



Transform. Grow. Thrive.

With Westcon-Comstor Cloud

WESTCON-COMSTOR

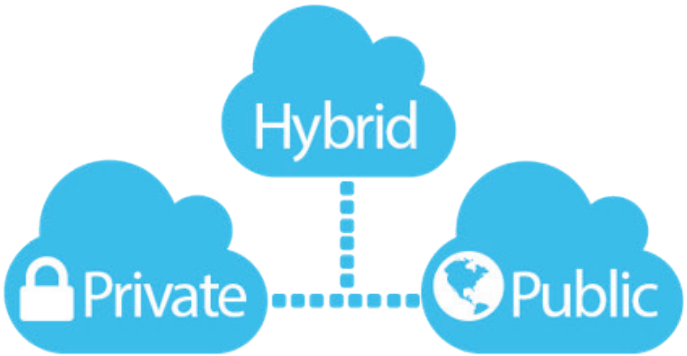
Cloud Practice

At Westcon-Comstor, we're committed to helping you capitalise on the global cloud opportunity by enabling and inspiring your business to grow and thrive. With billions of dollars in cloud opportunities at stake, you need a partner who has the global strength and expertise to extend your capabilities, and is focused on transforming your business to deliver results together.

That's Westcon-Comstor.

We're so dedicated to your cloud business success, we've built our practice, tools, programmes and resources all with your business in mind. That's why and how we developed our Five Cloud Promises.

"CLOUD COMPUTING IS BREAKING DOWN TRADITIONAL TECHNOLOGY BARRIERS ... IT ORGANISATIONS RELY ON CLOUD TO FLEXIBLY DELIVER IT RESOURCES AT THE LOWER COST AND FASTER SPEED THAT BUSINESSES REQUIRE," SAID EILEEN SMITH, PROGRAMME DIRECTOR, CUSTOMER INSIGHTS AND ANALYSIS.*



OUR FIVE CLOUD PROMISES



Promise:
We enable you to thrive in the digital services market.

Programs

We help you and your team understand, apply and capitalise on market trends with complementary product and service opportunities, and go-to-market strategies and tactics. Our programmes help you attract, activate, enable and retain the best customers and sales talent.

Team

Our team of cloud experts and engineers are prepared to help you uncover more opportunities, enter new markets, and build a dynamic and profitable cloud business.

Tools

With tools such as our BlueSky Cloud and Service Management platform, CapEx to OpEx financing model options, white papers, sales tools, marketing campaigns and training programmes, you can expand, grow, get and close more cloud opportunities.

78% OF THE RESELLERS WE SURVEYED INDICATED THAT LESS THAN 50% OF THEIR REVENUE COMES FROM RECURRING CLOUD SERVICES.* WESTCON-COMSTOR ENABLES RESELLERS TO PROFIT FROM DIGITAL TRANSFORMATION.

*Worldwide Public Cloud Services Spending Forecast to Reach \$195 Billion by 2020, [According to IDC](#)

*Westcon-Comstor 2016 Cloud in the Channel Survey



Promise:

We keep you at the center of the digital services life cycle, ensuring you profit from every transaction.

Our BlueSky Cloud and Service Management platform provides visibility into and control over the entire services supply chain, so you can monetise every part of the ongoing digital services life cycle.

BlueSky Analytics

Monitor customer usage and manage profit margins more effectively by tracking product use, renewals and service contracts. Also gain insight to cross-sell and upsell opportunities to maximise profitability.

Back Office Operations

Alleviate operational burdens and costs with order capture, order fulfilment and “billing on your behalf” so you can focus instead on your business development.

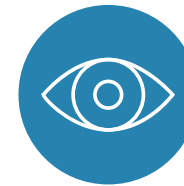


Single Sign-On Digital Logistics Service

Learn about, review, order, track and analyse hardware, software, education and service products easily, enabling your relationships with your customers to thrive.

“BLUESKY IS A BUSINESS MANAGEMENT TOOL THAT PROVIDES A WEALTH OF ANALYTICS, ENABLING RESELLERS TO HAVE MORE STRATEGIC DISCUSSIONS WITH THEIR CUSTOMERS TO DRIVE CROSS-SELL AND UPSELL OPPORTUNITIES.”

