



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:

- 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 and APAC Distributor of the Year 2020 and 2021



Global Reach

Distributor with truly global coverage



Wide Channel Reach

Supporting resellers of all sizes



Daily Collections

from Palo Alto Networks & shipments into APAC



50,000 Units Shipped

PAN equipment shipped last year



Authorized Global Training Partner

Delivering training across APAC



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 APAC 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
○ Partner

ONBOARDING



Agree joint annual business plan to execute



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



Join the NextWave Partner Program



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



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



Westcon to support account mapping



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



Take advantage of technical workshops and access to demo equipment



Support with marketing planning & execution to generate leads



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



Achieve higher NextWave partner status through revenue growth & certifications



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

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.

Education Services

Westcon offers a 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

92.7%

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

83.3%

of our Academy students
have rated the course
documentation 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:

First-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.



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

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

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

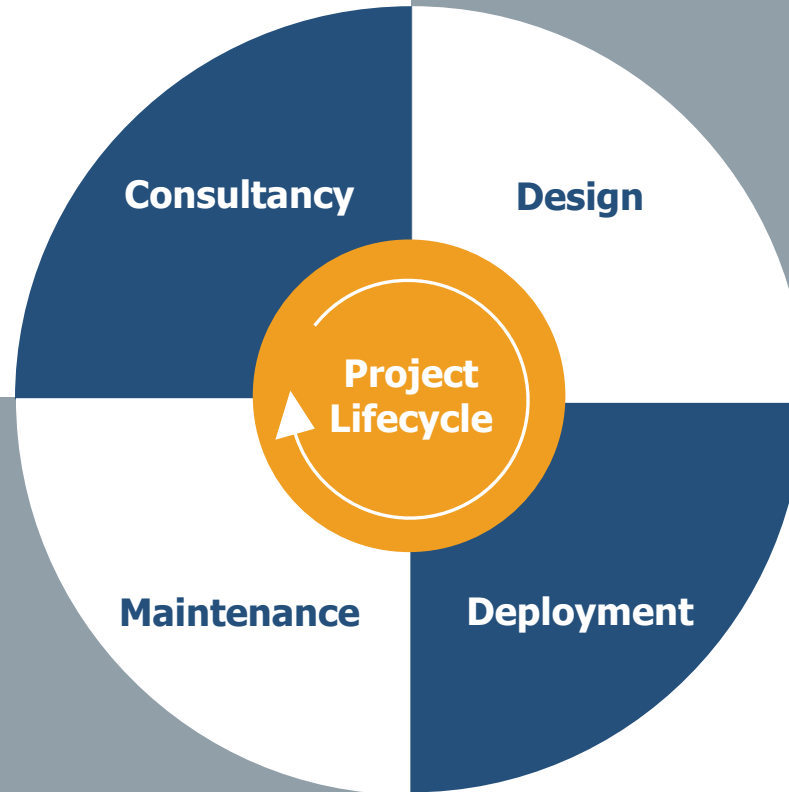
Examples:

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

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

Examples:

- Rack & Stack
- Installation
- System migration
- Configuration
- Go-live support

