

## 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 successful

**2**

Our award-winning partner programmes help you to 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 continuously 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 Unified Communications and Video business with Comstor, the number 1 Distributor for Collaboration

The pace of change in the Collaboration environment is driving demand for next-generation networks. We can talk all we want about how a business will improve operations by transforming the way we communicate, 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.

**Collaborate Better.** Cisco collaboration changes the way we think about working. It can transform your customers' business and dramatically improve your profitability, providing your partners with improved productivity and responsiveness, while reducing costs.

**Collaborate More.** At Comstor, we understand the technology challenge you face when it comes to the Collaboration side of your business, 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 Collaboration Club program to ensure you are fully equipped to start profiting from each area of Cisco Collaboration: Applications, Customer Collaboration, Telepresence and Unified Communications.

## Collaboration Club – Collaborate Better. Collaborate More. Collaborate Now.

Collaboration Club is a focused partner enablement program, that enables you to discover, test and sell complete Collaboration solutions build around Applications, Customer Collaboration, Cisco's Unified Communications, and Cisco Telepresence, on and off premise. With Cisco's compute, network and collaboration 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 goals, improve your time to revenue and accelerate your growth.

Think of the program as a partnership between you and Comstor, where everything you need to know about Cisco Collaboration solutions is provided so we can grow together.

### Engage

When you are interested in becoming a Collaboration partner, we will support you with tools and resources that will help you to start your 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 Collaboration:

- **Dedicated Cisco Collaboration-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 Collaboration. The team will also be able to help you with industry analyses on the latest technology innovation, reports on the competition and expert perspectives on trends in the 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 Collaboration-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 Collaboration 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
  - Basic Staging: Verify configs, system and diagnostic testing, re-packaging
  - Advanced Staging: BIOS and Management settings, management of IP addresses, setting RAID controller settings to suit customer environment
  - Configuration: All levels of configuration on products, incl. servers, extended burn-in and testing
  - Stock: average value of Cisco stock on hand, delivery capability – anywhere globally
  - **Configure-to-Order (CTO)**: cut out lead times and utilise our service for building and configuring your Business Edition 6000 solutions. This flexible service allows us to bring pre-validated and pre-integrated Unified Communication solutions into market.

## Develop

When you are looking to enter the Collaboration market but also when you already have an existing Unified Communication or Telepresence/Video practice, you are required to make significant investments in 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.
  - A comprehensive schedule of training courses, some even at reduced rates or vendor-funded
  - Technical seminar roadshows
  - Sales and Technical WebEx sessions
- **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 Collaboration partner. Now it is time to look into vertical markets and the different Collaboration 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 architecture for your specific environment.

- We will pro-actively work with you to make sure your customer's installed-base is always up to the highest standards, to ensure the ability to leverage all the latest technologies, for example video-ready.
- Cisco and **Ecosystem Partners** – Collaboration solutions consist of multi-vendor solutions. Within the program we have build a "best-of-breed" product portfolio around the Cisco Collaboration proposition. The program will differentiate and highlight solutions, 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 the complete Cisco Collaboration portfolio, including eco-system partners.

## Extend

You now know all about Cisco Collaboration 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 Collaboration 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 Collaboration 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 Collaboration solutions.

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

## 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.

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

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