

# Your Introduction to Comstor.

THE WHO, WHAT, WHY, WHEN, AND HOW!



**Comstor**  
Delivering Results Together  
powered by WestconGroup

 CISCO

Distribution  
Partner

This is **COMSTOR**.  
This is your **EDGE**.

## 01. Who is Comstor?

We are a dedicated value-added distributor of Cisco networking, collaboration, security and data centre solutions.

We work through a global network of specialty resellers creating unique programs and provide exceptional financial and technical support to accelerate the business of our partners.

- Present in 60 countries across six continents
- With over 100 offices worldwide, we ship to more than 100 countries
- 20 logistics/staging facilities
- Cisco portfolio offerings in networking, collaboration, security, and data centre
- Backed by 3,200 associates
- 20,000+ transacting customers globally

## 02. What does this mean for my organisation?

As well as the name change that comes with Comstor, comes an alignment to local, ANZ, APAC and global resources, all dedicated to and highly skilled in Cisco.

Partners now have the ability to leverage off the global strength of Comstor and its solutions programs to maximise the value added Cisco and Comstor services to prospect and strengthen partner enablement and go to market support.

Comstor Australia will be able to leverage these programs as well as Comstor's own EDGE framework. Comstor has launched the EDGE initiative to assist resellers in leveraging Cisco's strong growth, independent of whether they are new to Cisco or an already existing Cisco partner, looking for developing in new business areas.

## 03. Why is this happening? I like dealing with Westcon!

Westcon Group has made the decision to consolidate our Cisco distribution operations under the Comstor brand in an effort to make it easier for networking channel partners to buy and sell Cisco products both in Australia and globally.

This builds on the multi-regional brand that Comstor has established over the last decade and will enable us to better manage growth and investments in our Cisco-oriented business. Having our Cisco-oriented offerings aligned in a single, business unit will amount to an unprecedented opportunity for our partners.

Think of Comstor as the wholly Cisco dedicated business practice of Westcon Group.

## 04. When is this coming into effect?

As of the 25th September, Westcon Group Australia will cease distributing Cisco products under the Westcon brand and commence distribution of the Cisco Portfolio under Comstor.

## 05. How can I find out more?

Under Comstor you will still receive the same service and support you've always received with Westcon Group. There will be no change to commercial agreements, login details, phone numbers, and Comstor will continue to operate out of the same Westcon office.

For more information on Comstor and what this means for your business, contact [au.comstor.com](http://au.comstor.com) or your local account manager.

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