With Comstor, you get more

Our difference is the passion we have for technology, our product expertise and can-do attitude towards our partners. We provide more knowledge, skills, expertise, support, innovative programmes and logistical services than anyone else, that is why we have been rewarded as Cisco's Distributor of the Year in many consecutive years.

1 We make you more succesful

2 Our award-winning partner programmes help youto accelerate your Cisco business and increase your profitability

3 Our operational experience gives you the opportunity to expand into new business models and/or new geographic markets

4 We support you independent of your Cisco knowledge, complementing your current skill set and empower you to grasp every opportunity - we are an extension of your business

With EDGE
we help you to Engage and Onboard with Cisco, Develop your Cisco business, Grow your business through additional architectures, marketing and services, and Extend your business with new consumption models or geographies.

Whilst Cisco is continuous expanding their solutions portfolio, it is becoming more difficult to always be up to date. We have launched our EDGE initiative that will assist you in leveraging Cisco's strong growth, independent of whether you are new to Cisco or an already existing Cisco partner, looking for developing in new business areas.

Grow your Data Center business with Comstor, the number 1 Distributor for Data Center

The pace of change in the Data Center and Virtualisation environment are driving demand for next-generation Data Center networks. We can talk all we want about how a business will improve operations by transforming Data Centers, but until we understand and see the solution in action we cannot capitalize on the benefits. When you can show measurable improvements, show business value and demonstrate the right solutions, you increase your value to your customers and the probability of winning the sale.

At Comstor, we understand the technology challenge you face when it comes to the Data Center side of your business – challenges like hardware interoperability or software support. But at the same time we also see high growth opportunities for you. We are 100% committed to helping our partners succeed and have

made investments in order to offer more support than anyone else in this demanding but lucrative market. Utilise the LEAP program to ensure you are fully equipped to start profiting from Data Center.

LEAP is a program that will help you LEAP into Data Center with Comstor and Cisco

The LEAP Program is a focused partner enablement program, that enables you to discover, test and sell complete Data Center solutions build around Cisco's Unified Computing System (UCS), Cisco's Nexus Series Switching and Cisco's Application Centric Infrastructure (ACI). With Cisco's compute, network and storage solutions working together, complemented by Cisco's ecosystem partners, you will be at a competitive advantage and you will be able to achieve all your virtualisation goals, improve your time to revenue and accelerate your growth.

This program provides you with a selection of enablement and training courses, along with demand generation and business development activity, business planning and a training roadmap. Think of it as a partnership between you and Comstor, where everything you need to know about Cisco Data Center solutions is provided so we can grow together.

Engage

When you are interested in becoming a Data Center partner, we will support you with tools and resources that will help you to start your Data Center journey. From quick reference guides and competitor comparison documentation to approved case studies and real-world ROI figures. We have also invested in a strong team to support your growth and development in Data Center:

- **Dedicated Cisco Data Center-qualified account management,** responsible for driving your growth, providing complete ownership and simplified business engagement. Your account manager is your day-to-day contact for quotation support and follow up, special pricing & promotion support, as well as deal registration, support to navigate Cisco's online tools, bespoke deal flexibility and financial support, pre-ordering inventory in anticipation of your order as well as alignment with the Cisco teams.

- **Business Development** and product management, covering programs support, solution enablement, promotions, incentives and rebate management as well as in-depth support on Data Center. The team will also be able to help you with industry analyses on the latest technology innovatione, reports on the competition and expert perspectives on trends in he market place.

- We are your **white-labeled tech team**. Our unique range of non-competitive technical services enhances and extends your ability to deploy solutions. All our technical teams have specialists that are Cisco Data Center-certified to fully understand the function, capabilities, performance and implementation of Cisco-focused solutions. Other vendor accreditations are held to ensure that your customer's solution will be complemented by best-of-breed products. We provide in-depth technical knowledge of Data Center products during each stage of the sales process, including consultancy,

design, implementation and support. Leveraging our pre-sales engineers early in at the new product lifecycle will pay dividends both for you and your customers in building early success stories.

