



# ICEBREAKER – the compass for your Nokia onboarding journey



**NOKIA**



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# For every customer priority, there's a Nokia solution

Leading the market with best-in-breed technology.

With our partners, Nokia creates the critical networks that bring together the world's people, machines and devices, sensing and acting in real time, at massive scale.

## Mobile Networks

5G, O-RAN and vRAN leadership

## Network Infrastructure

System performance and automation solutions

## Cloud and Network Services

Cloud-native software and as-a-service delivery

## Innovation and Monetization

Continuous Nokia R&D, world-beating IP and solution incubation

**9** Nobel Prizes

**4** Turing Prizes

**3** Emmys

**2** Grammys

**1** Oscar



# Nokia. Put the innovation leader on your side

Nokia, a proven leader in digital transformation, has spent decades building some of the world's most extensive and advanced mission-critical IP, optical and wireless networks.

#1 global leader in private wireless technology solutions

World record for 5G speed and the leader in 5G essential patents

World's fastest fiber network operates on our 25G PON solution

#1 global leader in telecom software, services and infrastructure

#1 market leader in service provider routing, and #2 in optical transport in Europe and the Middle East

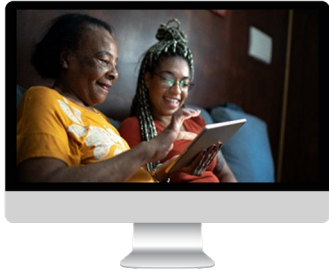
Creator of the world's first automated 4G/5G network slicing solution

#2 market leader in global fiber access

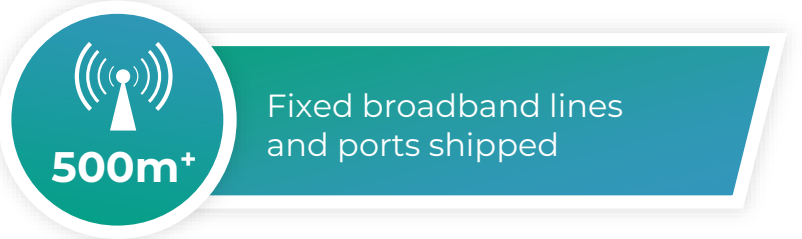
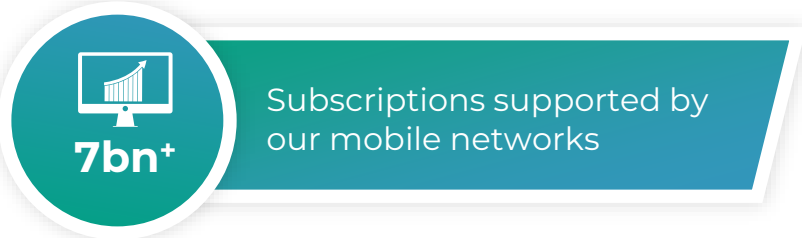
€129 bn+ invested in cutting-edge R&D

5-time honouree in Ethisphere's list of the "World's most ethical companies"

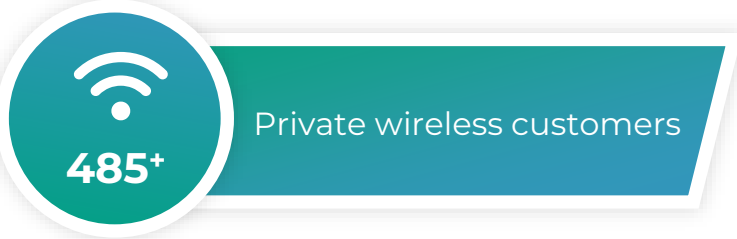
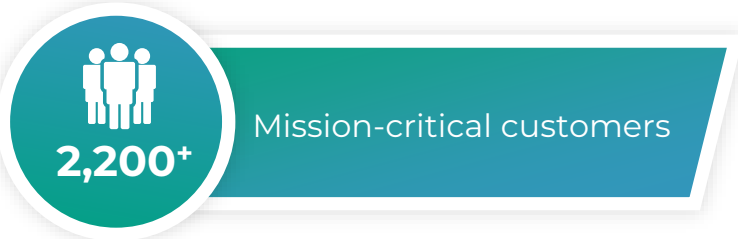
# Together with our customers, we create the world's networks



