

Our Microsoft Value Proposition





Our mission is to create value in everything we do in distribution

As a specialist technology distributor, we apply our insight, energy and know-how to bring vendors and partners together to drive business. We are investing in the future, innovating and improving how the channel works, accelerating digital transformation for vendors, partners and end-customers. We're a global company, but remain firmly grounded in the local.

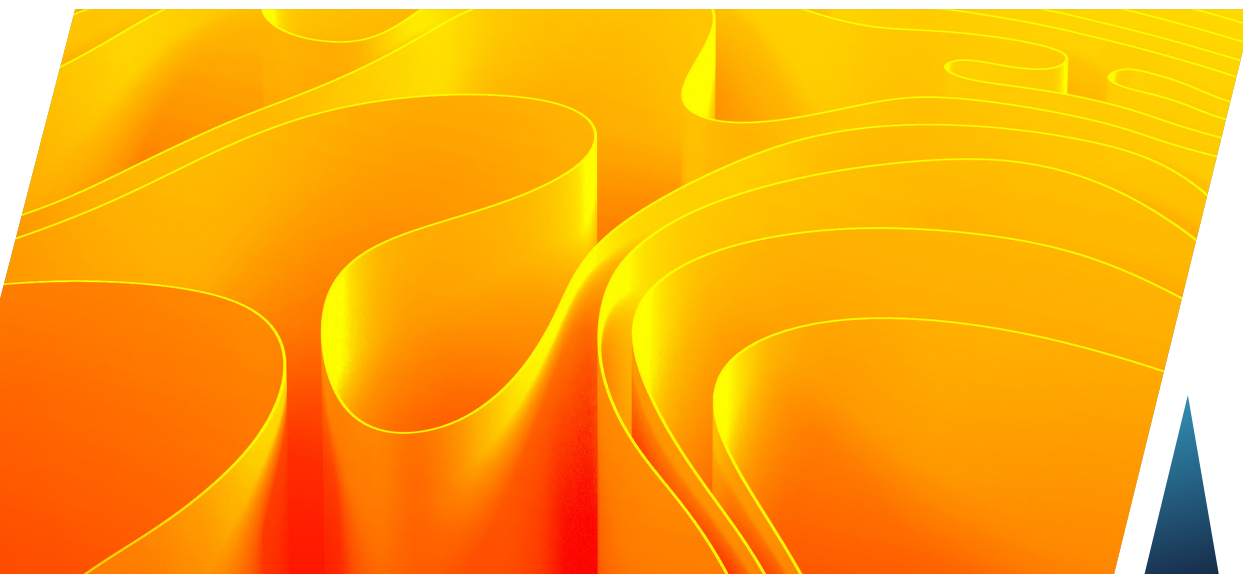
Westcon-Comstor. Your competitive advantage.

Our Microsoft offering to resellers

Westcon is 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 including perpetual licenses. 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 Cloud & Collaboration, Networking & Infrastructure and Security & Next Generation Solutions business units brings you integrated vendor solutions.



Our solution areas

Via the Microsoft CSP programme, Westcon can support you with:



User licenses

This includes all available licenses assigned to a person or first-line workers including Microsoft 365, Microsoft Teams, Dynamics 365 and Windows.



Software subscriptions

Broad set of licenses attached to a device and can be used by any individual, for example Microsoft Teams Rooms.



Usage subscription

Consumption based usage subscriptions with Microsoft Azure, with or without commitment (Reserved Instances).



Perpetual licenses

As a Microsoft CSP, we offer the possibility to purchase on-premises software as well such as Microsoft SQL and Windows Server.



Commercial marketplace

Westcon is part of the Microsoft commercial marketplace program and offers a catalog of solutions from our independent software vendor (ISV) partners.



CSP Alliance

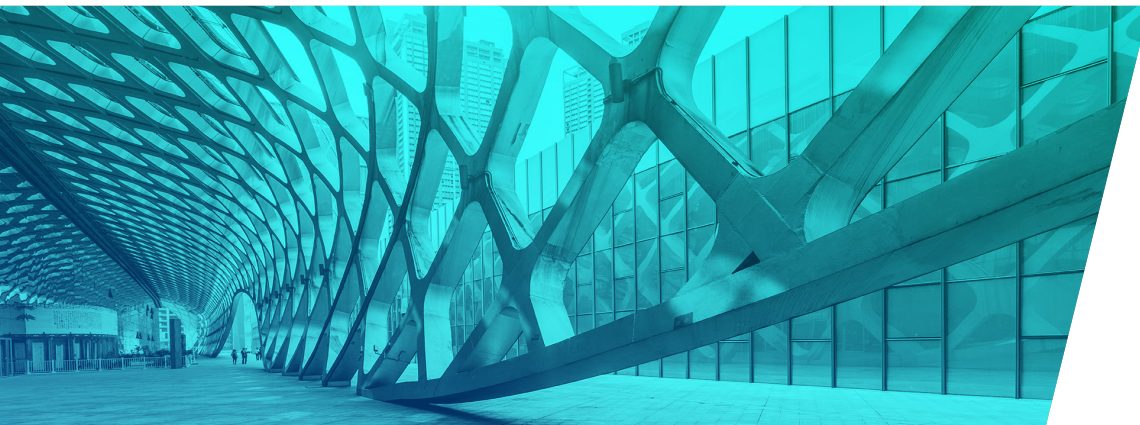
Grow your business through Westcon's Cloud Service Provider (CSP) Alliance.

