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NETWORKS

Partnering with Westcon

Driving your Palo AltoNetworks business... together

Westcon

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
- 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 profitability 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 and 2020
- APAC distributor of the year 2019 and 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 and 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
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 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 AltoNetworks
- ○ Reseller

Agree joint annual business plan to execute

Start to enable your team through training for Sales and Pre-Sales

Join the NextWave Partner Programme

Achieve sales accreditation (ASE) and technical accreditation (PCNSE) with support from Westcon

Westcon support to create designs, bill of materials and deal registration

Westcon to support account mapping

Westcon-provided resource to help with the acquisition of net new logo and pipeline generation

Take advantage of technical workshops and access to demo equipment

Support with marketing planning and execution to generate leads

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Grow and expand new business opportunities with Westcon and Palo Alto Networks

Achieve higher NextWave partner status through revenue growth and certifications

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 and 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 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

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Authorized Global Training Partner

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

Westcon Support

Extend your support

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

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

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

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Elite

Authorized Support Center

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 and 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
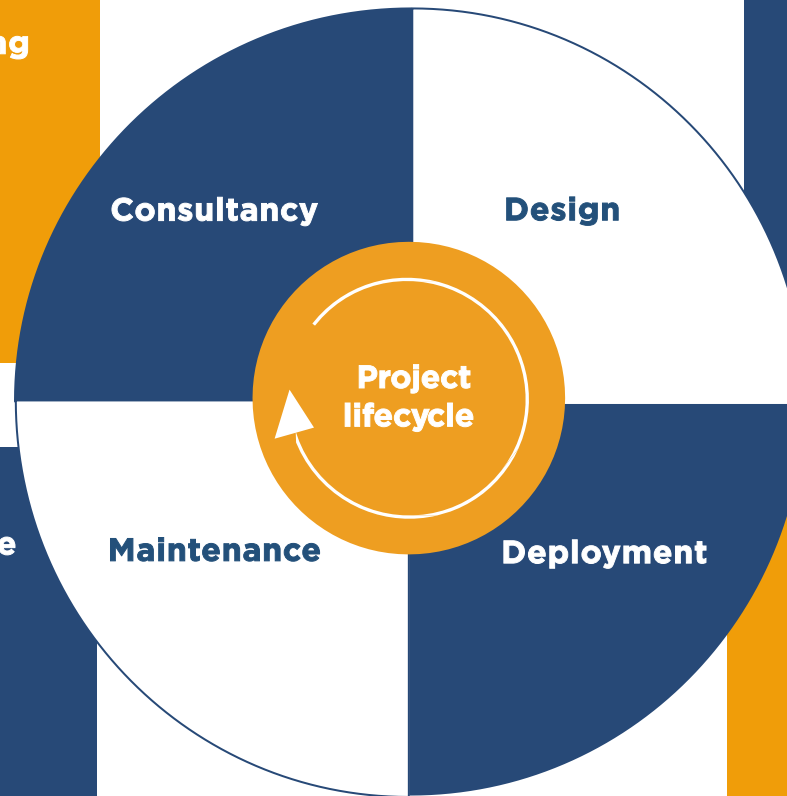
Examples:

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

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

Project lifecycle

Consultancy

Design

Maintenance

Deployment

Ensuring optimal availability, stability and 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

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

Examples:

- Rack and 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
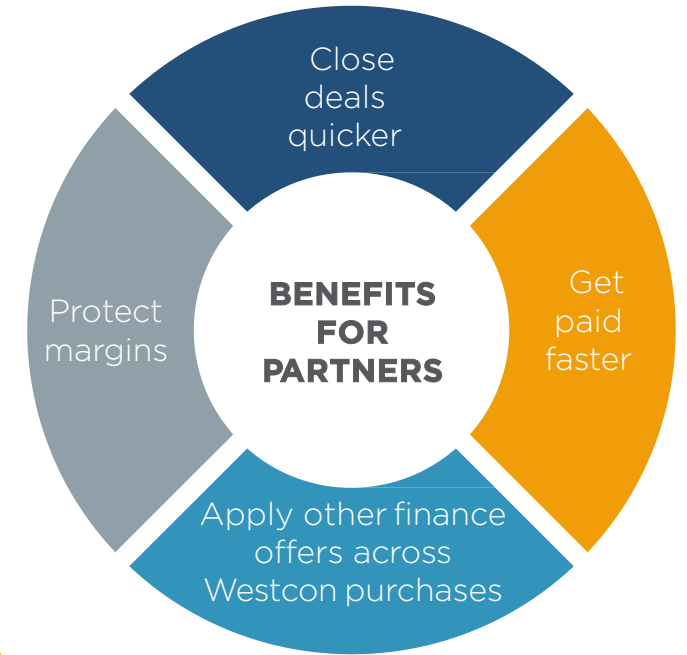- Anticipation and resolution of potential issues – effective reduction of liability risks
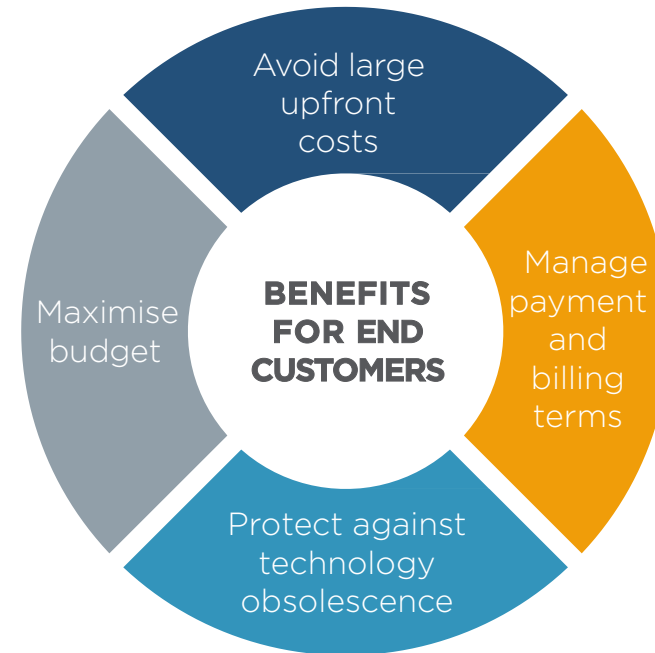
Westcon Financial Services

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

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

BENEFITS FOR END CUSTOMERS
- Avoid large upfront costs
- Manage payment and billing terms
- Protect against technology obsolescence
- Maximise budget

BENEFITS FOR PARTNERS
- Close deals quicker
- Get paid faster
- Apply other finance offers across Westcon purchases
- Protect margins

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 and programs
- Deliver customer reporting

Ready to take the next step?

Accelerating your Palo Alto Networks business... together

Work with the APAC 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.

1 — 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

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

3 — 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

4 — Converting opportunities
Let Westcon's Pre-Sales experts support you in spotting, engaging and converting opportunities remotely or on-site with, for example, Proofs of Concept

5 — 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
- Security Lifecycle Review
- Best Practice Assessment
- Prevention Posture Assessment

6 — Unrivalled services and 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

7 — 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

8 — 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 our dedicated vendor business manager
paloalto.id@westcon.com.com

Or reach out to your Westcon Account Manager

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.