

CLOUD

Marketing Program



The future of the channel is Bright Blue... Westcon-Comstor Blue with BlueSky

By Albert Tan, Cloud Solutions Director at Westcon-Comstor APAC

The verdict is in. The cloud, while not without its challenges, is the go-to infrastructure of the modern business. Furthermore, the Philippines channel are fast realising its benefits and are more and more using the cloud as their primary aggregation tool.

How the channel can use the cloud

What do we mean by aggregation tool? With the launch of the Westcon-Comstor BlueSky platform we highlighted to the local channel just how they can use the cloud to not only acquire product through the cloud, but also how they can intelligently use the information from the delivery of cloud-based technologies to improve their own revenues while driving up customer service.

Size does matter

We also debunked the myths by proving, well, that size really does matter. How so? As a home-grown solution that was put together by a global team of experts, BlueSky is more than just a way to “buy stuff online”. We would have white labelled an Amazon marketplace or bought one off the shelf if that was the case. But instead we built it from the ground up, integrated it with the channel ordering process, created API’s that interface with the systems of our vendor partners, and then created a series of tools for our channel partners to make use of to draw intelligence from the system.

So yes. When it comes to digital aggregation and selecting a partner who purports to have a digital platform to support cloud purchases – just make sure it is not an off the shelf solution. As this will come with its own limitations.

What’s under the hood

What does BlueSky give you today if you sign up to it? Besides a digital marketplace and cloud-based aggregation tool you can white-label and make your own... BlueSky gives you the ability to deliver on all of your Microsoft requirements in one place.

Office 365? Check. Full Microsoft business solutions? Check. Microsoft CSP? Check. But there is more...

Do you want to move your business, or parts of your business in a hybrid cloud model to Azure? Well now you can because BlueSky in Southern Africa provides the full Azure stack. No its not Azure like services nor is it Azure lite services. It is full Azure services acquired directly from supported Microsoft data centres.

Proving yet again that size does indeed matter.

Need blue skies?

While many channel partners have been reeling since the popularisation of the cloud, some have even felt out of control of their customer's purchasing decisions, BlueSky is giving Westcon-Comstor partners the power back in their hands. Taking back control of their business and yet, still being able to deliver it in and from the cloud.

If you know you need to embrace the cloud but are still in two minds about how you can do it? Then BlueSky is exactly what you need. All the cloud. All the control. All the choice.

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