

Westcon-Comstor

Accelerating our partner's

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!

With the largest vendor portfolio for AWS Marketplace distribution in EMEA, Westcon-Comstor is strategically positioned to help you succeed in this procurement transformation. We offer unparalleled expertise to accelerate partner success, combining our extensive vendor portfolio with specialised support and value-added services to uniquely equip you for growth in this rapidly expanding AWS Marketplace ecosystem.

As marketplaces don't focus developing channel partners like we do, it's key to leverage Westcon-Comstor to support your teams' enablement of vendor solutions. The powerful combination of your business value, services, and end-user relationships, our vendor solutions, AWS Marketplace budgets, and Westcon-Comstor value services will enable you to drive incremental net new logo growth and deliver bigger deals, faster.

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

Westcon-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 Westcon-Comstor as your AWS Marketplace distributor, you can continue to utilise our value-added services for both traditional and Marketplace opportunities.

Westcon-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 Westcon-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
- Access multiple vendors through a single-source supplier
- Leverage your existing Westcon-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 Westcon-Comstor

By partnering with Westcon-Comstor, you leverage our substantial investments in resources, expertise, and technology, gaining a strategic ally fully committed to maximizing your success on AWS Marketplace



The only **AWS security competency distributor globally**



The most **AWS Marketplace certified salespeople globally**



The largest EMEA **Vendor portfolio via distribution for AWS Marketplace**



Specialised **CPPO offer and partner enablement support**

Westcon-Comstor AWS Marketplace supported vendors



Getting started

To leverage Westcon-Comstor's AWS Marketplace program and drive your business growth, contact your Account Manager or [email](#)

*Canalys
***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.