



CNI

Comstor Networking Initiative

|||
CISCO
Distributor

CNI Guide

Comstor is here to boost your
networking business



Comstor

We are shaping the future of distribution

WE ARE 100% FOCUSED ON CISCO – ITS TECHNOLOGY, ITS GO-TO-MARKET STRATEGY AND ITS PROGRAMMES. THAT'S ONE REASON WHY WE BELIEVE WE GROW PARTNERS' CISCO BUSINESS FASTER THAN ANY OTHER DISTRIBUTOR.

WITH 25 YEARS EXCLUSIVE FOCUS, WE ARE CISCO'S LARGEST DISTRIBUTOR WITH THE MOST CISCO-ACCREDITED EXPERTS IN THE CHANNEL.

CISCO – IT'S ALL THAT WE DO..

EXCLUSIVELY CISCO...

We're proud to be a true extension of Cisco in the marketplace, working closely with partners to build their Cisco business. 100% aligned, we're not only the largest Cisco-exclusive distributor, but we also have the most Cisco-trained and certified experts in the channel.

**WE BRING REAL VALUE FOR
ALL OUR PARTNERS**



Why partner with Comstor?



Strategic Vendor Partnership

We're proud to be a **true extension of Cisco** in the marketplace, working closely with partners to build their Cisco business. **100% aligned**, we're not only **the largest Cisco-exclusive distributor**, but we also have **the most Cisco-trained and certified experts in the channel**. A true collaborator in its go-to-market and channel strategy, learn more about how to win with Comstor.



Extensive Expertise

With **25 years exclusive focus**, we are Cisco's largest distributor with the most Cisco-accredited experts in the channel.



High Stock Availability

We serve a huge range of customers on behalf of our vendors, from small, independent resellers to large multinational organisations. With **44 international logistics centres & stocking facilities**, shipping to **180+ countries or territories**.



Market and Business Intelligence

By providing resellers with market and business intelligence we enable them to make **smarter strategic decisions** and facilitate **the growth of their businesses**



Logistics

The 'classic' role of distribution: delivering orders to the resellers' or end user customers' premises - now evolving into **the world of digital logistics**.



Professional Services

We provide **technical support for a range of IT products, both pre-sale** (product specifications) and **post-sale** (troubleshooting, configuration issues, technical training, etc.).



Financial Support

The provision of **credit allows resellers to supply, configure and install products** without having to finance their entire work-in-progress and receivables from the end customer.