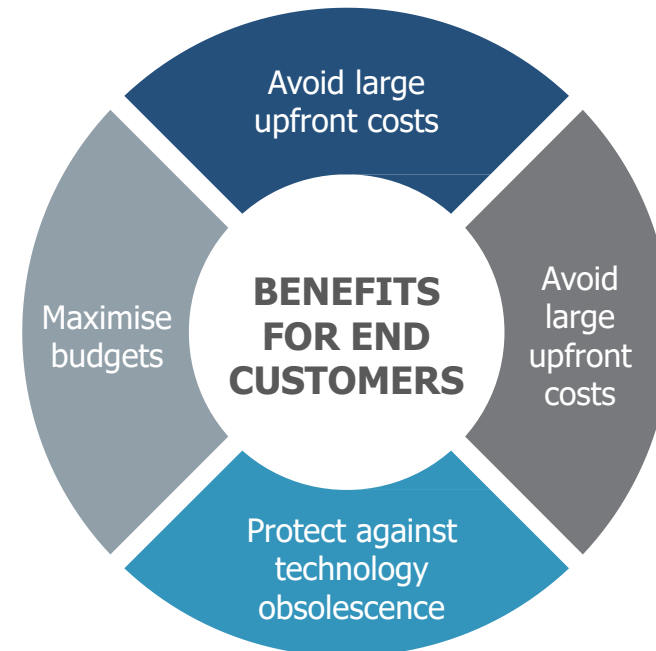
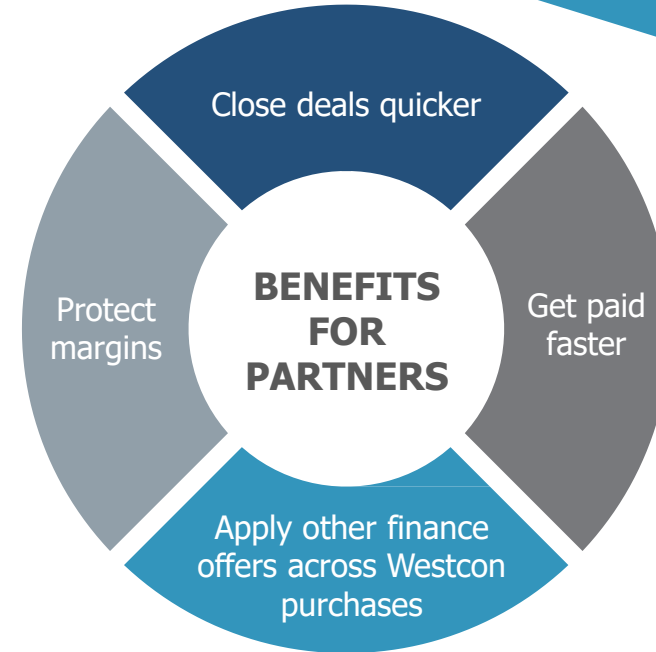


Westcon Financial Services*

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 program 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



Westcon-Comstor Services Bench

Re-inventing the way you win business opportunities.

More than a tech platform – we’re a market network. We help partners and suppliers connect to offer and consume services and capabilities.

Book skilled contractors and scale teams to meet business demand.

Find capabilities through a single platform instead of searching through recruiters and job boards, and managing multiple supplier relationships.

Find suppliers to diversify your capabilities and capacities.

Take on more projects with the ability to cross-sell and up-sell services that are now an extension of your business offering through the Bench network.

Streamline procurement and efficiently manage opportunities with suppliers, partners and end users.

Let automation features simplify your pre-sales process and manage all opportunities - skills matching, direct bidding, live-chat and more.

A seamless solution



Build your bench

Work with the WCSB team to build out the platform with people you know and trust.



Get market insights

Receive real-time data on the expertise you’re looking for, incl. your resources and the WCSB broader network of resources.



Get market insights

Receive real-time data on the expertise you’re looking for, incl. your resources and the WCSB broader network of resources.



Book resources

Review, accept and book resources at ease.



Access reports

Monitor all of your opportunities, manage performance, and track bookings, revenue and expenditure all in one place.

Depending on your business size and needs, you can unlock opportunity with Bench

- ✓ We’ve built our own marketplace of partners, suppliers and contractors ready to go.
- ✓ Access marketplace offering capabilities in Cloud Infrastructure, Storage, Cyber Security, Deployment, Projects Management, Networks, EUC and Unified Comms space.
- ✓ Add skills and capacity, where and when you need them to complement your own in-house expertise.

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



Ready to take the next step?

Accelerating your Palo Alto Networks business... together.

Work with the APAC 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 program 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 programs.
- 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
 - Security Lifecycle Review
 - Best Practice Assessment
 - 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.



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About Westcon-Comstor

Westcon-Comstor 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.