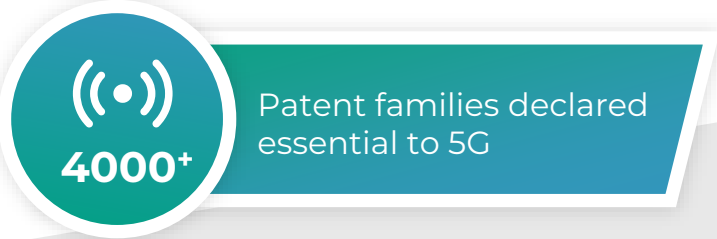
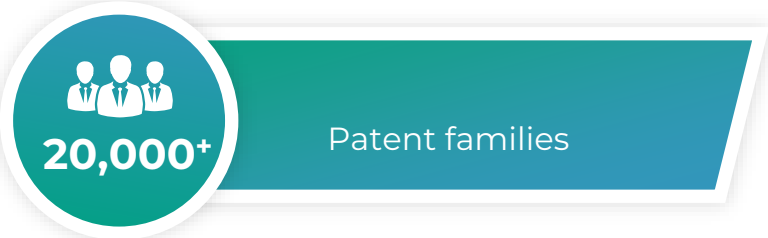
## Communications service providers



## Industry and public sector



## Licensing opportunities



# Are you ready to take advantage of an untapped market worth \$64bn?

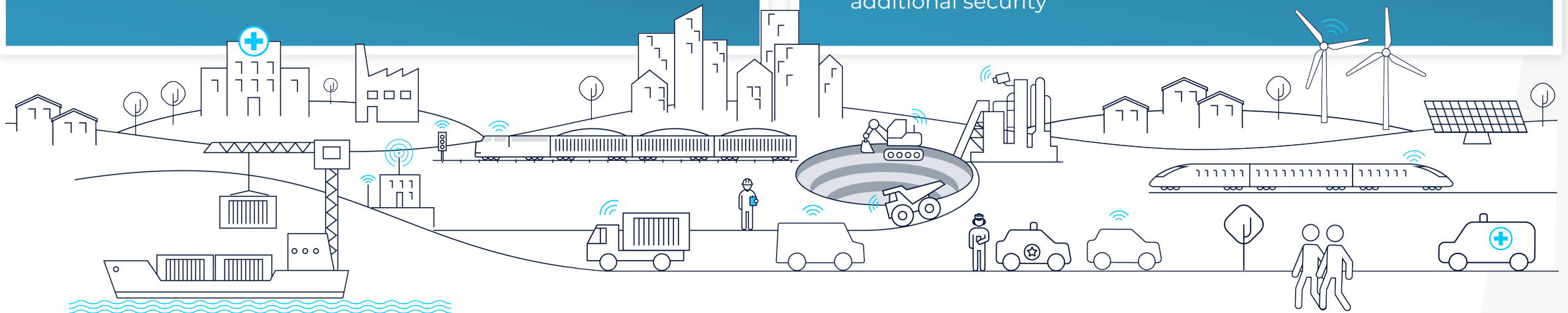
**The private wireless market is set to explode over the next 10 years and Nokia is looking for specialist resellers like you to sell its proven technology to enterprise customers.**

Partnering with Nokia puts you way ahead of the competition and positions you as the trusted expert along with Nokia who has been in this space for over 10 years.