- In addition, our **logistical capabilities** include
  - o Basic Staging: Verify configs, system and diagnostic testing, re-packaging showning all parent and child break downs
  - o Advanced Staging: BIOS and Management settings, management of IP addresses, setting RAID controller settings to suit customer environment
  - o Configuration: All levels of configuration on all networking products, server configuration, extended burn-in and testing
  - o Stock: average value of Cisco stock on hand, delivery capability – anywhere globally, service level agreement (SLA) in quoting.
  - o **Build-to-Order (BTO)**: cut out lead times and utilise our service for building and configuring your Data Center solutions with no wait. This flexible service allows us to bring pre-validated and pre-integrated Data Center solutions into market.

Develop

For those of you looking to enter the Data Center market but also when you already have an existing Data Center practice, you are required to make significant investments in employee training and certification. Achieving specialisation gives you access to specific Cisco programs. These programs will increase your profitability and will generate marketing funds from Cisco. Comstor will work with you ensuring absolute focus to generate maximal return.

- **Product Training and Certification (Sales and Technical)** – We have packaged programs that combine training and certification offerings to either avoid upfront costs or defer them into the future.
  - o A comprehensive schedule of training courses, some even funded
  - o Technical seminar roadshows
  - o Sales and Technical WebEx sessions
  - o Reduced rates on public scheduled training courses

- **Executive Relevance Selling (ERS)**. Today, the discussion regarding technology investments takes place in the executive suite. With ERS we show you how to win and sustain business at this critical level.

- **Demo support**, leveraging Cisco's remote lab dCloud, as well as Comstor's demo equipment on premise to set up a proof-of-concept environment

Grow

You are a trained Data Center partner. Now it is time to look into vertical markets and the different Data Center solutions and map those to the right customers. You have access to our IT professionals who have worked with the technologies, have in-depth knowledge and who can walk you through and design a high-level archtecture for your specific environment.

- Cisco and **Ecosystem Partners** – Data Center solutions consist in many case of multi-vendor solutions. Within the program we have build a "best-of-breed" technical product portfolio around the Cisco Data Center proposition. The program will differentiate and highlight solutions, based on Cisco, and will therefore position every ecosystem partner in the program as a multi-technology solutions player. This will result in an increased sales staff and customer awareness of the solution and that means revenue/margin opportunities.

- **Proof-of-Concept (POC)** – to touch, experience, test and learn about these technologies and solutions. We offer fully equipped labs that you have access to either on-premise and off-premise, with remote access. The labs will give you hands-on experience of Cisco UCS computing, core switching & routing, application delivery, Data Center security, virtualised UC and other Data Center-centric solutions.

Extend

You now know all about Cisco Data Center solutions, you have created your tailored-solutions, now you need a clear understanding of how these technologies will produce value

- **Marketing**; help you with strategic marketing consultation services as well as execution through our 'Marketing as a Service' initiatives: one-off projects or tailored marketing services that suit your needs.
    - Support you to run **integrated marketing campaigns** around Data Center that will help you in growing your Cisco business and bring you competitive advantage.
    - **Lead and Demand Generation**; When you want to expand your marketplace into new customers with Data Center requirements, we have put together a very highly targeted lead generation program that you can commit to and receive anywhere from 6-10 executive appointments with qualified prospects for Data Center solutions.

With our Data Center market knowledge, Cisco expertise and backing as well as live facilities to demonstrate solutions to your customers, your sales are guaranteed to increase.

**This is Comstor.
This is your EDGE.**

About Comstor

Comstor is the Cisco dedicated business unit within the Westcon Group. We work very closely with our operations organization, but also with our sister company Westcon to provide you with the most comprehensive services, products and support offering.

It is about complementing the skills you already have – supporting you in the areas you need, mentoring you and your team to succeed and empowering you to grasp every opportunity and embrace every challenge. Distribution is just the beginning.

EDGE