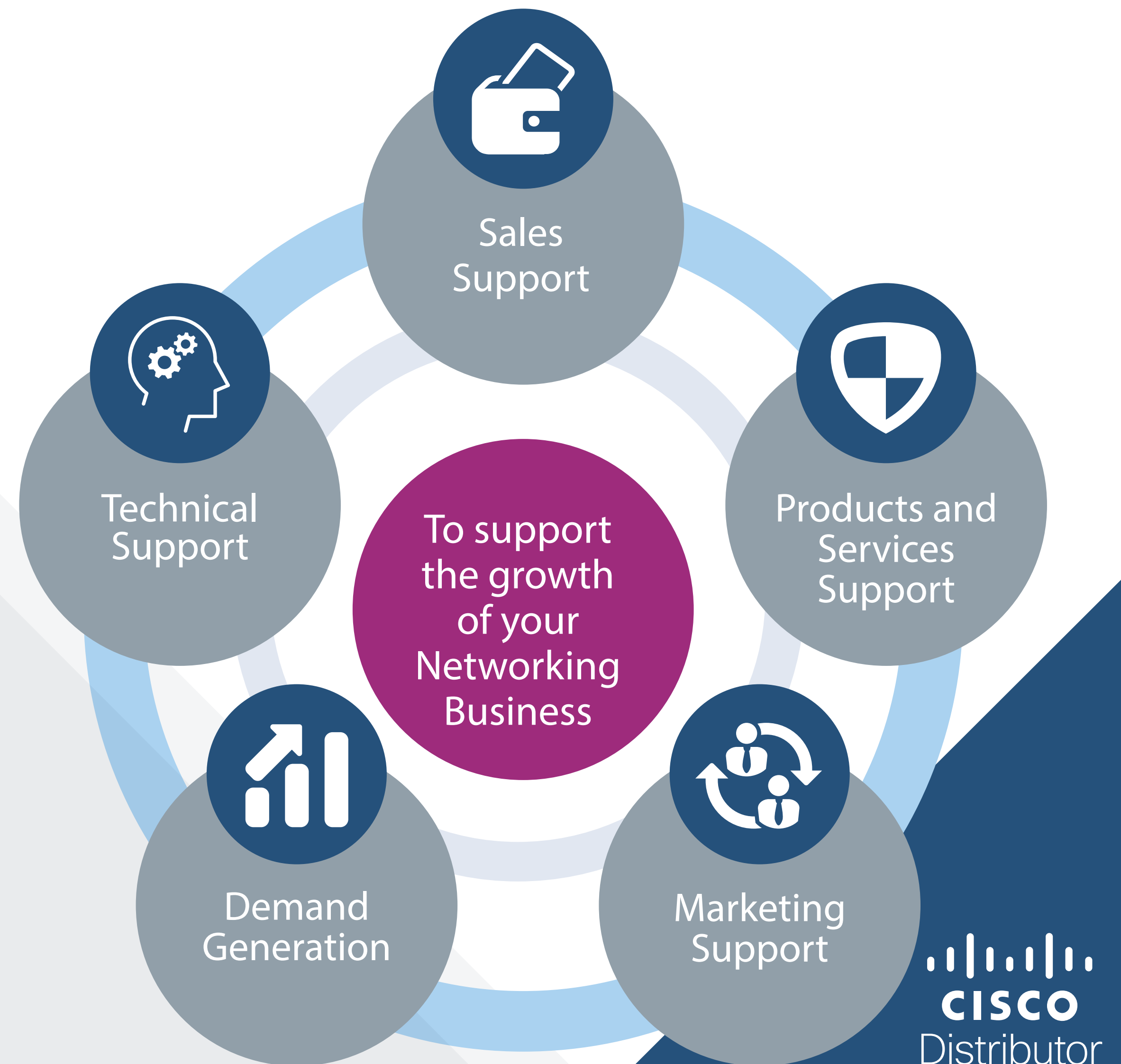
Comstor is an extension of your capabilities

Cisco Networking. Powered by intent. Informed by context. Delivered across hybrid and multi-cloud.

