



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 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 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



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



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

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

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 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

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 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

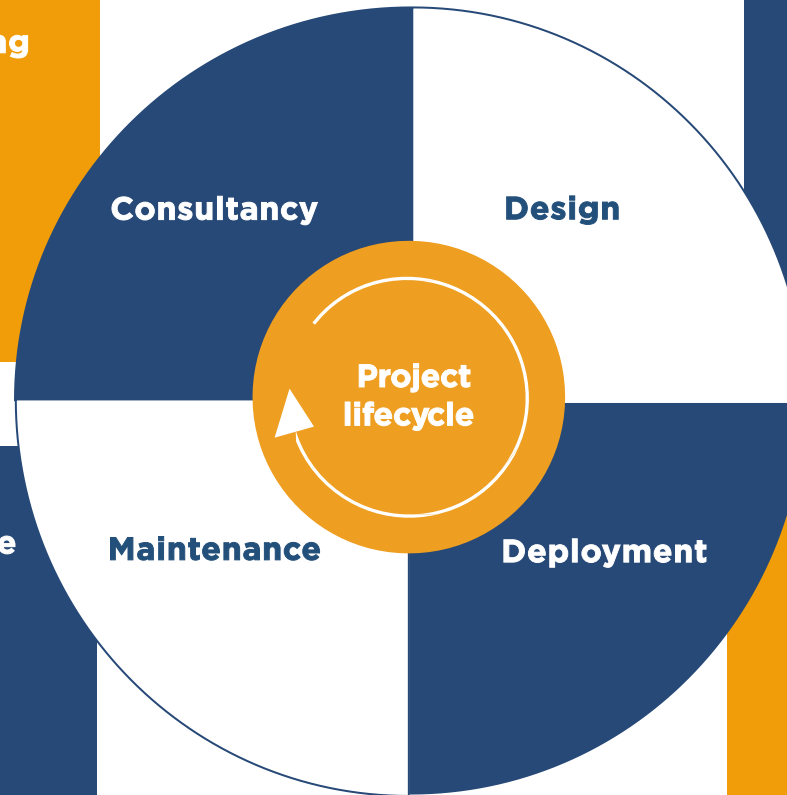
Examples:

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

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



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 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

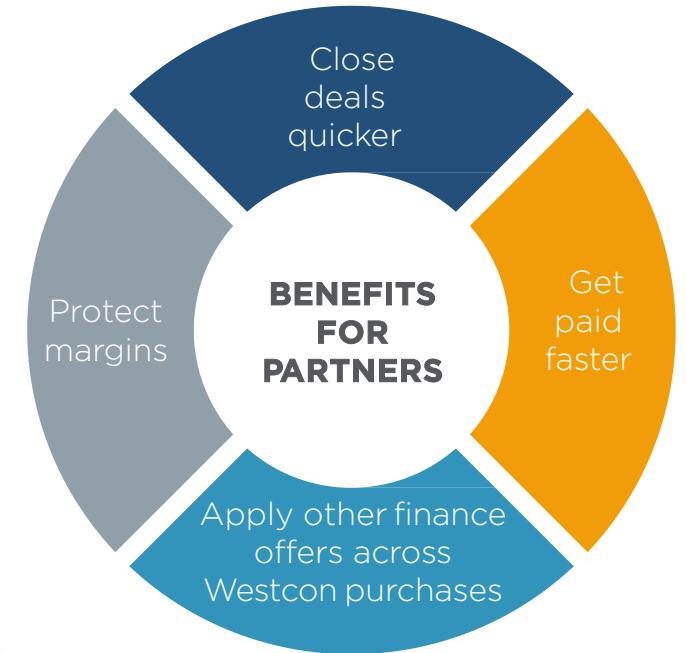
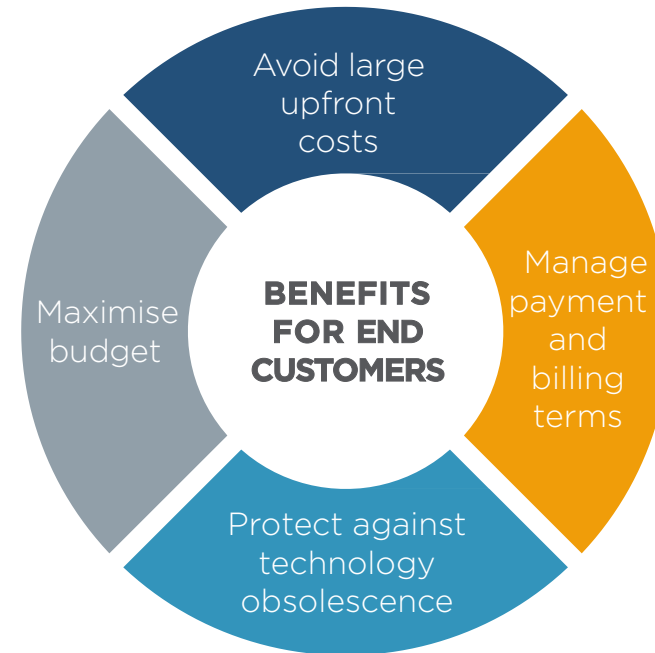
Westcon Financial Services



