Tech

### Application:

Channel-enabled quote-to-order generation for SMB storage solutions.

### Webcom Solutions:

#### Websource CPQ:

- Proposal and Quotation Processing
- Configuration Engine
- E-Catalog
- Shopping Cart
- Reporting
- Multi-level Channel Support
- Bill-of-Material (BOM)
- Approvals
- Siebel CRM On Demand Integration

#### Webcom Professional Services:

- Product Modeling
- Project Management
- Business Process Management
- Integration Services

### Challenges:

- Tools to support launch of a new business and product.
- Enable channel partners in a cost-effective, easy-to-use way.
- Easily move from opportunity to order.
- Integrate to multiple internal and external systems.
- Make it easy to do business with.

### Results:

- Closed the loop from lead to order to fulfillment to support.
- Move effortlessly from opportunity to order.
- Simplified the sales process for the channel.
- Supports complex integration and workflow approvals.
- Cost-effective deployment.

### Business Challenges and Objectives

Network Appliance (NASDAQ: NTAP), a world leader in unified storage systems for today's data-intensive enterprise, needed supporting systems to enable the launch of a new division, StoreVault. StoreVault was formed to focus specifically on the Small-to-Medium sized business (SMB) market segment. Bringing the new SMB appliances to market exclusively through the channel required a whole new set of application functionality that was easy for the channel to use and cost-effective for us to deploy.

### The Solution Approach

Webcom's *configurator software*, WebSource CPQ, was implemented to capture all product and service knowledge and insure that the channel was working with up to date product rules and pricing. The solution was integrated to Oracle's Siebel CRM On Demand, as well as numerous internal and external systems, to provide a 360 degree view of the customer. Webcom's expertise in configuration project management, product modeling, systems integration and application hosting were utilized.

### Results

Now implemented, requiring nothing more than a web browser, StoreVault channel partners easily and skillfully configure, price, quote, propose and order the new, award-winning line of network storage solutions tailored specifically for SMB customers.

**"We found the tightly integrated Siebel CRM On Demand solution from Oracle and WebSource CPQ from Webcom to be a potent combination in helping us meet our aggressive launch timeline, while proving to be a valuable tool to the StoreVault channel partners."**



**Sajai Krishnan**  
General Manager  
StoreVault, division of NetApp