– Dan Connolly, SVP & GM, Global Cloud Practice, Westcon-Comstor



Promise:

We systematically identify, qualify and onboard new vendors and products, to ensure a comprehensive cloud solutions portfolio.

Portfolio

Made up of the leading traditional and born-in-the-cloud vendors, our cloud portfolio ensures you have comprehensive solutions to satisfy market demand.

Accelerate and ISV Programs

Through our Accelerate and ISV partner programmes, we take on the responsibility and investment of vetting and qualifying vendors to identify next-generation solutions from best-in-class emerging cloud technologies, vendors and ISVs.

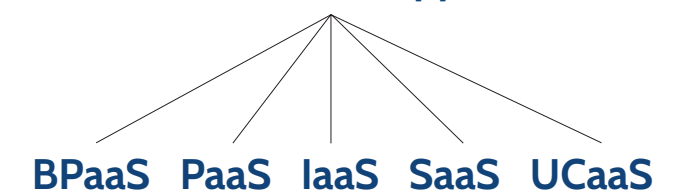
Branded and White-Label Services

We enable you to augment your resources and build new capabilities through our branded and white-label cloud assessment, migration, transformation and optimisation services.

Westcon-Comstor EDGE Partner Program

The Westcon-Comstor EDGE (Engage, Develop, Grow, Extend) partner enablement model can benefit you whether you are new to cloud or already have a robust cloud practice. Our Cloud Practice and Sales teams will work with you at every stage of your transformation to help you take your business to the next level.

Our Portfolio of Vendors & Services Support



“WESTCON-COMSTOR’S SUPERIOR SOLUTIONS AND ENABLEMENT PROGRAMMES ENABLE US TO SECURE LARGER OPPORTUNITIES AND DELIVER ON OUR VALUE PROPOSITION IN WAYS THAT NO OTHER DISTRIBUTOR HAS BEEN ABLE TO DO.”

– Nathan Brown, Director Technical Services, Access IT Group, Inc.



Promise:

We offer hybrid digital, physical and services solutions, to help you meet your customers' business needs with ease.

Our ability to combine physical and cloud-based solutions with pre-, post-sales, virtual logistic and integration services helps you deliver the solutions your customers want and need.

Solutions

We configure solutions for a variety of vertical markets and business-use cases, while keeping the ordering, fulfilment and billing process simple and easy.

Services

Through our enablement, education and analytics services, you can strengthen and extend your market reach.

Logistics

With 26 logistics and stocking facilities including 13 Supply Chain Services locations on six continents, we can ship to more than 180 countries and territories on your behalf. And often we can do it in less than a day.

"WHILE SOME APPLICATIONS AND DATA WILL REMAIN LOCKED IN OLDER TECHNOLOGIES, MORE NEW SOLUTIONS WILL BE CLOUD-BASED, THUS FURTHER INCREASING DEMAND FOR INTEGRATION INFRASTRUCTURE," SAID YEFIM V. NATIS, VICE PRESIDENT AND GARTNER FELLOW.*

*[Gartner Says](#) by 2020, a Corporate "No-Cloud" Policy Will Be as Rare as a "No-Internet" Policy Is Today



Promise:

We bring global reach and scale, with local expertise, to quickly, efficiently and seamlessly help you enter and serve new markets.

Reach

We can handle your local, regional and multi-national rollouts, extend your geographical reach, and offer you the ability to expand your market scope and opportunities with little capital investment.

Scale

With one point of contact and one invoice, you can develop, deploy and manage cloud solutions across the globe, accelerating your ability to scale.

Expertise

Our emerging-markets presence combined with our 30-plus years of experience and expertise opens new markets that are not covered by other distribution partners.

"AS DISRUPTIONS TO THE INDUSTRY CONTINUE TO EVOLVE MORE QUICKLY, DISTRIBUTION WILL REMAIN CRITICAL TO THE ACCELERATION OF DEMAND."

– **Steve Garrou, EVP of Corporate Strategy and Solutions Development, Westcon-Comstor**

Find out how our promises can help
you transform your cloud business.



BLUESKY

About Westcon-Comstor

- Multi-national company, headquartered in Tarrytown, New York, USA
- US \$6.5 billion in revenues (gross)
- Founded in 1985
- Presence in 70+ countries on six continents
- Ship to more than 180 countries and territories
- 26 logistics and stocking facilities
- Backed by 4,000 associates