

A close-up photograph of two business professionals shaking hands. The person on the left is wearing a light-colored patterned shirt and a dark tie. The person on the right is wearing a white shirt and a dark blazer, and is holding a clipboard. The background is a blurred office setting with a white wall and a window. A large blue diagonal banner covers the bottom left of the image, and an orange diagonal banner covers the bottom right.

Partnering with Westcon

Driving 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:

- Holding Strata stock in our warehouses for quick dispatch across Europe
- 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



Global distributor of the year 2020

EMEA distributor of the year 2019 & 2020

APAC distributor of the year 2019 & 2020



Global Reach

Distributor with truly global coverage in over 70 countries



Strata Stocking

We currently hold stock of PA-220, PA-820 and PA-850 for Europe.



Daily Collections

from Palo Alto Networks & shipments into EMEA



50,000 Units Shipped

Palo Alto Networks equipment shipped last year



Authorized Global Training Partner

Trained more Palo Alto Networks learner across EMEA than any other ATP



Elite Authorized Support Centre

We are in the top 1% of Authorised Support Centres for Palo Alto Networks



Demo Support

Access to a centralized 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



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 tailored 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.



Education services

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

- Vendor-accredited courseware
- The latest immersive digital labs and high-class facilities
- English, French, Spanish, Italian, Arabic and Mandarin-speaking certified instructors with real-world experience
- Delivery options support standard vendor certification, bespoke and tailored content



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

92.7%

of our Academy students have rated our instructors as good or very good

83.3%

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



Support services

Our Westcon support offering is available to you with any Palo Alto Networks device and includes the services listed below:

First class L1/L2 support – accessible via phone, email, web

Full management and control of L3 incidents by our Westcon support professionals.

Easily trackable ticket progress through our 24/7 online ticketing portal

Multi-vendor skilled engineers for optimal support

Extend your support

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

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

SLA-based direct access to certified engineers to support you with questions/requests

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

Support with security rule changes/expansions to enable you to react quickly & effectively





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.

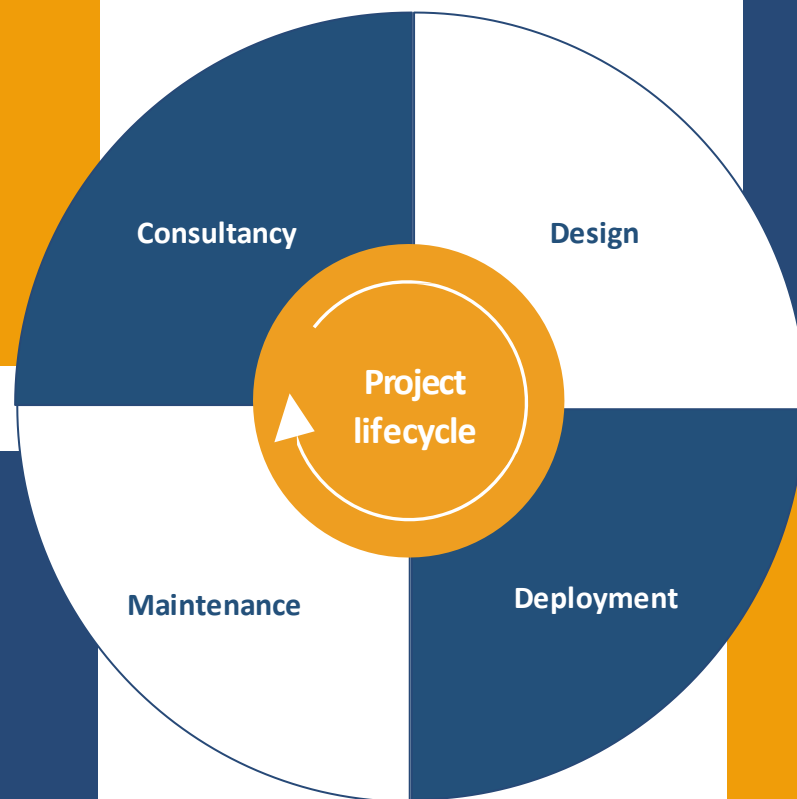
Examples:

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

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

Financial services



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

Westcon 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



What is GSCS?

Global Supply Chain Solutions is a team of international trade experts.

Think of us as your dedicated Westcon-Comstor 'trade desk'.

Our collective experience and unique expertise means we can help you and your accounts to:



Navigate the complexities of global trade



Reduce cost, risk and delays from global deployments



Drive better insights and solutions through data



Optimise logistics and supply chain



Leverage our distribution and expertise



Our people and structure

Global Supply Chain Solutions has over 100 FTEs stationed across EMEA, APAC and NA.

Our functional team structure enables accountability, focus, efficiency, and SLA management.

Programme management



Operationalise new opportunities
Finalise requirements
Create SOW

Project management



Onboard new projects
Ensure execution
Track project progress

Service delivery



Answer queries
Support reporting
1st level escalation resource

Sales Quoting Specialists



Manage pricing
Respond to RFPs
Ensure SLAs are met

Sales Op Specialists



Manage orders
Ensure customer data accuracy
Support in flight order queries

Refresh and analytics











Manage Cisco Refresh products & programmes
Deliver customer reporting



Ready to take the next step?

Accelerating your Palo Alto Networks business...together.

Work with the EMEA Distributor of the Year 2019 and 2020 and Global Distributor of the year 2020 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 your dedicated Account Manager today

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.