



## Partnering with Westcon

Accelerating your Palo Alto Networks business... together



# Grow your Palo Alto Networks business with Westcon

Benefit from partnering with Westcon – we are uniquely positioned to help you deliver value to your customers by:

- Providing training that leads to certification
- Delivering regular sales and technical updates
- Supporting pre-sales activities to drive sales with your customers
- Offering a range of post-sales services such as installations and platform migration to ensure customer satisfaction
- Profiling customers to identify new business opportunities

**We can help you fast track your path to revenue with Palo Alto Networks.**

**We can help you expand and scale your existing Palo Alto Networks business.**



## **7 Years Expertise**

Developing channel partners for Palo Alto Networks



## **APAC Distributor of the Year 2019**



## **Global Reach**

Distributor with truly global coverage



## **Wide Channel Reach**

Supporting resellers of all sizes



## **Daily Collections**

from Palo Alto Networks & shipments into EMEA



## **50,000 Units Shipped**

Palo Alto Networks equipment shipped last year



## **Authorized Global Training Partner**

Delivering training across EMEA



## **Elite Authorized Support Centre**

Only the top 10% of Authorized Support Centres receive this accolade



## **Demo Support**

Access to a centralised pool of equipment

## Partner with the Experts



### Our Expertise helps you to:

- Understand how to position the latest security technology from Palo Alto Networks
- Identify the right solutions for your customers
- Support your customers' migration to new technologies
- Optimise the revenue opportunity



### Focused and Specialised:

Westcon has dedicated Palo Alto Networks Business Units across Europe, Middle East and Africa to deliver second-to-none sales, technical and business development support.



### Pillars of Support:

**Sales** Business planning, Best Practice Assessments, Security Lifecycle Reviews, Ultimate Test Drive, Prevention Posture Assessment

**Marketing** Leverage promotions, generate demand for new technologies in your customer base

**Technical Capabilities** Build confidence to position new technologies and optimise your customers' security posture

**Renewals** Optimise renewals and identify opportunities to upsell and refresh

**The #1  
global  
enterprise  
security  
distributor**

# Fast track to Revenue

KEY: ● Westcon  
● Palo Alto Networks  
○ Reseller

ONBOARDING



# Our Services for Palo Alto Networks

## Our Services help you to:

- Adopt new technologies
- Build new revenue streams
- Increase your focus on selling and accelerate your sales cycle
- Enhance customer success and loyalty to improve ROI
- Facilitate adaptation to and profit from annuity-based propositions

### Education Services

Hands-on technical & sales training for optimal certification for your engineering teams.

End-user training to drive adoption and ROI.

### Support Services

Best-in-class L1/L2 support\*

Multi-vendor trained support teams for optimal help with your end-customers' security queries.

Extended support options for bespoke help for all end-customer needs

### Professional Services

A highly skilled Palo Alto Networks certified engineering team for filling capability or capacity gaps.

Project support across the entire product lifecycle to ensure optimal ROI for you and your customers.

### Managed Services

Automated remote monitoring of the IT security infrastructure.

Extended maintenance of the IT-Security estate tailored to specific end-customer needs.

Capex cost transformed to Opex for more flexible investments.

\* L3 support delivered in collaboration with Palo Alto Networks



## Education Services

### Westcon offers wide range of training options for Palo Alto Networks:

- Everything you need from knowledge expansion and certification to re-freshers
- Certified instructors with strong field experience
- Complete coursework and fully equipped training labs

We are a Global Palo Alto Networks Training Provider, delivering courses and training in 60+ countries.



### How training can help you achieve your business goals

- Speed up your sales cycle and grow your pipeline
- Enhance customer success and loyalty and improve ROI

**97%**

of our Academy students have rated our instructors as outstanding or good.

**84%**

of our Academy students have rated the course documentation as outstanding or good.

**82%**

of our students have rated our facilities as outstanding or good.

**86%**

of our Academy students have rated the registration process as outstanding or good.

# Support Services

## Westcon Support

Our Westcon Support offering is available to you with any Palo Alto Networks device and includes everything listed below:

Best-in-class L1/L2 Support – accessible via phone, email, web

Support in local language\*

All communication with Palo Alto Networks TAC managed by Westcon support professionals in case of L3 incidents

Easily trackable ticket progress through our Westcon support online ticketing portal (available 24/7)

Multi-vendor skilled engineers for optimal support for multi-vendor networks

## Extend your Support

In addition to your Westcon Support contract you can purchase the additional options below:

Call-in/Ticketing options for non-support covered incidents

SLA-based direct access to certified engineers to support you with questions/requests around your Palo Alto Networks estate

Flexible remote solutions to help you with any capability or capacity gaps connected to device maintenance

Support with security rule changes/expansions to react quickly & effectively to any strategy changes

Advice & support for BPAs including scoping & planning of connected professional services projects to support identified change requirements.



\* Guaranteed in German, Spanish, French and English. All other languages are subject to availability.