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



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



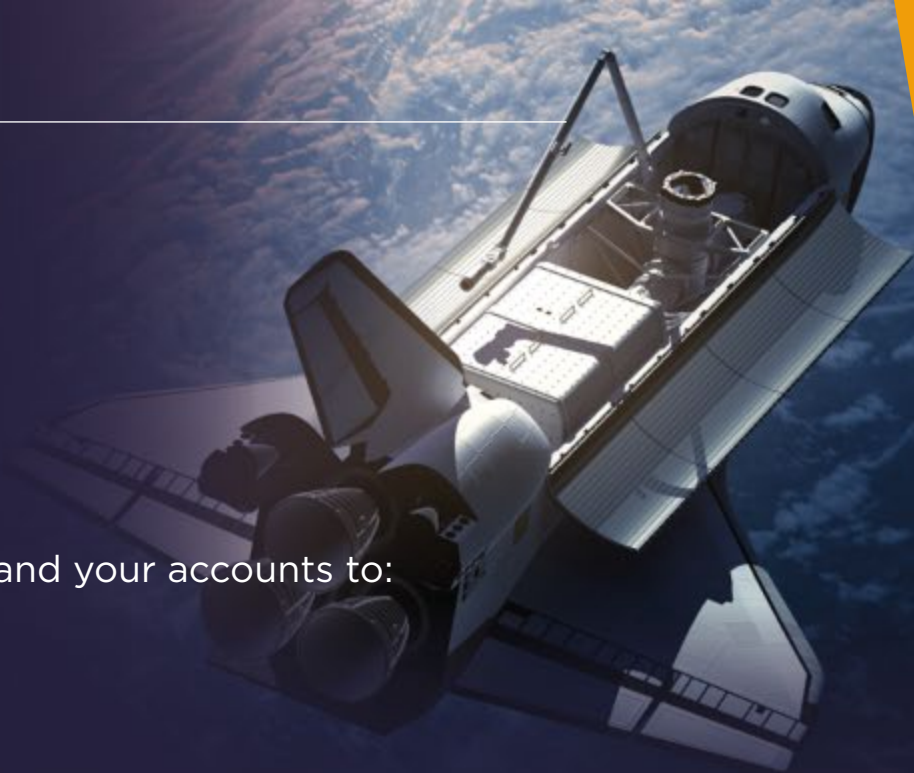
Drive better insights and solutions through data



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 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

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

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

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

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Confidence in selling

Palo Alto Networks and Westcon will help your sales team and engineers to get trained and certified

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

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

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 Account Manager today:

PANteam.ae@westcon.com / +971 4883 9888

About



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.