



**Grow and thrive**  
with Cloud opportunity

Westcon  Comstor

# Digital Distribution introduction

With constant acceleration of innovation, the channel is transforming. AI, automation, blockchain, big data, cybersecurity, cloud, IOT and machine learning technology is consumed, distributed and procured differently. To win in a new competitive marketplace of services and software, subscription payment and recurring revenue our digital distribution platforms put partners in the driving seat. Westcon-Comstor applies our experience and expertise to help partners adapt to the new digital world.

Our integrated Digital Distribution platforms deliver the tools, technology integration and automation partners need to grow and thrive.

## What does this mean for partners?

The platform enhances the customer experience for vendors and partners across the supply chain.



### Agility

Visibility of all orders, quotes and vendor portfolios and real time data makes our partners more agile, responsive and adaptable to changing customer needs.



### Productivity

Boosting the quality of our data and the efficiency of our processes Reduces turnaround time and minimises errors, leading to happier, more successful customers.



### Profitability

By making it easier to do business with us through increased efficiency, visibility and integration, partners can profit from every new opportunity in a transforming digital world.



### Scale

Vendors and partners can scale their business and grow their customer base with access to market through a single, unified, integrated platform.



### Customer experience

By increasing efficiency, productivity and collaboration, our platform builds stronger, long-term relationships and customer loyalty.



# Grow and thrive with Cloud opportunity

Our exclusive BlueSky platform paves the way for partners to deliver and sell Cloud. Overcoming the potential complexities that partners face when starting out with Cloud, BlueSky simplifies procurement and provisioning, billing and analytics, compliance and service delivery - giving partners visibility and control over the entire Cloud supply chain.

Developed in close collaboration with world-class vendors, BlueSky enables partners to grow Cloud business and make the most of high-value, recurring software and services revenues.



# Easing customer transition to Cloud

The BlueSky Cloud and Services Management Platform allows performance management of the entire cloud services delivery lifecycle. Resellers can deliver Cloud services to their customers through a single portal.

# Optimisation services with real-time reporting

We deliver on the promise of AWS, Azure and Google Cloud cost savings. BlueSky is built for resellers and MSPs, providing cost management, real-time reporting and analytics to optimise AWS, Azure and Google Cloud environments, allowing you to scale your Cloud with confidence.

# Recurring revenue made easy

We're here to help our resellers get the most out of building and hosting the industry's most advanced solutions.

## To help realise partners' cloud ambitions and overcome potential complexities, we developed BlueSky



# Keeping you at the centre



# Our Cloud promises

Our objective at Westcon-Comstor is to support your opportunities in Cloud Business. The potential with cloud solutions is huge. Be a part of it and take advantage of the opportunities with us at your side

## We will help you to grow in the digital services market.

**Programs** to help you capitalise on and use market trends.

**Teams of business experts** and engineers will help you to create a dynamic and profitable Cloud business.

**Tools** such as our BlueSky cloud platform for CapEx and our OpEx financing model options that will enable you to identify and realise opportunities.

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## We provide hybrid solutions that will satisfy the business needs of your customers.

**Solutions** for a variety of vertical markets and business use cases.

**Services** such as activation, analytics and training will strengthen and expand your market coverage.

**Our Westcon-Comstor EDGE** partner program will help you raise your business up to the next level.

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## We will keep you at the centre of the digital life cycle.

**Back-office operations** reduce the operating load and your costs.

**Analytics** for monitoring customer usage and realising profit margins.

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## We provide global coverage together with local expertise to help you enter and operate in new markets.

**More than 30 years' experience** combined with our presence in emerging markets will open up new growth opportunities for you that are not covered by other distributors.

**26 logistic sites and warehouses** in more than 180 countries will ship your order, sometimes in less than one day.

**Extend your coverage:** we will handle your roll-outs so that you can expand your market with less capital investment and a single contact partner and a single invoice.

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## We identify and systematically qualify new vendors and products in order to ensure that we have a comprehensive cloud solution portfolio for you.

**ISV programs** take on the responsibility and investment in vetting and qualifying next-generation vendors and emerging technologies.

**A portfolio** consists of the leading traditional and born-in-the-cloud providers.



Our 5 Cloud Promises





# GETTING STARTED IS EASY

The Westcon-Comstor Cloud team is here to help you transform, grow and thrive.

Visit the Westcon-Comstor website to learn more and get started today.

[Learn more](#)