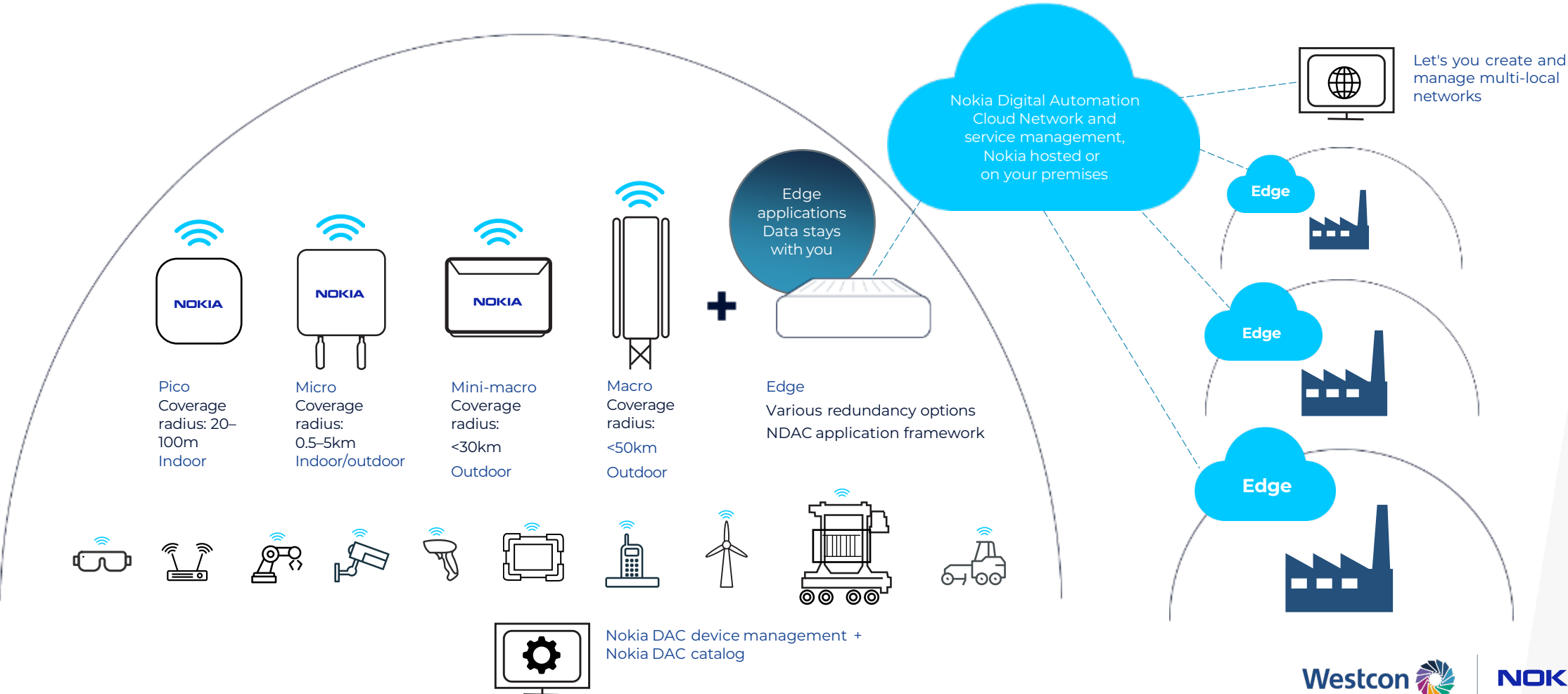
In addition, we believe private wireless offers profitable business opportunities for your company through customer sales expansion opportunities, subscription revenues and selling your services.

## What is a private wireless network?

A private wireless network is a standalone network based on cellular technology such as 4.9G/LTE and 5G, focused on operational assets and users. A private wireless network provides broadband connectivity like a public wireless network but is owned and controlled by the organization that built or purchased it. Placing micro towers, small cells, edge routers, and other infrastructure on-site allows enterprises to mimic a standard public cellular network, but with less congestion and more cost-effectiveness and additional security



**Nokia Digital Automation Cloud (DAC)** is a high-performance, end-to-end private wireless networking and edge computing platform designed to meet the mission-critical needs of asset-intensive industries, governments, cities and web scale businesses. Offered as a service, Nokia DAC provides various connectivity options with local edge computing capabilities and a catalog of click & deploy applications to support OT use cases.