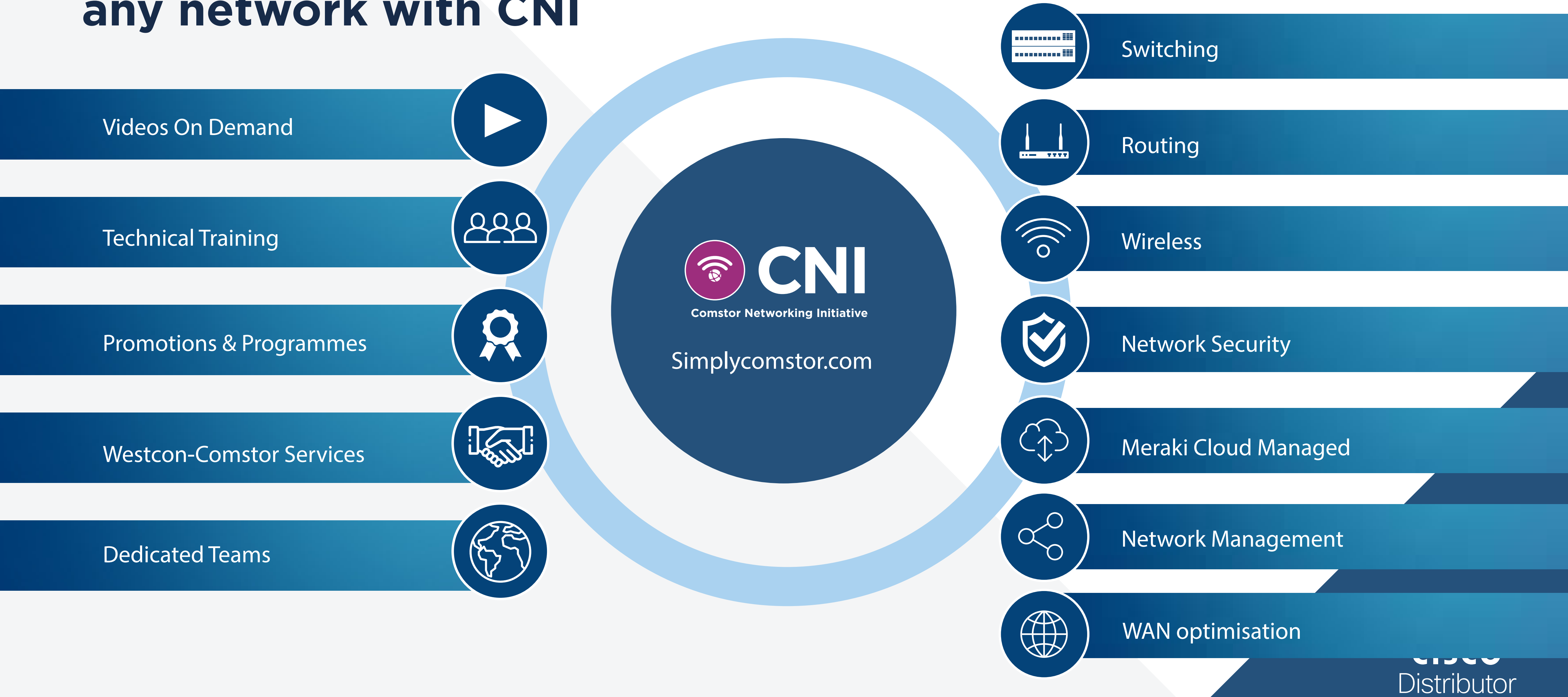
CNI is Comstor's dedicated Cisco Networking programme designed to develop and grow our partners.

- 100% Cisco dedicated team
- End-to-end Cisco solutions
- Enablement through education, technical, sales and marketing support
- Cisco relationship management
- Expert certified engineers in Cisco architectures

Enabling you to Grow!



Unlock the true potential of any network with CNI



EDGE: Tailored Support and Solutions

The power of partnership

We believe the best work comes through collaboration.

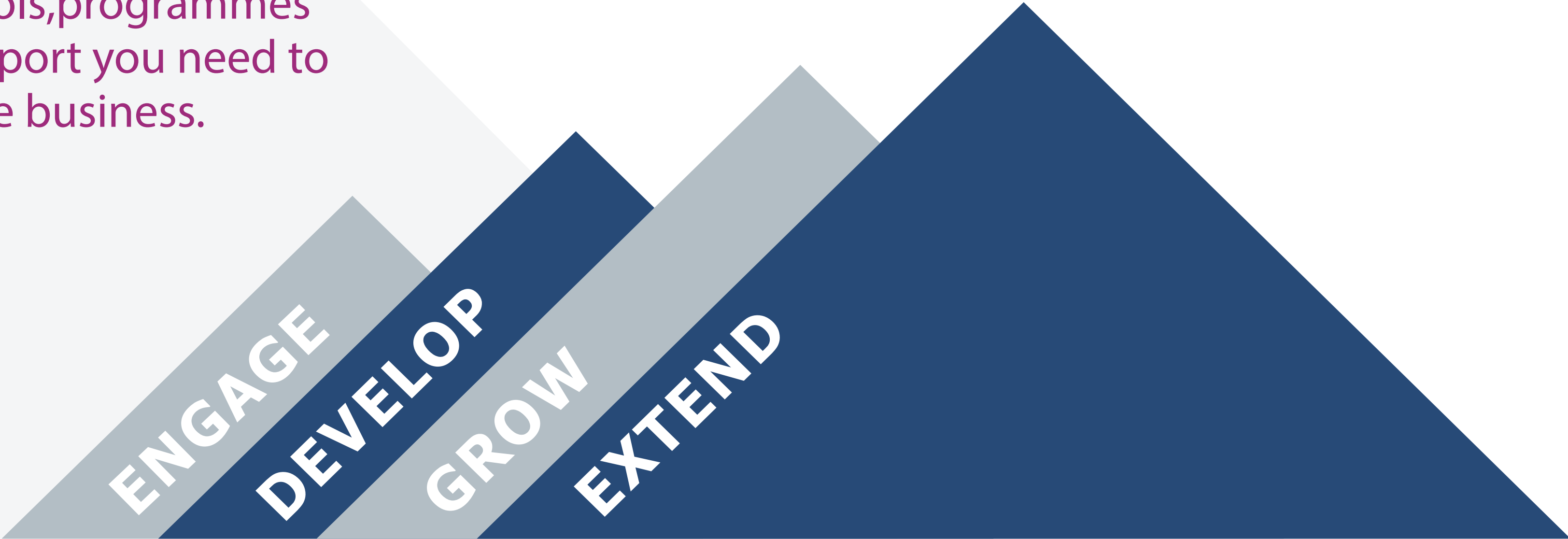
We demonstrate this commitment to our partners through our unique EDGE engagement approach and industry-leading enablement programmes.

