



Remove the guesswork from AWS CPPO



If the cloud is your game, we don't need to tell you about AWS. But what we can tell you is that we are now working with AWS. So, from now on, when you ask Westcon-Comstor about AWS, the answer will always be AW-YES!



Westcon-Comstor's Partner Program for AWS CPPO

Through our Westcon-Comstor Partner Program for AWS CPPO, we simplify the process for both resellers and vendors to engage with AWS. This means you don't need to be

Your clients are more than likely already using the AWS Marketplace and are drawing from the thousands of software listings available on its digital catalogue. But some clients still need help, which is why AWS has created Consulting Partner Private Offers (CPPO), allowing AWS Consulting Partners to be included in the sales that take place on AWS Marketplace.

As an AWS Consulting Partner, Westcon-Comstor has created a pathway for vendors and resellers to use the program while making it profitable for everyone. How? By simplifying the process of getting up and running and giving all our partners direct access to the AWS CPPO program without needing to be an AWS Consulting Partner.

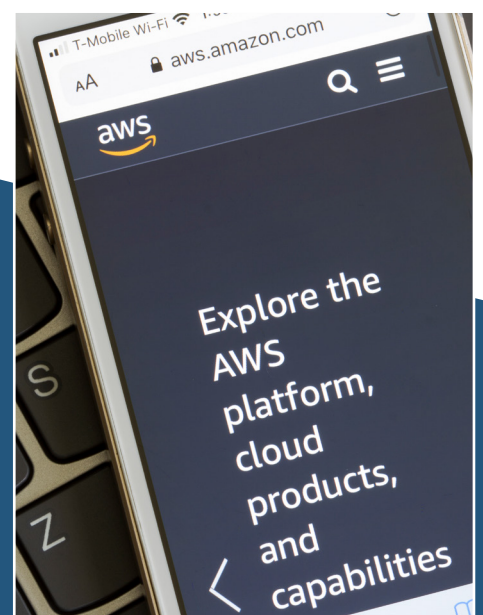


A simplified selling processes

There are many reasons why partnering with Westcon will make the CPPO process easier to navigate and more profitable for resellers.

Firstly, there's no need to set up individual CPPO agreements with multiple vendors. Instead of individually contacting each vendor you buy from and negotiating offers with each one, Westcon-Comstor makes it simpler and quicker through our existing vendor relationships and negotiating these terms on your behalf.

This is a massive benefit for the vendor as well. Rather than building up a relationship with the scores of resellers in the market and then negotiating a deal with each of them, they can work out a single deal with us and gain instant reach into the market.





Reduce overheads and enjoy volume discounts

When you join the program, your Westcon-Comstor team will manage all the admin required by AWS, so you don't have to spend time setting up

and wrangling with platform requirements.

The benefit to you?

- We reduce your procurement, operational, and billing overhead
- We provide access to subject matter experts that manage your transactions no matter the volume and complexity
- We deliver a frictionless experience so that CPPO is a more profitable and effective route to market
- We help resellers will benefit from volume discounts because of our reach and buying power to offer significant discounts that would be more challenging to negotiate yourself.



Solution creation and extending value

It is all a case of simplifying the engagement process and helping take away onerous admin that comes with multiple contracts, agreements,

sales points, and even clouds. With the Westcon-Comstor Partner Program for AWS CPPO, the Bill of Materials (BOM) is still created as usual, but the transaction is different – because we handle everything.

We manage the challenging billing, margins, and discounts, and we arrange special offers for the customer. We will even set up your accounts, ensure you are compliant with your billing parameters, help you add your BOM, and we will then make these offers and products available to your customer from within their AWS console.



A clearer path to market

If you are a reseller, this is perfect for those who are tired of negotiating multiple deals with multiple vendors. You already have a relationship with us and transact through our teams to deliver products and services for other vendors now your

Westcon-Comstor team will simply manage the AWS CPPO processes on your behalf.

If you are a vendor, now you won't have to build a relationship with the thousands of resellers in the market. You can promote your offerings to the resellers we already have a relationship with, thereby extending your reach into a base of qualified and proven reseller partners!



Why Westcon-Comstor?

We orchestrate the transaction to simplify the process and ensure one single agreement per vendor!

It doesn't matter if you are an AWS partner yet or not (that is an easy fix), and our program is available to all AWS and non-AWS resellers, and we are able to extend multiple offers and "solutions" through the AWS universe to you. Couple this with the fact that Westcon-Comstor is more than just a distributor, and we can act as both an AWS Seller while offering you access to the Westcon-Comstor Professional Services.

When you partner with us, we provide full reporting visibility back to our vendor partners and will help to manage disbursements across multiple countries and currencies.



The bottom cloud

Now you can allow your clients to work in AWS with confidence, but still, make sure that you offer them the services they are used to from you.

Win. Win?
We think so too

Contact

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