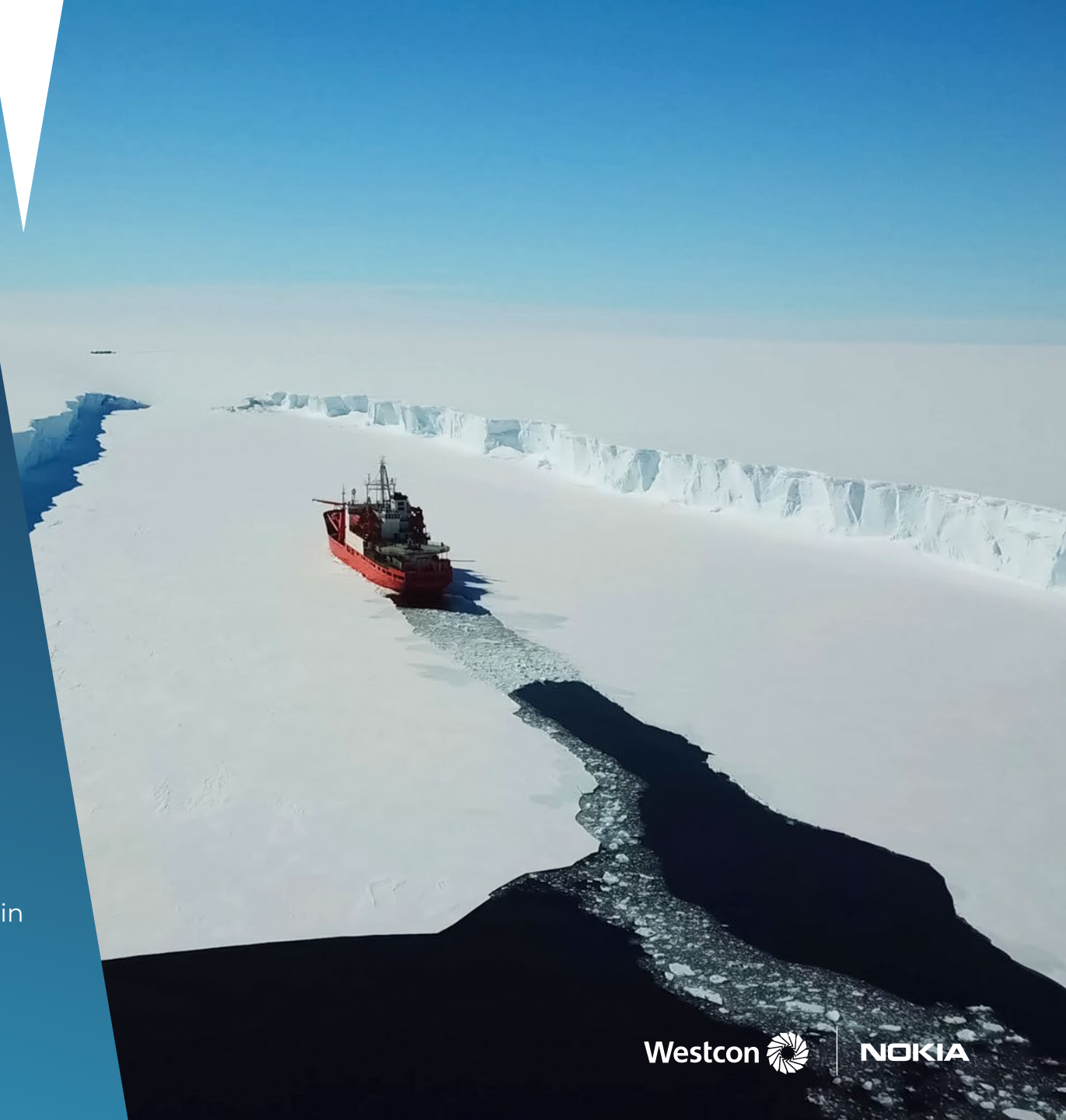
# Our new partnership with Nokia

As digital transformation accelerates, the need for connectivity is growing. From smartphones to smart factories, 5G offers the potential and performance for resource-intensive Big Data and IoT applications.

To bring you the benefits, especially of the 5G network, we, as Westcon-Comstor, have formed a partnership with Nokia. Together, we and Nokia provide the basic building blocks needed to realise the full potential of high-performance, end-to-end private wireless networks and overcome the challenges of local connectivity and Wi-Fi.

## Why Nokia?

- Inventor of the world's first automated 4G/5G Network slicing solution
- World record holder for 5G speed
- Leader of key 5G patents
- Serving over 1300 customers and 150 private wireless networks in the networks in the industrial sector





# We help you achieve 5G success

## ▪ **Project delivery**

- Specialized team of sales and pre-sales experts for set-up, training and enablement support, training and enablement
- In-depth knowledge of the Nokia Partner Programme, including pricing, training and certification
- In-depth knowledge of network planning and design

## ▪ **Support services**

- Hardware installation and level 1 / level 2 support
- Engineer on site

## ▪ **Value-added distribution**

- Flex Financial Service
- Supply and management of demo equipment or proofs of concept

## ▪ **Business development**

- Joint opportunity mapping and data-driven sales and marketing sales and marketing campaigns
- iD big data analytics for end customers (Protect Expand Transform)

## ▪ **Training and enablement**

- Support with the deal registration process, BOM and quotation
- Trainings, Demo



**Are you interested in becoming a successful NOKIA Partner?**



**Here's your path to success  
in your business ...**

Break the ice and accelerate growth, together. A powerful connection.



# Would you like to ...

- Uncover opportunities for your company through customer sales expansion opportunities, subscription revenues and selling your services?
- Have access to industry content and messaging to help drive customer conversations?
- Sell a proven technology from Nokia that has been used for nearly a decade in mobile networks and is now available and affordable for private networks?
- Be at the leading edge in offering breakthrough LTE & 5G solutions?

Nokia's private wireless is complimentary to your existing enterprise Wi-Fi & wireless networking business

Nokia and Westcon are here to actively support you on customer engagement through joint marketing, pre-sales support and co-selling efforts.



Join our ICEBREAKER Program – break the ice and accelerate growth, set out for new business opportunities with Westcon & Nokia!



