



Partner Success

## **Business consultancy answers the call for service provider**

**Westcon**  **Comstor**

### **Business support and optimisation closes resource gap and increases pipeline for service provider**

#### **Challenge**

Our partner, a European service provider, was under pressure to cut costs and reduce resources, despite the need for specialist, dedicated know-how.

The service provider previously used multiple suppliers which increased complexity and involved too many processes, slowing down efficiency and effectiveness.

#### **Solution**

Westcon-Comstor provided a business consultant both onsite and via remote customer workshops for complex solution design. We also delivered classroom and 1-on-1 training on Cisco solutions and sales enablement for both the partner and end users.

In addition, we provided virtual office support for both simple and complex network solutions for the partner's sales force, which included demonstrations, answering queries and assistance with troubleshooting.

We backed up this consultancy and training with dedicated vendor expertise, including sales cycle acceleration through project qualification, validation and quote presentation, quoting support for the partner's inside sales and quoting teams and an extensive, consultative Try & Buy service for Meraki.

#### **Result**

We provided business consultancy and optimisation support for over eight years to ensure our partner and their end user had the most suitable and cost-effective solution, improving business processes and setting them up for the future.

Our presales consultancy, training and support significantly increased product knowledge, pipeline, revenue and growth for the partner.

The solution helped the partner close their in-house resource gap and become more efficient at delivering services to their customers.