Find out more about Comstor Value and watch our brief video to learn more about EDGE.



EDGE: In Action

Access all the tools,programmes and tailored support you need to build a profitable business.



Engage	Develop	Grow	Extend
<div> Vendor portfolio & programmes</div> <div> PartnerView platform</div>	<div> PoC Trials</div> <div> Testing</div>	<div> Marketing</div> <div> Lead Generation</div>	<div> Renewals</div> <div> Global Deployment Solutions</div>
<div> Technical Services</div> <div> Account Management</div>	<div> Training</div> <div> Monitoring</div>	<div> Financial Services</div> <div> Logistics, Supply Chain Support</div>	<div> Professional Services</div> <div> Digital Distribution</div>

Interested? Let's start our journey

Register with Cisco

Before you begin

A Cisco ID is required for Partner Registration.
If you do not already have a Cisco ID, [register](#) for one now.



If your company is new to Cisco

Complete the Partner Registration online. You'll be asked to provide your Cisco Distributor name and Distributor Reseller Account Number. If you haven't partnered with Westcon-Comstor yet, use the Disti Locator tool to find your local Westcon-Comstor.

If your company is already a Cisco partner

Associate your Cisco ID with a Partner Company:

1. Go to **Partner Self Service** and select **Associate Myself with a Company**.
2. Search for your company by Country and Company Name.
3. Select your company and location from the list, and then submit your request.

Your company administrator will be notified of your request by email. Upon approval your Cisco ID and password will provide partner access.

Account recovery and support

If you have forgotten your Cisco ID or password, login with your email address to begin the recovery process. For additional help, email Cisco Support.



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[Click here](#) to become a Comstor Partner and follow the few steps listed:
(<https://www.westconcomstor.com/global/en/contact-us.html>)



Lets boost profitability together!

