



# Comstor

A SYNnex CORPORATION COMPANY

## Comstor Partner Programs

*Enabling, Educating, and Empowering.*

Our exclusive partner programs are designed to enable, educate and empower you to become a trusted advisor for your customers and build a profitable Cisco practice. See why Comstor is more than you might expect from a distributor.

### Evolution

The Comstor Evolution program is designed to empower collaboration and innovation with an extraordinary portfolio of solutions.

### Surge

Comstor Surge is an intent-based program offering services and solutions for every phase of your network implementation.

### Revolution

Comstor Revolution is designed to help partners transition to sustainable reoccurring revenue and get the most out of Cisco services and software.

### CSI

A comprehensive security program designed to simplify the complexities of cybersecurity.

### Pre-Sales Engineering

We enable our resellers and customer support staff with pre-sales design and configuration assistance for all of the vendors we support.

### Managed Marketing

Comstor Managed Marketing is a collaborative effort aimed at understanding a resellers business, building a marketing strategy based on those business objectives to uncover new opportunities.



# Evolution

A COLLABORATION ENABLEMENT JOURNEY

Deciding to include Cisco's Collaboration suite into your business portfolio can be overwhelming if you don't have a clear path of how to get started on your journey.

**Evolution will create a path that is specific to your business needs**



Boost innovation with new products, growth and process improvement



Improve productivity with simplified business process and improve workflow



We provide solutions and services that align with your goals



Control costs by simplifying technology and evolving communication

**This is your Collaboration journey. This is your Evolution.**

*For additional information, please contact: Patrick Purtell 303.801.8013 | [Patrick.Purtell@comstor.com](mailto:Patrick.Purtell@comstor.com)*

# CSI

COMSTOR SECURITY INITIATIVE

A COMPREHENSIVE SECURITY PROGRAM

The Comstor Security Initiative (CSI) program is a development program designed to help value added reseller (VARs) build a successful Cisco Security practice. This comprehensive program provides focused consulting, best practices, education, training, tools and tactics for each reseller's core business functions, including: executive, sales, engineering and marketing.



EXECUTIVE

- Strategy Development
- Go-To-Market Planning
- Cisco Relationship Mgmt



SALES

- Training
- Special Programs
- Workshops & Webinars



ENGINEERING

- Cisco Training
- Special Programs
- Workshops & Webinars



MARKETING

- Customized Collateral
- Campaigns & Programs
- Integrated Marketing

**CSI is the industry's most comprehensive security practice development program.**

*For additional information, please contact: Comstor CSI Team 303.222.4887 | [csi.us@comstor.com](mailto:csi.us@comstor.com)*

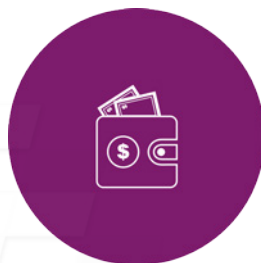
# Surge

A NETWORKING FORCE

Comstor Surge encompasses multiple outlets that are sure to power your Networking practice forward with unprecedented force. This exclusive program focuses on Cisco DNA, Network Automation, Solutions, and Partner Success.



Roadmap to successful digitization and Cisco DNA



Maximize product revenue and opportunity



Manage users, devices and locations easily with network automation



We provide solutions and services that align with your goals

**Powering your network practice with solutions and knowledge.**

*For additional information, please contact:* Reid Scrimgeour 303.222.4778 [reid.scrimgeour@comstor.com](mailto:reid.scrimgeour@comstor.com)



# Revolution

REOCCURING REVENUE DELIVERED

## Cisco Annuities are a Challenge and an Opportunity

Cisco software and services are both complex and critical to the future of Cisco's partners. For many VARs, Cisco annuities can be a great entry point into new accounts and larger deals. Comstor helps partners understand these often complicated transactions and recognize the enormous potential to transition accounts to more consistent, sustainable revenue.



**Enable:** Solid foundation of Operational Excellence, including a monthly cadence with a team member to review pipeline, upcoming renewals, and key metrics.



**Sell:** Sales strategies and campaigns to accelerate top-line revenue, including up-sell opportunities and the latest Cisco offerings.



**Adopt:** Partner-branded adoption offerings to improve margin and differentiate your company in the crowded Cisco reseller field.



**Expand:** Expansion opportunities to shorten sales cycles: leverage new buying models and position your organization to build profitable, long-term relationships with your customers.

**Comstor works with your team to build a custom account plan to fit your business strategy.**

*For additional information, please contact: Joseph Vlajcic 303.566.7802 [Joseph.Vlajcic@comstor.com](mailto:Joseph.Vlajcic@comstor.com)*

# Comstor EDGE

ENGAGE. DEVELOP. GROW. EXTEND.

## We are your competitive EDGE

Building upon years of experience at the center of Cisco's ecosystem, Comstor defined a proven set of practices and solutions for resellers. We have charted an optimal path to market for each, with all the associated resources, training and expert support our partners need to succeed at every stage. The differentiating process is EDGE: Engage + Develop + Grow + Extend. The program leverages the power of distribution to mitigate risk and decrease time to revenue, enabling you to accelerate business growth.



### ENGAGE

Gain access to resources



### DEVELOP

Develop Your Practice



### GROW

Grow Your Practice



### EXTEND

Extend to new revenue opportunities

**Make Comstor your dynamic value partner, helping to profitably and strategically grow your business.**

*For additional information, please contact the EDGE Team: [EdgeTeam.us@comstor.com](mailto:EdgeTeam.us@comstor.com)*

# Managed Marketing

DISCOVERY. STRATEGY. OPPORTUNITY.

## Delivering Results with Managed Marketing

Comstor Managed Marketing gives resellers access to a dedicated virtual marketing consultant assigned to help navigate the marketing tools and resources provided by Cisco. Your marketing consultant will also help drive a strategy based on your business plan.

*Let us be your single, trusted resource available to help with:*



Building a marketing plan



Building a marketing budget



Actual marketing execution



Optimizing based on results

**We believe a reseller does not need to take on excessive marketing overhead to get marketing results**

*For additional information, please contact:* Jessica Allman 303.222.4844 [jessica.allman@comstor.com](mailto:jessica.allman@comstor.com)

# Pre-Sales Engineers

AN EXTENSION OF YOUR TEAM

Today's IT market is more challenging than ever, with so many new innovations on nearly every front. It's imperative that you have a solid network of professionals you can reach out to when you exhaust the limit of your time or knowledge base.

The Comstor PSE team is comprised of industry leading IT professionals, ready and willing to help you grow your Cisco business.



Providing guidance in the sales process, including suggesting alternate configurations or solutions



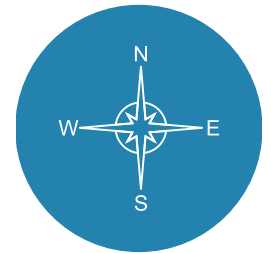
Configuration validation



Assistance in delivering demo equipment to support the sales cycle



Phone consultation with resellers to provide supplemental pre-sales support



Assisting resellers with navigating Cisco provided tools and certifications

**Let's build your Cisco business together!**

*For additional information, please contact: the PSE Team at 303.222.4849*