AWS CPPO for Vendors

Westcon Comstor

What is AWS CPPO

- AWS Marketplace is an online software store that helps customers find, buy and immediately start using the software and services that run on AWS

- Consulting Partner Private Offers (CPPO) allow Consulting Partners to be included in the sale that takes place on AWS Marketplace to AWS end customers

- It enables the channel to offer custom pricing through recurring and negotiated pricing and terms

- AWS CPPO is an alternative route to market. It allows an end customer to purchase and pay for the service immediately from their AWS account instead of placing an order via the traditional procurement channel

Benefits of partnering with Westcon

- Benefit from Westcon's reach with on agreement - no need to negotiate with multiple resellers

- Ensure the End-customer gets the winning price - full visibility

- Reseller intimacy - Westcon have multifaceted relationships with all types of partner

- Reduces procurement, operational and billing overhead - we manage the transaction process

- Westcon PSC will manage the BOM into AWS CPPO, billing, invoicing and margin/credit allocation

- Ease of reporting for ISV revenue recognition

- Develop GTM and joint demand generation programs with Westcon that can be scaled to different partner types (BIC, SI's, MSP's, VAR and other ISV's) that transact with Westcon

- It creates types unnecessary channel friction if the vendor or AWS reseller don't have an agreement - it slows down the sales cycle.

CPPO offer flow with customer

Offer	Vendor ➜	AWS ➜	CPPO (Westcon) ➜	End customer
Invoicing		AWS ➜		End customer
Deal payment		AWS		← End customer
Margin payment		AWS ➜	CPPO (Westcon)	
Margin disbursement			CPPO (Westcon) ➜	End customer

Our simple offer

We already have agreements with you and vendors. If Weston is the CPPO, there is no additional requirement of you or the reseller.

This is much easier for your sales people - they can try and put an agreement in place with every reseller for every deal or leave it to Westcon.

Win. Win?
We think so too

Contact

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