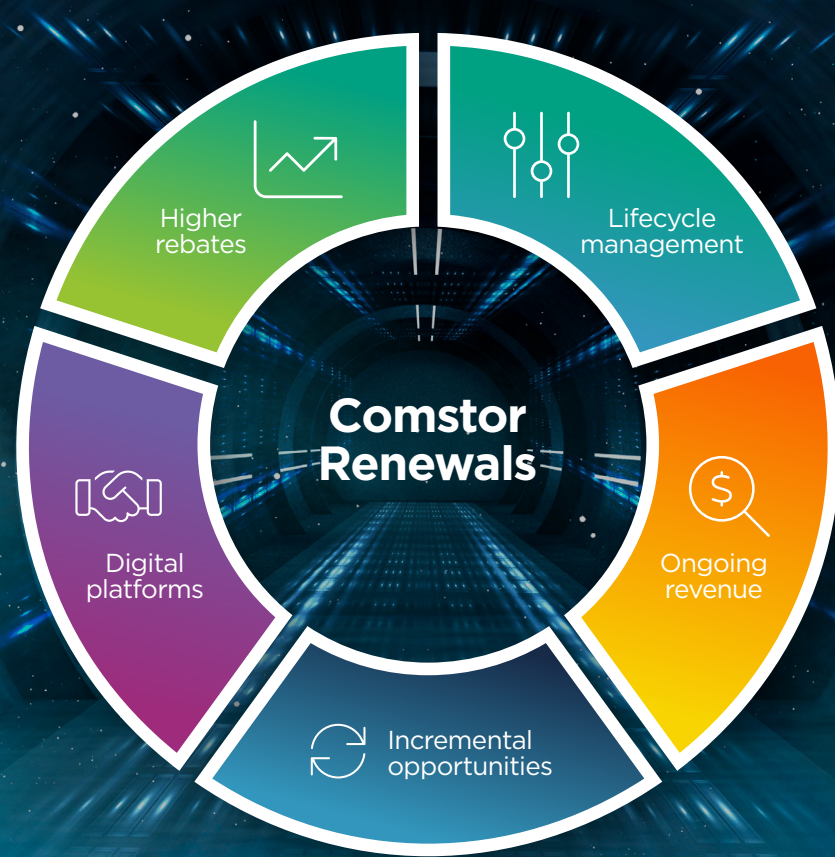


Comstor Services and Software Renewal Guide



Increase performance and revenue with Cisco renewals. A profitable part of your revenue is earned after the sale, with renewals making up 33% according to Cisco. If retaining just 5% of customers can increase profits by up to 70%, renewals are a quick and easy way to boost revenues with less effort.

As your distributor for Cisco Services Contract Renewals, we can help you build customers for life, improve partner performance and maximise predictable recurring revenues.



5 reasons to renew with Comstor

We only sell Cisco and we know their renewals journey inside out.

1. Incremental opportunities based on your real data

Our consultancy with the Cisco Partner Experience Platform (XP) database brings additional up- and cross-sell business opportunities at renewal time by proposing new solutions and adding value for your customers. XP consolidates data from multiple sources for a single view of partner programmes. To get started, begin a "DPV" relationship with Comstor.

2. Simple steps to on-going revenue

Our on-time renewal notifications are easy to understand and action, with simple steps to complete so you don't miss an opportunity. We offer advice on contract consolidation and co-terms to help reduce admin time and cost.

4. Higher rebates and help on how to get them

Comstor provides clarity to Cisco's evolving rebate structure so you don't leave any behind. Attach, renew, multi-year services – we know what the key rebates are, and we'll help you grab them.

3. Lifecycle management with a Comstor CX-certified team

Our Cisco-certified expertise in solutions lifecycle management and dedicated team will help you grow in this critical strategic priority for Cisco. We can identify obsolete products and solutions and provide migration opportunities to achieve better business outcomes for your customers.

5. Digital platforms for easy online transactions

Our powerful, user-friendly partner platforms are often the reason why partners keep working and transacting with Comstor. Transact and manage your Cisco portfolio where and when you want on PartnerCentral.

PartnerCentral. Your digital gateway to Partner Success

With PartnerCentral you can check your Cisco transactions 24/7. No need for emails or phone calls, your transactional data is easily accessible via our enhanced self-serve functionalities.

1. Get notified when you have new quotes by simply setting your communication frequency under your profile
2. Search by contract expiration date, contract number, vendor or end-user name
3. Download quotes and send them directly to your customers
4. Provide your purchase order number to review any of your renewals



4 steps to more revenue

Kick start your digital lifecycle practice, enhance cash flow, increase margins, and retain customers.



Step 1: Set preferences

Select your preferences in the profile section of PartnerView so you will receive the auto-notifications on new renewal opportunities available.



Step 2: Download quotes

Simply download our quotes and start the renewal conversation with your customers at least 90 before service contracts expire; we recommend you default your renewals to three years.



Step 3: Talk to us

Talk to your Comstor Services renewal expert to identify more opportunities such as co-term/consolidation or product refresh.



Step 4 : Establish a DPV relationship with us

For a strategic long term improvement, start a 'click to view' relationship with us to get a personalised analysis and recommendations to boost your revenue.

Do not let budget be a showstopper. Advise your Customer to spread to 36 payments with easylease at 0% financing, while you gain additional rebates.

Start increasing your profitability, see how your costs get reduced and increase efficiency with Comstor expertise in renewals.



Contact your Comstor Renewal Representative today and optimise your Cisco renewals with Comstor!

