



# Accelerating Our Cisco Partners'

## AWS Marketplace Success



**AWS Marketplace is revolutionising how end user businesses procure software and SaaS services. With over 1 million active customers and \$155 billion+\* in AWS customer spend commits in 2024 you can't afford to not be involved!**

As the exclusive distributor for Cisco in EMEA, Comstor is uniquely positioned to support your success in navigating the AWS Marketplace ecosystem. With a dedicated focus on Cisco solutions, we provide unparalleled expertise and specialized support to accelerate partner growth, enabling you to seize opportunities in this rapidly expanding digital procurement landscape.

Unlike traditional marketplaces that don't prioritize channel partner development, Comstor is committed to empowering your teams with the tools, knowledge, and value-added services needed to maximize Cisco solutions in AWS Marketplace. By leveraging your business value, services, and end-user relationships with our exclusive Cisco expertise, AWS Marketplace capabilities, and Comstor's tailored value services, you'll unlock new revenue streams, win incremental net new logos, and close bigger deals, faster.

Comstor's Cisco-centric approach ensures you are equipped to lead the charge in digital transformation through AWS Marketplace, combining Cisco's best-in-class technologies with Comstor's strategic enablement to drive your business forward.

### Why AWS Marketplace?

**Embracing AWS Marketplace offers significant growth advantages:**

#### Win bigger deals faster\*

**27%** increase in win rates

**80%** greater deal sizes

**40%** faster sales cycles

#### Unlock new opportunities

- Access to 1m+ AWS customers with active trading accounts
- Leverage pre-approved budgets and committed spend
- Increase customer retention and renewal rates

## Empowering & adding value to a partner's AWS Marketplace Journey

Comstor simplifies your procurement process by giving you the same quote and invoice\*\* experience for traditional POs and AWS Marketplace CPPOs, enabling you to scale and grow your business. By using Comstor as your AWS Marketplace distributor, you can continue to utilise our value-added services for both traditional and Marketplace opportunities.

Comstor will provide you with access to our Marketplace subject matter experts, specialised training and educational programs to assist your rapid growth AWS Marketplace growth. Benefit from single-source supply and account

### By partnering with Comstor for AWS Marketplace, you'll be able to:



#### Simplify your AWS Marketplace transactions

- Experience a consistent quoting and invoicing process, with payment handled by AWS
- Leverage your existing Comstor account manager
- Benefit from our optimised CPPO offer process for increased efficiency
- Get dedicated support for creating your CPPO offers
- We will train your teams on how to build CPPO offers in your AMP portal



#### Educate your teams to drive expanded deal sizes, higher win rates, and shortened sales cycles

- Become a trusted Marketplace advisor to your customers
- Uncover end-user EDP (Enterprise Discount Program) commitment burn opportunities
- Create non-budgeted deals through Marketplace spend commitments
- Enhance customer retention and renewal rates



#### Utilise our comprehensive Value-Added Services for Marketplace deals

- Dedicated Support: work with your assigned account manager, vendor specialists, and quote teams
- Technical Expertise: access pre-sales support and our 3D Lab services
- Business Growth: Receive assistance with deal registration, renewals, and technology refresh opportunities
- Marketing Support: access our Intelligent Demand programme, leveraging data insights to support targeted marketing campaigns by identifying end-users with the highest propensity to buy on AWS Marketplace
- Technical Assistance: Utilise our dedicated help desk for ongoing support

## Trust in Comstor

Partnering with Comstor means accessing our dedicated resources, Cisco expertise, and strategic commitment to maximizing your success on AWS Marketplace.



The only **AWS security competency** distributor **globally**



The most **AWS Marketplace certified** salespeople **globally**



Comstor, **Cisco's exclusive EMEA distributor**, powers your success in AWS Marketplace



Specialised **CPPO offer** and **partner enablement** support

## Explore Top Cisco Marketplace Offers: CPPO AWS MP Solutions

All Cisco Services***		Subscriptions and Enterprise Agreements (EAs)
Security	Observability	Networking
Umbrella Duo NGFW Cisco Secure Firewall Management Center Virtual (FMCv) FWaaS Cisco Secure Cloud Analytics (Stealthwatch) Secure Email Threat Defense (CMD) Secure End Points (AMP) Secure Malware Analytics Threat Grid Security XDR Cisco Secure Client (AnyConnect) Cisco Multicloud Defense Cisco Defense Orchestrator (CDO) Kenna Identity Services Engine (ISE)	AppDynamics (GPL) ThousandEyes (GPL) Intersight Workload Optimizer	Meraki vMX Meraki & DNA Licences Cisco Catalyst 8000v Edge Software / SDWAN & Routing Cisco Catalyst 9800-CL Wireless Controller for Cloud Cisco Spaces Nexus Cloud IoT Operations Dashboard CrossWork Cloud Control Center Cloud Delivered SDWAN (CDCS) Cisco XRv9000 Virtual Router
	Collaboration	
	Webex Suite Enterprise Webex Suite Named User Webex Contact Center	

## Getting started

To leverage Comstor's AWS Marketplace program and drive your business growth, contact your Account Manager.

\*\*\*The Total Economic Impact™ Of AWS Marketplace™ – a commissioned study by Forrester Consulting

\*\* For AWS Marketplace deals Westcon-Comstor issues an invoice to the partner, with the payer set to AWS. AWS will disburse the margin payment to the partner.

\*\*\* All deals require Finance Approval based on an approved Deal ID - please engage with your local Hyperscaler lead