CNI is here to **help your Cisco business become more profitable.**

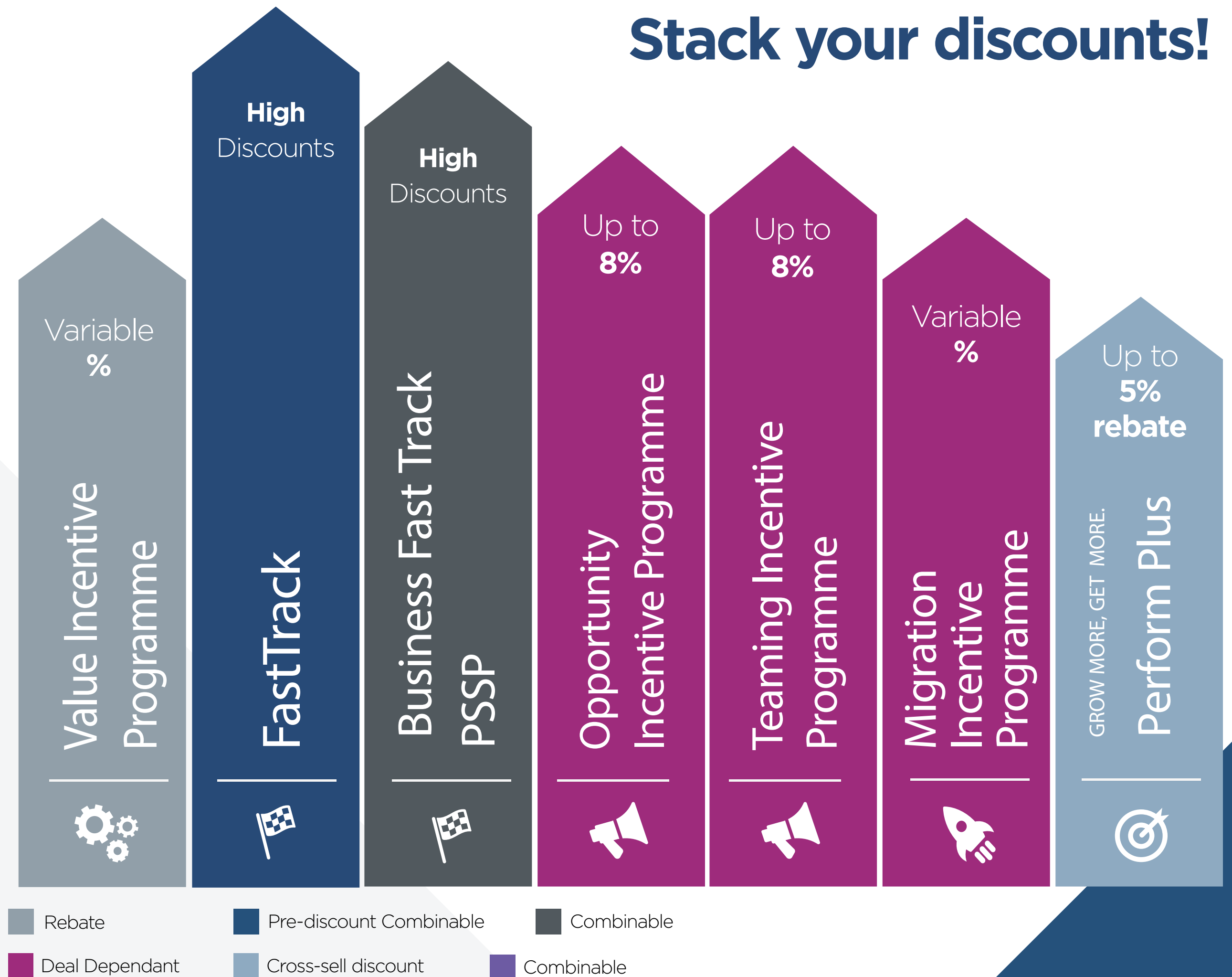
We have put together all of the information you need to beat the competition. We are here to support your business and its' profitability!

How you can increase your profitability:

- Promotions and programmes
- Incentives
- Service Offerings
- Recurring Offerings
- Professional Services
- Circular Technology - Cisco Refresh
- Financing Offers

To get more info on promotions visit our promo page or Cisco website.

Stack your discounts!



For all information how to boost your profitability go to our Comstor Partner Portal.

Recurring Offers - Software and Services

Bringing easy on-going monthly revenue

Meraki

Customers love Meraki products (comprising of Wifi, Switching, Video and Security) because their cloud-based approach significantly reduces installation time and provides them with the ability to manage and monitor their networks from one single management tool.

Cisco DNA

Built on Catalyst 9k & 2k because it allows them to streamline and automate their network using intent based networking principles, it makes the life of an IT person much simpler.

Viptela

Allows them to take advantage of SD-WAN (Software Defined Wide Area Networking). SD-WAN allows them to get a better user experience, greater agility and advanced threat protection. It can be used to improve network speed, security and efficiency.

