



# Fast-track cloud transformation and deliver pre-built multi-vendor solutions on the Azure Marketplace



## What is Westcon-Comstor CloudPlace

The Microsoft Azure Marketplace gives you over 15,000 reasons to buy from them when transacting in the cloud. That's 15,000 products and services you need to wrap your head around, potentially get certified on, sort the admin out for, and only then sell to your customers.

Strip out the complexity and get to the sale much quicker with Westcon-Comstor CloudPlace – a partner programme designed to fast-track the delivery of multi-vendor Independent Software Vendor (ISV) cloud solutions directly from the Azure Marketplace.

Regardless of the application or service, the CloudPlace programme inserts you into the sale, strips away the complexity of partnership agreements, and partners you with Azure without the admin headaches.

# Two Models to CloudPlace Success



I am an ISV trying to onboard solutions onto the Azure Marketplace



I am a reseller looking to sell ISV solutions through the Azure Marketplace

## What are ISVs?

Independent Software Vendors (ISVs) are companies developing solutions for the Microsoft Azure Marketplace. These are large global vendors right down to the local development house building bespoke apps and APIs down the road.

ISVs form a critical part of the growing Azure Marketplace catalogue as their solutions create the backbone of the cloud-based business's infrastructure today. As part of the CloudPlace programme, we are helping ISVs sell their solutions to a broader net of partners by creating tailored solutions that meet the specific needs of our reseller partners.

In addition, we are providing reseller partners looking to engage and transact from the Azure Marketplace access to industry-proven, and Microsoft approved applications on a trusted, secure cloud environment.

**Why join the Westcon-Comstor CloudPlace family?**

**Simplicity.**

# Join the CloudPlace Community

The Westcon-Comstor CloudPlace programme is open to all partners, whether you're partnered with Microsoft or one of our other vendor partners. What we offer is quick, seamless onboarding onto the Azure Marketplace without unnecessary admin hoops to jump through.

As a member of CloudPlace, you get immediate access to the Westcon-Comstor product specialists, technical consultants, and vendor certified training. Furthermore, your account team will simplify the Azure Marketplace selling process for you.

By joining the CloudPlace programme, I have managed to achieve:

- Reduced overheads because Westcon-Comstor has taken over all my Azure admin

- I can focus on my strengths and deliver clients a cloud solution without drowning in setting up processes and platform requirements.
- I am 100% involved in my client's cloud buying cycle and even have access to volume discounts.
- I can sell multiple Azure solutions without worrying about being certified for each one.
- I can accelerate the journey from quote to solution delivery, meeting my customer's demands.

It is also a two-way street; those ISV partners looking to onboard and sell their solutions on the Azure Marketplace ask us how we can take you from "building" solutions to "selling" them.

## Bottom line?

The Westcon-Comstor CloudPlace programme ensures you benefit from every sale on the Azure Marketplace while we manage the process of getting you in there and keeping you there.





# Kickstart Westcon-Comstor CloudPlace

How do you get started  
with Westcon-Comstor  
CloudPlace?

We will assist you by focusing on four  
key go-to-market motions:

**Develop, Market, Sell, and Earn.**





## Develop

**Developing the channel is the heart of our business, so let us:**

- Help you define your business strengths, align potential customers, and identify the best entry to the cloud for you.
- Develop a cloud-led business plan coupled with insights to where you can hook in value-added services and solutions to ensure you maximise profitability.
- Provide you with the technical expertise and experience you need when helping customers deploy a solution, especially if you don't have in-house skills.
- Develop packages around pre-built, existing solutions on the Azure Marketplace that you can lift from a sale and shift to a profitable return.
- This also applies if you want to build your own ISV solution, we can help you get it onto the Azure Marketplace, link you to partners, and secure your first sale – ask us how!



## Market

**We don't just understand the mechanics of the channel but understand how to market solutions and identify opportunities; let us help you by:**

- Highlighting and identifying potential market opportunities linked to your unique skills, solution offerings, or business value-proposition.
- Support your teams by providing go-to-market insights based on years of experience, ensuring you continue to hit the high notes with your customers.
- Provide you with the conversation starters you need to open doors and tools to best reach your customers.
- Create robust marketing plans through marketing-as-a-service programmes that dovetail your sales efforts and increase your brand awareness.



## Sell

**Because our vendors have the products covered, let us help guide you based on our knowledge of these solutions to sell them better. Let us:**

- Take care of the admin so that you can leverage pre-built solutions from the Azure Marketplace and start selling.
- Guide you to improve your technical capabilities through certified vendor training, which we will tailor and package based on your needs.
- Provide you access to our technical teams for additional support, including pre-sales technical and post-sales technical support.
- Let us worry about the vendor relationships to reach your customers with the assurance that you have leading technology beyond you to backup your efforts along the way.



## Earn

- We ensure you are maximising your vendor partner status and can assist in getting you to the next level to earn more rebates; whether that means technical or sales certifications, we can help you get there.
- We support you with pipeline creation.
- We assist with lead generation to grow your customer landscape and sell to a more diverse network.

# Join the CloudPlace Community

To survive as an IT solutions provider in today's digital world, you absolutely have to have cloud solutions in your toolbox. As a reseller, you need solutions that match your client's needs while scaling with their business.

And for those of you building bespoke technologies to support customer environments, you need a trusted, secure cloud on which to deploy them. All of this is the critical link between customer retention and acquisition!

With Westcon-Comstor CloudPlace, we offer your place in the cloud's commercial marketplace. We don't just provide you with a point of entry but a dramatically simplified onboarding process that ensures you are transacting from day 1.

## What's in the proverbial box?

- A single platform to deploy synergistic and interoperable solutions
- One contact (with us) and no need to have multiple vendor agreements in place

- Exclusive offers and bulk discounts
- New revenue streams and alternative routes to market
- Ability to build your own ISV solution
- Profitable co-sell solutions
- Reduce your procurement, operational, and billing overheads
- Simple billing through a single invoice

When you become part of the Westcon-Comstor CloudPlace programme, you hand over the admin of managing your transacting relationships. You move away from intensive cloud onboarding and directly to selling.





Westcon  Comstor | CloudPlace

# Take your place in the cloud.

With the Westcon-Comstor  
CloudPlace programme.

## Get in touch

Luke Bainbridge  
[Luke.Bainbridge@westcon.com](mailto:Luke.Bainbridge@westcon.com)

Adrian Hollier  
[Adrian.Hollier@westcon.com](mailto:Adrian.Hollier@westcon.com)

Daniel Thenga  
[Daniel.Thenga@comstor.com](mailto:Daniel.Thenga@comstor.com)

Anthony Njoroge  
[Anthony.Njoroge@comstor.com](mailto:Anthony.Njoroge@comstor.com)