# Professional Services

Our experienced Palo Alto Networks certified engineers are here to help you fill any capacity and capability gaps along your end-users' IT security lifecycle

**Expert engineers can help to clarify and specify customer needs and support finding the most suitable solutions.**

Examples:

- SLR/BPA Results analysis and action plan creation\*
- (End -customer) Workshop (e.g. for TRAPS set-up and rule design)

\* Comparable but not identical to Palo Alto Networks Security Assurance offering - for more info contact your Westcon Account Manager

**Ensuring optimal availability, stability & necessary growth during the system's lifetime.**

Examples:

- BPA Health Check: results analysis and action points definition and project realisation
- Change management support
- Configuration support
- Upgrade management

**Defined and clearly specified solutions, designed to ensure optimal fit to customer needs and existing security stack.**

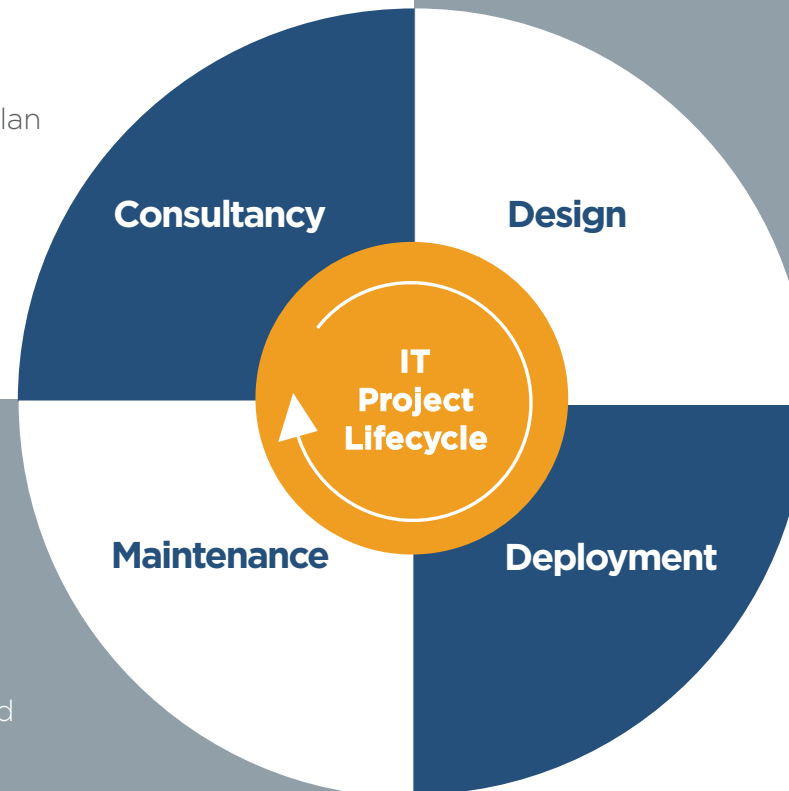
Examples:

- System configuration
- Integration planning
- Change management support
- Multi-vendor system design and integration

**Supporting the end customer in integrating and activating the solution in the quickest way possible.**

Examples:

- Rack & Stack (ETS)
- Installation
- System migration
- Configuration
- Go-live support





# Managed Services

Our Proactive Care offering supports partners with the following services:

- ✓ Automated remote monitoring of IT security infrastructure
- ✓ SLA-based troubleshooting (including change management) to ensure optimal performance and availability
- ✓ Fixed monthly fee
- ✓ Option to include device cost in monthly payments – Technology as a Service (TaaS)

Why you should consider offering Managed Services:

## Advantages to partners

**Increase margin on your solutions and services**

**Continuously monitor customer infrastructure across its lifecycle**

**Create a renewable installed base and extend your upsell opportunities**

## Advantages to end-customers

**Reduced costs, improved working capital and freed-up engineering resources onsite**

**Effective maintenance solutions for optimal system performance and availability**

**Anticipation and resolution of potential issues – effective reduction of liability risks**

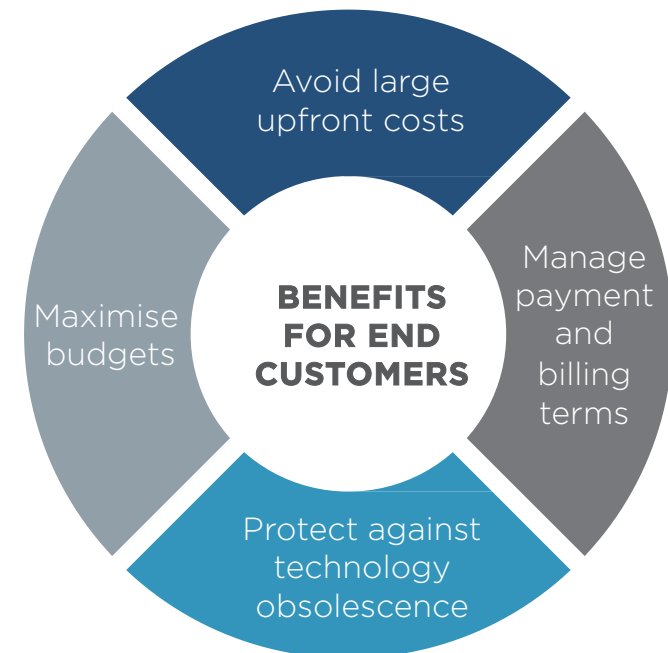
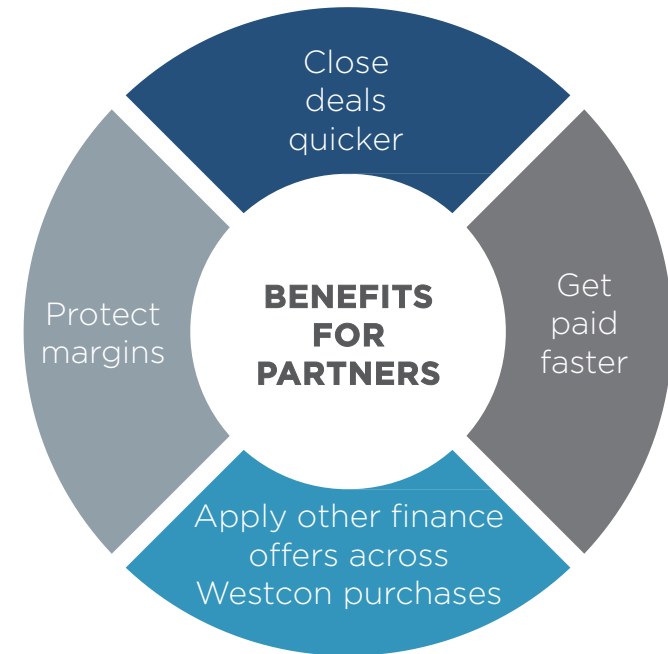
# Westcon Financial Services\*

**Helping you to close deals quicker,  
get paid faster and protect margins**

WFS simplifies financing, freeing up capital for future business investments\*. Our expertly structured financing programme helps enhance your competitive position, making you not only the technology expert, but also the full-service solution provider with a competitive edge that meets the unique financial requirements of your end-customers.

- Robust variety of funding options
- Customisable to meet specific business budgets and requirements
- Flexible payment structures

\* Subject to availability in country



# Helping you expand your business across borders

**Westcon Global Deployment Solutions is a single point of contact, giving you:**

- ✓ Project co-ordination
- ✓ Service level agreements
- ✓ Terms and conditions
- ✓ Statement of works
- ✓ Order management
- ✓ Reporting

**...on a global scale**

## Pre-planning and discovery



- Early engagement driving increased value
- Identify & supply additional capabilities

## Provision



- Site surveys
- Solution design
- Consultancy

## Design and staging



- Cost effective & efficient staging, configuration & delivery
- Complementing your technical & engineering expertise

## Logistics



- Expertise in trade processes, customs & duties
- Cost-efficient, reliable & compliant solutions

## Implementation



- Onsite & long term professional services
- Full regulatory & legal compliance

## Support



- 'Follow the sun' support & training
- Maximise customer satisfaction & adoption

## Renewals



- Dedicated team & RenewView tool to maximise recurring revenues
- Effective lifecycle management

# Ready to take the next step?

## Accelerating your Palo Alto Networks business... together.

Work with the EMEA Distributor of the Year 2019 to take your Palo Alto Networks business to the next level.



**Fast track your onboarding.** We will guide you through the onboarding process, helping you to sign up to the Palo Alto Networks NextWave partner programme as quickly as possible.



**Confidence in selling.** Palo Alto Networks and Westcon will help your sales team and engineers to get trained and certified.



**Generate demand.** Westcon's experts can help you build your Palo Alto Networks marketing plan. Receive access to a vast array of marketing materials and Westcon's marketing programmes.



**Converting opportunities.** Let Westcon's Pre-Sales experts support you in spotting, engaging and converting opportunities remotely or on-site with for example Proof of Concepts.



**Palo Alto Networks conversion tools** are proven tools to generate sales – let Westcon help you utilise these in the most effective way.

- Ultimate Test Drive
- Best Practice Assessment
- Security Lifecycle Review
- Prevention Posture Assessment



**Unrivalled services & support portfolio.** Westcon offers a comprehensive Services portfolio from training and support to Managed Services, helping you at every step of your Palo Alto Networks journey.



**Taking your Palo Alto Networks business international.** Westcon's Global Deployment Solutions' support means that you will never have to step away from international opportunities.



**Stay at the cutting edge of the market.** Westcon offers regular partner events, webinars and updates to enable you to sell the very latest technologies, responding and anticipating market trends and changes.





## **Contact:**

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## **About Westcon-Comstor**

Westcon-Comstor (Westcon International) has been a leading global technology distributor for over 30 years. Today, we continue to lead the market through unrivalled channel support and expertise in global deployment, digital distribution and services. Deep market insight and vendor relationships coupled with a uniquely collaborative approach enables our partners across the supply chain to deliver the solutions they need to grow and thrive in today's digital world.