Recurring Offers

Measures a partner's ability to sell Premium Services

Value to the Partner

- New predictable revenue streams
- Foundation of future growth
- Improved profitability
- Financial strength: solid order book
- Protect customer base from competitors



Value to the Customer

- RO ensures ongoing protection and compliance
- Lower TCO and increased ROI
- Shift from CAPEX to OpEx for Predictable budgets
- Flexible payments to spread cost
- Continuous services provisions

Professional Services

Extending capabilities, capacity and coverage

- Adopt new technologies and revenue streams
- Increase focus on selling and accelerating the sales cycle
- Improve ROI for partners and their customers
- Grow customer success and loyalty
- Adapt to and profit from cloud and annuity-based business models
- Become eligible for Cisco channel incentives

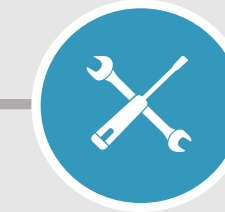
Extend capabilities. Expand opportunities. Increase margin. Watch our video to find out more:



Technical Services
wrap real value
around our
technologies to
deliver more
complete and
profitable solutions



Vendor-certified
training and
Education Services
extend knowledge,
expertise and
positioning



Professional Services strengthen
partners so they can
pursue more
opportunities without
investment



White-labelled
Support Services
help partners and
their customers
identify, manage and
solve IT issues



Supply Chain Services provide
end-to-end logistics
and operational
excellence, wherever
and whenever they're
needed



Proactive Care Services take on
day-to-day operational
responsibilities with
remote monitoring,
analytics,
troubleshooting and IT
administration

Only with Cisco Refresh can you...

..Extend your budget

Our products are competitively priced in line with market rates.

..Get speedy delivery

We carry a large inventory of Certified Remanufactured products available for immediate shipment and are able to remanufacture-to-order at standard lead times.

..Be 100% Compliant

Only with Cisco Certified Remanufactured products can you get the same quality as new. Products are fully licensed and eligible for Cisco services and SMARTnet support.

Is it still out of budget? How about the same solution, with the same warranty, through Cisco Refresh? Cisco refurbished kit, all fully warrantied, re-packaged and heavily discounted.



Learn more
about
Cisco Refresh



Learn more about
Comstor
Circular Technology

It's smart to shop Cisco Refresh!



FIND PEACE OF MIND

You'll enjoy the same Cisco quality, value, performance, certified protection and support as you would for new products.



MAXIMISE BUDGET, REDUCE COST OF OWNERSHIP

Competitive pricing starting at 65% off original equipment prices, plus no hidden costs.



INCREASE SELECTION AND LOWER RISK

Choose from our extensive inventory of over 6,500 different new and end-of-sale products, remanufactured with the same Cisco warranty and Cisco SMARTnet support options as equivalent new products.



Financing through Cisco Capital helps you get the biggest and best network solution with a limited technology budget.

Enablement is our core ability

All assets at SimplyComstor.com are available grouped by technology, into four product solution groups. Trainings are divided into two groups: technical and video. For local and certification trainings reach out to your local Comstor Account Manager.



Switching

Documents:

- The new Catalyst 9000-switches

Video Training:

- Catalyst 9000 – Why?
- Catalyst 9000 - What is in the hardware?
- Catalyst 9000 - What is in the software?
- Catalyst 9000 – The solution

Technical Trainings:

- ISE & Unified Access technical training

Demo:

- dCloud



Routing

Documents:

- SD-WAN: Our Guide (PDF)
- Routers made simple: Cisco's ISR 4000 and ISR 1000 Series GUIDE (PDF)

Video Trainings:

- SD-WAN: Cisco (Viptela) or Cisco Meraki? (VIDEO)
- Routers made simple: Cisco's ISR 4000 and ISR 1000 Series (VIDEO)

Technical Trainings:

- Cisco SD-Wan technical training

Demo:

- dCloud
- Viptela SD-WAN dCloud demo



Mobility

Documents:

