

EDGE



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.

ENGAGE

with Comstor and gain access to our Core Services.

- You will receive a welcome introduction by your dedicated Cisco trained account manager, where you will learn to work with Cisco online tools, services, products, promotions and programs.
- You'll have a personalized credit limit facility and Cisco capital as back up for your projects
- 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-certified to fully understand the function, capabilities, performance and implementation of Cisco-focused solutions. We are your white-labeled tech team.

DEVELOP

your Cisco practice, transform your business potential and enhance your business's visibility with Cisco.

- Technical updates and workshops around Cisco technology and affinity vendors, completing the Cisco solution
- 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
- Training needs analysis to define your journey. Attaining and maintaining accreditations and specialisations will ensure your profitability.
- One-to-One business planning and mentoring through our award-winning Mentor Programme.
- Marketing workshops to support you in creating a Cisco marketing plan

GROW

your capabilities with Cisco architectures to offer your customers more.

- Let us guide you to develop a Cisco architectural-based business by participating in our architectural programs: Collaboration Club, Leap into Data Center, Comstor Security Initiative and ComstorClick.
- We offer a range of services that will allow you to build effective marketing campaigns and execute successful lead generation that will boost your sales pipeline.

EXTEND

your reach into new markets and with new consumption models.

- With Comstor Cloud, you will have access to a platform integrated into Cisco's InterCloud. We also have channel enablement services that help you adopt this.
- If you are looking to expand your business into new geographic markets, we have the experience in multi-national roll-outs
- Provide you with Cross-architecture Solutions, using upgrade, upsell and cross-sell activities to get the most out of your customers' existing networks and help them to make it ready for future technologies.
- "Connecting the unconnected", with the Internet of Things initiative: a joint transformative and innovative new business around Cisco and ecosystem partners

ENGAGE

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About Comstor

Comstor is the Cisco dedicated business unit within the Westcon Group. We work very closely with our operations organisation, 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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