**ICEBREAKER**

**More Business**

# ICEBREAKER – the compass for your Nokia onboarding journey

The **ICEBREAKER Program** is an exclusive reseller program from Westcon that helps your company easily and profitably build and grow your business with NOKIA.

On a clearly defined path and accompanied by comprehensive information and support services, we will guide you to new business heights. Step by step, you will break the ice on the journey to climb important steps and be rewarded for your commitment and progress.

Once you have achieved the targets, Westcon will reward your company with \$500 for a team event of your choice, so you can celebrate the success.

For more information on the conditions of participation, please visit our website! [LINK]





# How does the ICEBREAKER Program work?

Our program is based on a simple, step-by-step path. The order of the individual steps is variable.

## 1. Onboarding

### Registration

Register as a Westcon & Nokia partner and request your access to PartnerView, the 24x7 self-service portal for Westcon partners.

### Meeting

Schedule a face-to-face appointment or video meeting with our BDM to get to know Westcon and ask your questions.

### Newsletter

Sign up for both the Westcon and Nokia newsletters to get the latest, most relevant news for your business delivered straight to your inbox.

### LinkedIn

Follow Westcon and Nokia on LinkedIn, get the latest news, promotions & events and share interesting posts with your network.

### Registration

Register as partner at Nokia's Partner portal

### Certification

Visit the Nokia learning platform, complete the basic trainings, get more information on how you can register deals and joint the DAC training.

### Congrats!

you have reached the first steps

WELCOME KIT

Start

End

2.

3.



# How does the ICEBREAKER Program work?

Our program is based on a simple, step-by-step path. The order of the individual steps is variable.

4.

## Marketing

Use a ready-to-use "Marketing Campaign in a Box" from Westcon to invite your customers to a live demo / hybrid event.

5.

## PreSales

Arrange individual one-to-one sessions with the Westcon PreSales team on Nokia's solutions and how they can be implemented

6.

## Business

Submit a Deal Registration at Nokia Partner Portal. Take your opportunities and rewards you for net new business.

7.

## Project

Close a project with Westcon and Nokia.

## Congrats!

Celebrate the success with your team!

VOUCHER



WELCOME  
ON BOARD





# Growing with the ICEBREAKER and set your compass on success!

## Start your journey ... is just a few steps away:

- Register your interest in participating in the ICEBREAKER to Success Program on our website [LINK].
- We will check the requirements.
- After a positive review, you will receive the "go" for your climb to the top.
- Set up your team and follow our defined path with support from Westcon & Nokia - The path to success is a shared one.
- Look forward to comprehensive information and support offers as well as rewards.
- Once you have climbed to the top, you receive \$500 for a team event of your choice.

**Are you ready to  
BREAK THE ICE?**



# Useful Links

## **NOKIA Networks Website:**

<https://www.nokia.com/networks/>

<https://www.dac.nokia.com/>

## **NOKIA on LinkedIn:**

<https://www.linkedin.com/showcase/nokia-industries/>

Nokia Partner Portal: <https://www.partners.nokia.com/s/>

Nokia Partner Portal Registration Guide:

<https://customer.nokia.com/s/partner-registration>

Nokia Partner Support email: [partner.support@nokia.com](mailto:partner.support@nokia.com)

## **Westcon Newsletter Signup - Do not miss any news for your business:**

<https://p.westconcomstor.com/signup>

## **Westcon Event Calendar - Discover our events and those of our vendors:**

<https://www.westconcomstor.com/global/en/events.html>

- **NOKIA Vendor Page:**

- <https://www.westconcomstor.com/de/de/vendors/nokia.html>

- **Westcon Europe on LinkedIn:**

- <https://www.linkedin.com/company/westconeurope/>

- **Westcon Middle East on LinkedIn:**

- <https://www.linkedin.com/company/westconme/>

- **Westcon-Comstor Sub-Saharan Africa on LinkedIn:**

- <https://www.linkedin.com/company/westcon-comstor-sub-saharan-africa/>

- **PartnerView:**

- <https://www.westconcomstor.com/store/global/en/login>





**Contact your Westcon Account Manager for more information!**

## About Westcon-Comstor

Westcon-Comstor is a global technology provider and specialist distributor, operating in more than 70 countries. It delivers business value and opportunity by connecting the world's leading IT vendors with a channel of technology resellers, systems integrators and service providers. It combines industry insight, technical know-how and more than 30 years of distribution experience to deliver value and accelerate vendor and partner business success. It goes to market through two lines of business: Westcon and Comstor.