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a Westcon Group company

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**1neDefense**

**1neVoice**

**1neWave**

**1neNetwork**

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# Choose Comstor

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# Comstor Value Proposition

The Comstor division of Westcon Group is a customer-focused, global channel provider of leading edge technology products. Comstor provides the services, support programs, training, and tools needed to make our customers profitable and competitive.

## Comstor Strengths

Comstor is a leading value-added distributor of networking technologies to markets in North America, UK, Europe, Middle East, Asia-Pacific and the Far East. With annual Cisco sales of just under USD 1,4 Billion, Comstor is by far the world's largest and most successful value added distributor focussed around Cisco's converged architecture, offering the dedication and focus required to drive technology markets, incremental market development and service existing markets with the right understanding and motivation to maximise on local opportunities. Comstor has an in-depth technical knowledge of advanced networking products and provides expertise and experience to resellers at each stage of the sales process, including consultancy, design, implementation and support – for single-site through multi-site and multi-national environments.

## Strategy

At Comstor our experience has been that focus is the key to success. Comstor's growth and success are founded largely on our unique approach to network distribution. Our investment in dedicated Product Specialists for Voice/Convergence, Security, Network management, Mobility and Wireless networking solutions has been a huge success, as has our Service focus with flexible maintenance and repair options.

## Customer Service

Comstor's dedicated team of account managers provides a single point of contact for your business requirements. Our aim is to help your business thrive and grow by providing assured service levels to our customers. Comstor will be a preferred partner for your networking needs on a local, national or global basis.

## OneVoice

As data, voice and video technologies converge; more digital information will be transmitted across the digital highway. Voice and telephony services are rapidly merging with data and video, making the migration to VoIP inevitable. OneVoice offers a portfolio of best-in-class voice products and services designed to interoperate with and complement Cisco's VoIP and convergence offerings. As Cisco's leading IP Communications distribution partner, Comstor has assembled a powerful portfolio of complementary Affinity vendor partners including APC, Cistera Networks, Citrix, Kirk Telecom, Plantronics, PowerDsine, Quescom, Sony, SpectraLink and Stonevoice.

## OneDefense

OneDefense offers a portfolio of best-in-class security products and services designed to interoperate with and complement Cisco's security and network offerings. As Cisco's leading security distribution partner, Comstor has assembled a powerful portfolio of complementary Affinity vendor partners including APC, Aladdin, eIQ, PowerDsine, SafeBoot, Trend Micro and Sony.

## Our resellers receive:

- Faster identification of business opportunities in high-growth markets
- Increased understanding of market conditions
- In-depth technology knowledge
- Access to robust lead generation and management tools
- Differentiating multimedia sales tools
- Training on selling technology solutions
- Competitive market analysis and reports

## As a result, resellers will:

- Achieve higher margins through solution selling
- Increase internal market knowledge and insight
- Eliminate need to "shop around" and compare solutions
- Receive increased recognition from vendors
- Capitalize on lucrative business opportunities
- Offer outstanding professional services and support
- Become a valued business partner to their customers

## Current Analysis

Current Analysis combines many data sources into one comprehensive database, filters through the noise with category-specific industry analysts, and makes sense of the information for you - so you don't have to spend hour after hour on research and analysis.

## Professional Services

- Focused technical support for IP Telephony, VoIP, Security, VPN, Wireless LANs, Content Delivery and Network Management
- Highly experienced and certified team of engineers and support personnel

## Training Services

- Tele-track web conferencing makes it easy to learn about Comstor's latest products and technologies
- FutureTrack seminars provide FREE multi-vendor on-site training as well as live training and product demonstrations
- Coffee Club hosts informal group sessions at various locations

## Compass E-Commerce

- On-line procurement facility
- Check real-time stock availability
- Order tracking on the web
- RMA facility to process your returns on-line

## SalesVision

SalesVision is a powerful DVD-based and web-enabled tool that enables you to simply and quickly assemble targeted, personalized and differentiated multimedia presentations – empowering you to close every sales meeting and reduce the number of meetings it takes to close business.

## LeadVision

LeadVision is a lead management program through which we will provide qualified leads and allow you to utilize this feature-rich platform for tracking your own demand generation programs.

## MarketVision

- Web design / Internet marketing
- Collateral material development
- Graphics and logo development
- Print services
- List research / recommendation / purchase
- Trade show marketing programs
- Comstor mailcenter

## WestView

WestView is our technical services trouble-ticket tracking system which is built to allow our technical resources to quickly react to inbound requests for information and assistance. WestView allows you to submit pre- and post-sales requests on-line. It also offers:

- Unlimited access to the right resources
- Real-time trouble ticket tracking
- Ability to upload files
- Multi-country support
- All free of charge for Comstor customers