Westcon-Comstor
ISV Cloud MarketPlace
Benefit guide

A cloud-first, digital-first distributor who isn't trying to navigate our role in this cloud world, we are staking our claim as a leader in it. And we are simplifying all of this for you.

How?

We partner with all major cloud players, including Azure, AWS and eventually Google Cloud (GCP). This means we will assist you in onboarding with each cloud vendor, ensuring you have the certifications in place to support each one, and linking you with the Independent Software Vendors (ISVs) who are selling, transacting, and supporting each of these cloud players with their bespoke offerings.

For you, it is a seamless transition, where we will take over the admin required to manage each cloud partner relationship. And ensure you have one point of entry, one invoice at the end of the day, and one partner to call on for technical resources to support your cloud-solution selling.

Through our global footprint and global vendor relationships, we create partnerships with each cloud provider and hyperscaler. We also have partnerships with most major ISVs.

The benefit to you is multi-faceted:

We can onboard you onto multiple cloud marketplaces through our cloud-vendor agnostic approach and relationships.

You reduce overheads needed to onboard and service different clouds and ISV solutions by tapping into our administrative and technical capabilities.
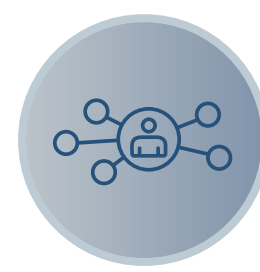
We take the lead on platform requirements by helping first to identify what you require from each vendor before delivering a solution to your client.

Our role extends to assisting ISVs, not just selling what they already offer but also developing solutions suited to each cloud marketplace.

And if you are an ISV looking to board the cloud marketplace plane, we can help with that.

We offer you a single-entry point into multiple clouds (us) and simplify procurement, operational, and billing requirements with the added benefit of a single invoice.

Ready to choose your cloud?

Get in touch

Luke Bainbridge
Channel Manager ISV

Luke.Bainbridge@westcon.com

Westcon 💠 **Comstor**