Westcon is capitalising on the shift in end-user buying behaviour towards Cloud Marketplaces. With a new dedicated business unit and partner-centric strategy, we're shaping the way the channel does business with the hyperscale cloud.

Our unique programme involves a partner in every CSP transaction. You'll get scalability, flexibility, speed and often even special prices. We accelerate the buying process and help you to transact even if you normally couldn't, because you won't need to invest time or money.

Being where your customers want you to be has never been so important. We know our partners need us to cover all routes to market.

[Learn more](#)



Westcon-Comstor LMS

Accelerate learning with our Westcon-Comstor Learning Management System

Westcon-Comstor Learning is a single Learning Management System (LMS) platform that streamlines and enhances the customer learning and development experience whilst also increasing efficiency and effectiveness.

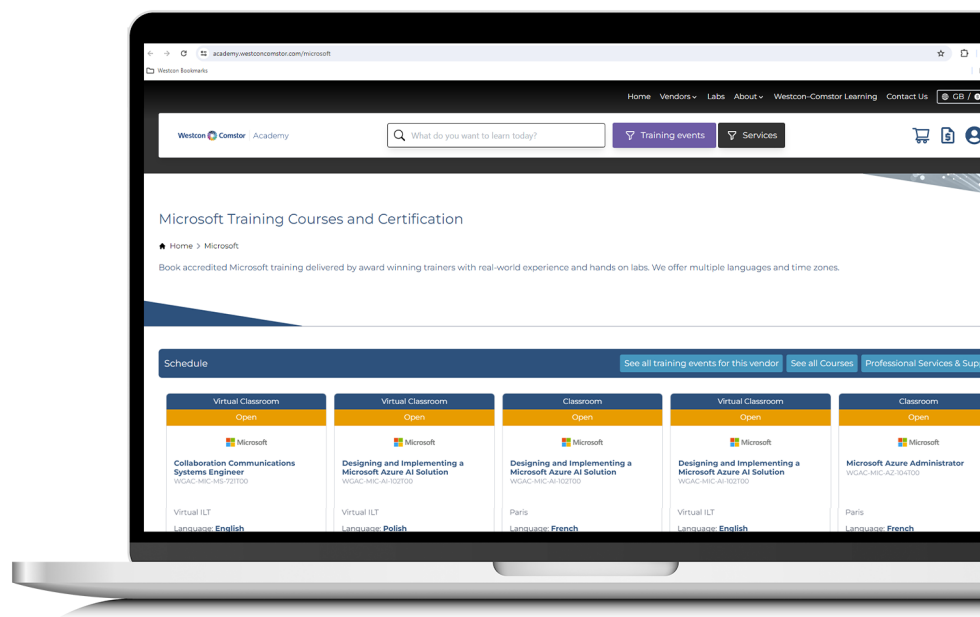
It aggregates and delivers all our internal training, partner enablement, vendor-certified courses, webinars, events and presales, and technical learning in one place. It also features our unique Lab as a Service offering, offering immersive, hands-on lab experience across a range of technology vendors.

We have enabled single sign-on for existing trading partners to have instant access to the platform.



[Learn more](#)

[Academy](#)





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



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



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



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



the improvement of the ROI of your customers and internal teams



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.

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.



Education services



Professional services



Supply chain management

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.



PartnerCentral.

Your digital gateway to Partner Success.

Westcon  Comstor | PartnerCentral

PartnerCentral unlocks rich digital capabilities through a **centralised multivendor marketplace**, helping you manage and grow your business profitably as you transition to subscription and recurring revenue models.

One marketplace
Total control
Unlimited growth

- Buy multivendor hardware, software, and services in one checkout.
- Reduce manual tasks by using quote and order automation.
- Get advanced pricing automatically.
- Do it yourself with enhanced self-service capabilities.
- Manage your renewals and customers at a glance.



Westcon  |  Microsoft

How to start trading Microsoft with Westcon in five steps.

1

Enrol your company with Microsoft to register as a product reseller

You will need to provide your personal live-ID

[CLICK HERE](#)

2

Claiming Partner of Record (CPOR)

With CPOR, you can associate yourself with your customer at the subscription or workload level. It can help you get recognised for the engagement and impact that you drive and may help you attain the Cloud Business Applications, Cloud Productivity, Security, and Enterprise Mobility Management competencies.

[CLICK HERE](#)

3

PartnerCentral

Register your company for PartnerCentral, our self-service trading platform for product and license business.

[CLICK HERE](#)

4

Start transacting in PartnerCentral

Once you have an account for PartnerCentral, you can start transacting your Microsoft licenses and other solutions with us. Either browse to the product or use the search bar.

[CLICK HERE](#)

5

Remember to sign up for Microsoft rebates

Each incentives program has its own eligibility criteria. By fulfilling eligibility requirements, you ensure that you have the appropriate agreements signed, competencies earned, revenue forecast, and other prerequisites completed to successfully earn incentives.

[CLICK HERE](#)

Partner Success.

It's what we do.

www.westconcomstor.com

