The Microsoft
Value Proposition

Westcon | Microsoft

Westcon-Comstor is the leading global distributor of business technology. Operating in more than 70 countries, we deliver business value and opportunity by connecting the world's leading IT vendors with a channel of technology resellers, systems integrators and service providers.

Through our global relationships with vendor partners, such as we have with Microsoft, we can draw from global services and collective experience that spans years. Westcon-Comstor and Microsoft can help you to expand your business.

Our Microsoft offering to resellers

We are an indirect Microsoft Cloud Solution Provider (CSP). We can help you grow your cloud business and make the most of high-value, recurring software revenues. As a distributor of choice for Microsoft, our services span the full value matrix. We extend this beyond just the box, providing Westcon-Comstor resellers access to more than just Microsoft licensing, adding layers of value-add, including pre- and post- sales support services, and technical support.

Innovation is core to our go-to-market strategy, which means we spend time investing in our own skills and solution sets. Internally we can boast experts that span the full Microsoft solution stack and our Azure, CSP, licensing, cloud and product specialists can help you best map your clients' business needs with the right technologies available today.

Drawing from the collective experience and vendor portfolio as a global company we are also able to customise solutions across a myriad of vendor groups. Our alignment with our Networking and Collaboration and Security business units brings you first-to-market communications bundles.

Our solution areas

Azure

An ever-expanding set of cloud services to help you meet your business challenges. The freedom to build, manage and deploy applications on a massive, global network, using your favourite tools and frameworks.

Modern workplace

Build a modern workplace for your customers with Microsoft 365. This empowers teams to be creative and work together, securely by including Office 365, Windows 10 Enterprise and Enterprise Mobility.

Dynamics 365

Dynamics 365 is a set of intelligent business applications that helps you run your entire business and deliver greater results through predictive, AI-driven insights.
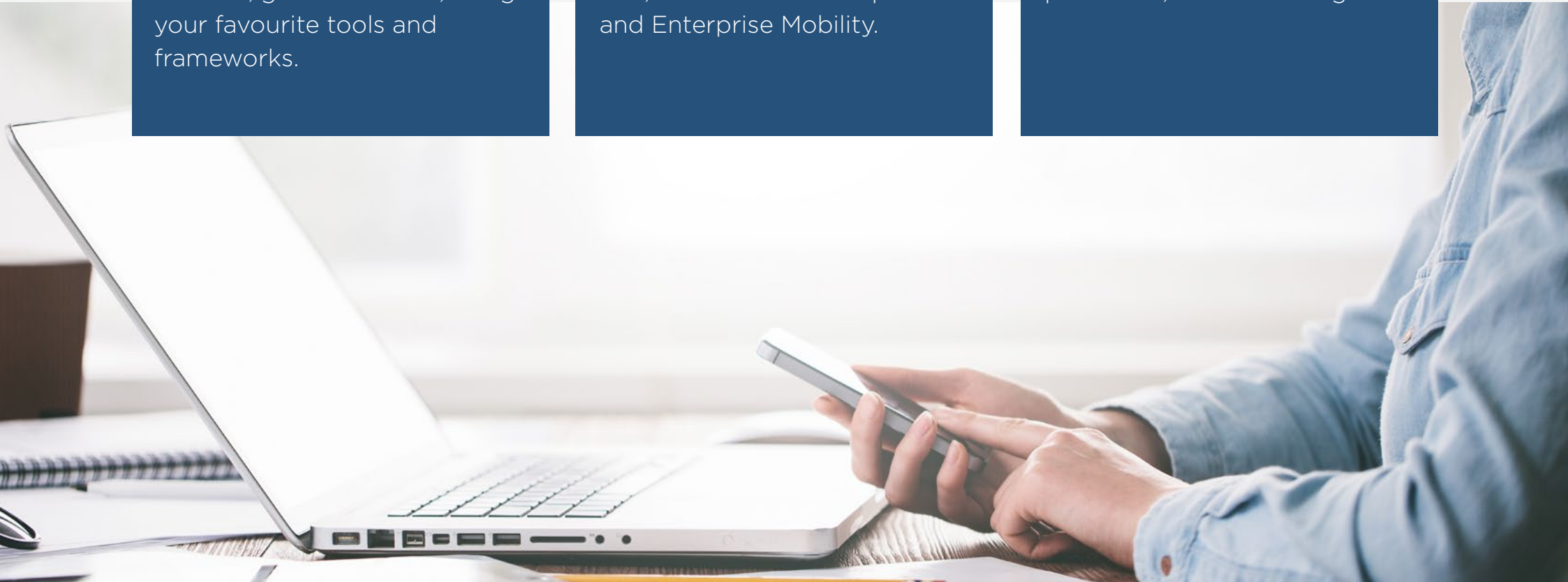
Fast track your business with our dedicated Microsoft partner portal

Westcon's partner portal is the single source for partners looking to accelerate their Microsoft journey. This platform takes you on a journey through the world of Microsoft technologies, providing training, offering incentives and assisting in driving competencies along the way.

