Pete Eggimann, EMC veteran, joins Netformx as VP of Business Development and Alliances

SAN JOSE, CA—May 16, 2016 - Netformx®, the leader in sales enablement and profit acceleration platforms for IT solution providers, announced today that it has appointed Pete Eggimann as Vice President of Business Development and Alliances.

Pete has extensive experience in the IT industry, providing technical leadership and evangelism for channel partners, content vendors, and end user customers who are implementing business-critical, high-end computing solutions in complex data center environments. Most recently, Pete was Director of EMC's VSPEX Ecosystem Program where he was responsible for creating, directing, and managing the VSPEX Ecosystem Program and Lab Validation Program that enabled channel partners to create higher margin solutions for converged and hyper-converged infrastructures.

In his role at Netformx, Pete will manage and grow the Netformx Alliance Program. Alliance partners provide the content and rules that enable sales teams to accurately create proposals and designs. In addition, leveraging alliance partners' programs & promotions helps solution providers increase profitability. Pete will also be responsible for overall Business Development to enable solution providers to achieve maximum benefits from the Netformx Ecosystem of sales enablement offerings such as ChannelXpert, SalesXpert, DesignXpert®, and KnowledgeXpert.

"We are delighted that Pete Eggimann has joined the Netformx team," said Ittai Bareket, CEO at Netformx. "Having worked with Pete for years as a Netformx Alliance partner at EMC, we know that he understands the business and technical drivers of the industry and that he has a very strong customer focus. Pete will play a central role as Netformx expands its Ecosystem to bring continuing value to our customers and Alliance partners."

"Alliance partners are key to Netformx' success, as they provide the vital content needed to efficiently create multivendor proposals and increase profitability. And Netformx aids its partners by expanding the market for their products and services," said Pete Eggimann, VP of Business Development and Alliances at Netformx. "I'm delighted to join Netformx at this exciting time and to be able to work hand-in-hand with the industry to increase profitability for both our solution provider clients and Alliance partners."

A key enabling technology for the Netformx Ecosystem is the Netformx KnowledgeBase™. This KnowledgeBase contains the Alliance partner content as well as client-specific content, and includes information such as products, pricing, services, and program compliance data. By automatically incorporating vendor orderability rules and using guided selling advisors, solution providers can quickly create validated designs that meet vendor specifications. The resulting implementations are generally error-free with near zero order fallout, significantly reducing truck rolls, returned equipment, and service level agreement infractions. As a result, they can win more deals using repeatable designs, implement solutions more efficiently, and maximize their profit.

About Netformx

Netformx accelerates IT solution provider profits with powerful business intelligence, actionable insights, collaboration, and automation that connect people, information, and processes. Using Netformx award-winning solutions our customers design and sell winning and implementable multivendor solutions demanded by enterprises across the globe, while operating their businesses profitably.

Netformx has over 2,000 service provider, systems integrator, and technology vendor customers in more than 120 countries including AT&T, Bell Canada, CDW, Cisco, Dimension Data, Insight, Juniper, Orange Business Services, Sprint, and Telstra. Our comprehensive KnowledgeBase™ contains client and vendor products, services, and program compliance data from vendors such as Cisco, Brocade, EMC, Juniper, Avaya, APC, Belden, Jabra, and Riverbed.

More information can be found at www.netformx.com.

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