



Top 10 reasons why Comstor

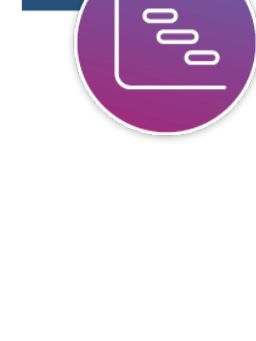


Specialised vendor portfolio

Build competitive solutions that stand out in the market by leveraging our specialised vendor portfolio. Comstor focuses on Cisco and complementary vendors, offering a curated selection that ensures compatibility, deep integration, and expert support.

Why Comstor?

Unlike broadline distributors, Comstor's concentrated vendor focus means it can provide highly specialised support, product expertise, and enhanced value for partners building solutions around Cisco technologies.



Deep Cisco program alignment

Increase your profitability and simplify program management by leveraging deep Cisco program alignment.

Why Comstor?

Comstor's deep alignment and close collaboration with Cisco helps partners maximise returns from channel programs, making it easier to navigate incentives.

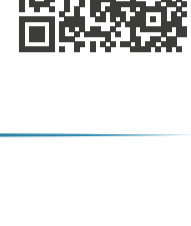


Access real-time AI support

Gain a competitive edge with real-time support through Comstor Bot. Access product information, stock availability and program details quickly, enabling effective navigation of Cisco's offerings.

Why Comstor?

This unique offering in the distributor space, allows partners to navigate the complexities of Cisco in real-time, the tool also offers integration with our e-commerce platform. We have seen that partners who use the bot tend to be more successful than partners who use traditional e-commerce solutions.



Grow your business with PartnerCentral

Ease business with Comstor and Cisco through PartnerCentral, our marketplace for:

- Stock availability checks and 24/7 purchasing
- Cisco product information, collateral, guides, video content, promotions, and more
- Comprehensive training resources via our Learning Management Platform

Why Comstor?

We simplify the partner experience by offering a one-stop portal for everything Cisco-related, which is more comprehensive and user-friendly compared to general partner portals provided by other distributors.



Tailored training and education

Enhance your team's expertise and boost business growth through tailored training and education.

Why Comstor?

Comstor's extensive programs provide the skills needed to excel in selling Cisco solutions, specifically designed for Cisco's ecosystem.



Comstor's advanced logistics services

Experience seamless service integration and boost operational efficiency with advanced logistics services.

Why Comstor?

Comstor optimises inventory management and supply chain operations, offering faster delivery and better inventory management. If you need reverse logistics, or want us to hold stock for you, and ship out in your name, and utilising your branding, just let us know - We do this every day!



Staging and configuration

Ensure efficient and high-quality service delivery with staging and configuration services.

Why Comstor?

Comstor prepares products for deployment, reducing implementation time and focusing on Cisco products to meet customer needs effectively. We have a team of skilled and certified engineers, that can be dedicated to you and your customers as a long-term solution or on a project basis.



Partner co-marketing support

Improve your market presence and drive lead generation effectively with partner co-marketing support.

Why Comstor?

Comstor's initiatives offer tailored campaigns and funding, aligning your efforts with Cisco's strategy for increased success rates. This, combined with our in depth firmographic and technographic data, dramatically increases the win rate and success of lead generation programs and sales funnel creation.



Capitalise on AWS marketplace

Accelerate business growth through AWS Marketplace. Leverage Cisco and AWS to build integrated hybrid cloud solutions—with Comstor as your strategic partner to maximise returns.

Why Comstor?

We are the first distributor that can provide DSOR/CPPO offers to new and existing partners. This helps you build business in this rapidly growing market through a new channel (\$85b expected revenue through cloud marketplaces in Fiscal year 2028 - Canalys).



Upgrade offerings with Splunk

Improve your offerings with Splunk. As the first Cisco distributor to offer Splunk, Comstor helps partners leverage both platforms to provide robust monitoring and analysis solutions.

Why Comstor?

The addition of Splunk aligns well with Cisco's Observability, AI and security offerings. To get started with Splunk, reach out to Comstor for its specialised enablement capabilities to grow your business.



Drive your growth and profitability with Comstor



As competition intensifies, growth and differentiation are more crucial than ever. Comstor is the only Cisco specialised and dedicated value add distributor. If you are a Cisco Partner, Comstor is your best Partner in Business to drive growth and profitability.

Your vision is to:



However, rapidly evolving technology and volatile market dynamics can present roadblocks. **Re-engage with a reliable partner that helps you overcome those obstacles and achieve that vision.**



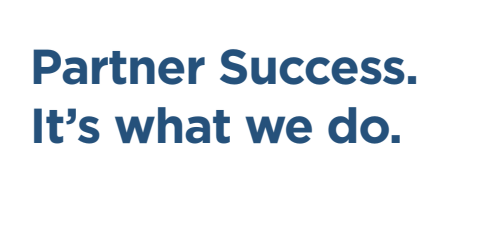
Key differentiators compared to other distributors

Vendor alignment
Comstor's deep alignment with Cisco's strategies, programs, and products makes it uniquely positioned to support Cisco partners in ways that broadline distributors cannot. If you are a Cisco partner - we are your distributor.



Tailored value-added services
Comstor's value-added services like staging, configuration, and partner enablement are all tailored specifically around Cisco's products, making them more effective for Cisco partners compared to generic offerings from other distributors.

An extension of your team
Developing strong relationships with our partners comes naturally. Our team of experts are your team of experts. You can always rely on us to be in your corner.



Let's uncover your opportunities together
[Click here to contact us](#)

Partner Success. It's what we do.