Our new, dynamic, engaging, digital, everything-you-need-to-know-about-Microsoft platform gives you access to training, rewards, incentives, access to Westcon's digital solutions and a first-line view of all the upcoming events and unique industry solutions.

The partner portal provides you with an in-depth view of Modern Workplace, Dynamics 365 and Azure.

What will you gain from our Microsoft Partner Portal?

Expand your knowledge with Microsoft Learn

Fast track your knowledge as we bring training into a visual dashboard. Whether you've got 15 minutes or an hour, you can develop practical skills through interactive modules and training paths.

Need guidance on what training path is best suited for your role? Let the Partner Portal make it easy for you. Developers, sales teams, pre-sales and IT administrators – get ready to learn and earn.

Introducing a new approach to learning. Hands-on training that helps you advance your career and earn your spot at the top.

Become Microsoft certified with our Academy

Jump start your career and demonstrate your achievements through industry-recognised Microsoft certifications.

Develop your technical skills and competency, achieve certification and get ahead of the competition.

Business owners, let the Partner Portal help you with competency levels – easy, all-in-one dashboard with tracking.

Accelerate and earn – exclusive promotions for those who enrol

Our Microsoft partner portal offers exclusive access to promotions that will accelerate and grow your business, as well as earn you cashback for business conducted through Westcon.

Services

As a distributor with a focus on value-added services, we have a host of professional services, vendor-attached service offerings and bespoke service packages to help you mobilise and monetise your Microsoft investment.

Through our professional services we are able to support you profitably through the customer lifecycle through enablement of:

- the adoption of new technologies that foster and open up new revenue streams

- sales-led services that increase your focus on selling and accelerate your sales cycle

- the improvement of the ROI of your customers and internal teams

- customer success through right-time, first-time delivery of projects that promotes loyalty

- mobilisation to the cloud, turning it to a profit centre for your business

- the establishment and continuation of annuity-based business models

Our services team will never work in isolation from your business. Instead we will, when required, act as an extension of your business, ensuring you achieve and maintain customer success.

Based on this ethos and customer promise, our services mix is made up of the following.

Education services – certified and bespoke training courses which we deliver to you as an accredited Microsoft Learning Centre. These services are available for partners and end users, representing new revenue and margin opportunities. We also offer digital learning content, online labs, exam vouchers, practice tests for partners and end users who want self-study material instead of interactive courses

Support services – remote or on-site technical support for projects, ongoing maintenance or solution delivery

Professional services – tailor made services customised around the solutions and technologies you deliver to customers

Supply chain services – inclusive of project management, integration and reverse logistics services

There can be no value through distribution if services are not part of the mix, which is why we are committed to building and creating services that ensure you meet your Microsoft required competencies, your customer support needs and support your internal process and logistics needs.

Vendor solutions

At Westcon we're creating a future built on winning alliances. As businesses chart their digital transformation, new openings are created. Specialising across data centre, infrastructure, collaboration and security, we're here to help partners take advantage of innovations in analytics, AI, cloud, cybersecurity, IoT, SD-WAN and much, much more.

Our focused portfolio includes global vendors and early-stage vendors that offer class-leading, proven technologies and the latest innovative solutions on the market. With these vendors, we can provide you with end-to-end solution that can really help you solve you customers' problems.

Digital distribution with BlueSky

In a world where cloud is the new infrastructure and digital is the new application, you need to ensure your business is geared to deliver Microsoft products and services to your customers before they even know they need them. With our BlueSky platform we can ensure you enjoy a high-level, real-time overview of Microsoft product usage, top customers, revenue, profit and much more.

BlueSky paves the way for you 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 you visibility and control over the entire cloud supply chain.

Developed in close collaboration with vendors such as Microsoft, BlueSky enables you to grow cloud business and make the most of high-value, recurring software and services revenues.

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

Agility	Productivity	Profitability	Scale	Customer experience
Visibility of all orders, quotes, vendor portfolios and real-time data makes our partners more agile, responsive and adaptable to changing customers.	Boosting the quality of our data and the efficiency of our processes reduces turnaround time and minimises errors,	By making it easier to do business with us through increased efficiency, visibility and integration, partners can profit from every opportunity in a transforming digital world.	Vendors and partners can scale their business and grow their customer base with access to market through a single, unified, integrated platform.	By increasing efficiency, productivity and collaboration, our platform builds stronger, long-term relationships and customer loyalty.

How to start trading Microsoft with Westcon in five steps

Enrol your company with Microsoft to register as a product reseller
You'll need to provide your personal live-ID

CLICK HERE

Accept the MOSPA from Microsoft
You'll need to provide your personal live-ID
During this process you can also set Westcon as your cloud solution provider

CLICK HERE

Register your company for BlueSky access
BlueSky is our self-service trading platform for license business

CLICK HERE

Start transacting in BlueSky

CLICK HERE

Remember to sign up for Microsoft rebates

CLICK HERE

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