



Partner Success story

How to fund large deals without breaking the bank – or your cashflow

CHALLENGE



The challenge with upfront billing when your customer demands periodic

A global partner of Westcon-Comstor had an opportunity to deploy Silver Peak to a global customer across 68 sites worldwide. Our partner was excited about the opportunity but had some concerns about the actual processing of such a large, global deal:

“Our teams worked hard to bring this opportunity to life, and we were all very excited about it. But, we were also concerned about how we would structure the deal in a way that didn’t put our business at risk.”

As a ‘born-in-the-cloud’ business, our partner offers their solutions and services on a subscription basis to their customers. Because not all vendors and suppliers offer subscription billing models, our partner often had to pay for their customer’s licenses upfront and then bill their customers monthly. This put immense strain on their cashflow.

They needed a flexible payment solution that would help ease the financial strain, align their billing and invoicing schedules, and simplify their cross-country admin challenges. They also didn’t want to miss out on the pre-pay discount that Silver Peak was offering.

SOLUTION



A complete, customised flexible payment solution built from scratch

After hearing about their challenges, Michelle Woolrich, International BDM for Westcon-Comstor, approached our partner and offered them a tailor-made repayment proposal. Although they were in talks with a third-party financial services provider at the time, they agreed to an exploratory call with the Westcon Flex team.

During this call, Michelle and the team collected all the background info from our partner and got to work on a highly customised flexible payment solution that met all of their requirements. They were surprised when they saw the proposal because they hadn’t expected the level of customisation in the payment plan:

“We’d been in talks with another financial services house at the time, and with them it’s a case of picking what you want off a menu. With Westcon’s offering, they’d come up with a financial service that was completely custom built for us and met all our requirements.”

RESULT



Success now, and in the future

Our partner closed the Silver Peak deal and was able to pay for their licenses flexibly on a schedule that suited them, take advantage of the pre-pay discount from Silver Peak, and synchronise their billing and invoices. They were also able to place multiple country orders through the UK which took the admin hassle out of cross-country billing.

As an added benefit, the flexible payment solution is designed for multiple deals and is available to our partner whenever they need it. They can close bigger deals in the future without the financial and admin hassles, and still enjoy the extra discounts.

Interested in a flexible payment solution for your business?

Flex offers you extended payments for your EU purchases over \$50,000 and APAC purchases over \$150,000. And, signing up is simple – just ask your Account Manager to pay for your order over a period that suits you. There are no third parties involved in contracting and invoicing, so the process is quick and easy.

Visit our website to find out more.

<https://www.westconcomstor.com/flexiblepayments>