- Our Cisco Mobility Guide (PDF)

Video Training:

- From wave to WiFi (VIDEO)
- WiFi 6 (VIDEO)
- Cisco Mobility Express (VIDEO)
- Need an Access Point? (VIDEO)
- Control your WLAN (VIDEO)
- DNA Spaces (VIDEO)

Technical Trainings:

- Wifi Controller 9800
- Cisco Mobility Express & DNA Spaces technical training
- Cisco SD Access Technical training

Demo:

- dCloud

Meraki

Documents:

- Cisco Meraki Guide (PDF)
- Meraki MV (PDF)
- Meraki MS (PDF)
- Meraki MDM (PDF)
- Meraki MX & Insight (PDF)

Video Training:

- SD-WAN: Cisco (Viptela) or Cisco Meraki?

Technical Trainings:

Intro level:

- Meraki 360 Full Stack technical training

Specialized Courses:

- Meraki MS & MR: ISE
- Meraki MS & MR: DNA Spaces
- Meraki SD-WAN & Security
- Meraki Surveillance & API technical training
- Meraki Troubleshooting

Demo:

- Meraki Dashboard demo
- Demo Meraki in dCloud



Cisco Networking: Recommended training track

Cisco Mobility

- Cisco Mobility Express --
- Cisco DNA Spaces --



-- Cisco WLC 9800--



Cisco Unified Access (Catalyst 9K & Wireless)

- Identity Services Engine --
- Cisco Unified Access --



-- Cisco SD-Access --



Cisco SD-WAN

- SD-WAN --



Cisco Cloud Networking - Meraki:

Recommended training track

Intro Course



-- Meraki 360 Full Stack --

Specialised Courses

Full Stack Recommended Journey

-- Meraki Security Cameras --
-- Meraki API Integration --



-- Meraki MS & MR --
-- Cisco DNA Spaces --



-- Meraki MS & MR --
-- Identity Services Engine --



-- Meraki SD-WAN --
-- Meraki Security --



Troubleshooting Course



-- Troubleshooting --
-- Meraki Full Stack --

Marketing support every step of the way...

Comstor Partner Portal

The Comstor Partner Portal gives you exclusive access to:

- Westcon-ComstorandCiscotools in one consolidated place
- First look at new promotions and incentives
- Dedicated Small Business Hub with a wealth of material surrounding the Cisco Designed portfolio
- First-to-market view of our new campaigns and announcements
- Training, in the form of videos on demand or the option to register for upcoming sessions, at your fingertips
- In-depth Comstor developed guides
- Demand generation marketing materials



Cisco Marketing Velocity Central

Marketing Velocity Central is a full-service marketing portal to:

- Assist partners in performing and transforming
- 'Go-to spot for free-to-use customisable campaigns
- Automated email journeys,
- Social media & website syndication
- An enhanced marketing content library
- Also offers advanced campaign analysis capabilities including campaign tracking and customer contact engagement scoring.

Dedicated Marketing Team

A group of marketers are on hand to provide advice and support on marketing and lead generation campaigns to help grow your business.

Support includes but is not limited to:

- Website analysis tips
- Campaigns in a box
- Lead generation in a box
- Events in a box

[Click here to request marketing support from your local Comstor team.](#)

Comstor L4L Program

- Competitive Product Overview Switching & Wireless
- Unique for Comstor (Other distri's have these brands)
- Released 1 x Per quarter
- L4L comparative document based upon :
 - ° Features & Specs
 - ° Cisco pricing & promotion (best price)
 - ° Direct product check!



To download our Like4Like documents please access Comstor Partner Portal.



Useful links



Comstor | Partner Portal

- [To receive Cisco partner communications, update your profile in Partner Self Service](#)
- [Associate other employees to your company in Partner Self Service](#)
- [Use MyCisco to personalize web content and get information quickly](#)
- [Review Cisco Capital Financing offerings](#)
- [Cisco Partner Program](#)

For more information contact your
local account manager or:

Email: Comstor.EMEA@portals.westconcomstor.com