The Reseller Primer for Building and Scaling a Profitable Cloud Security Business

It doesn't take a psychic to see that cloud computing is taking off. In 2016, more than half of IT organizations devoted 15+ percent of their budget to cloud, and nearly 80 percent began implementing, piloting or planning for cloud-based environments.[1] Clearly, cloud has surpassed the early adopter phase and is now a mainstream phenomenon.

We all know why it's so attractive — fast time-to-deployment, scalability, reduced maintenance, up-to-date software, dramatically lower capital outlay — but there is one aspect of cloud that consistently worries IT and business professionals alike and, in fact, tops their list of concerns: security. As cloud adoption increases, the fears of unauthorized access, stolen identities, data and privacy loss, and confidentiality and compliance issues, are rising right along with it.[2] So it shouldn't be a surprise that the cloud security market is expected to grow at a CAGR of more than 15 percent and be worth US$8.7 billion by 2019 [3].

This presents an enormous opportunity for resellers to help customers securely extend to the cloud. By adding cloud security services and solutions to your on-premises security offerings, which remain in demand as evidenced by the $22.1 billion spent on them in 2015 [4], you can dramatically expand your reach and revenue.

According to Westcon-Comstor reseller Todd Weber, vice president, Partner Research and Strategy at Optiv, "The opportunity within the SMB and enterprise spaces is incredibly promising. Because most companies don't have clear strategies for how to migrate to and secure applications and data in the cloud, or insights into which technologies they should use, they rely on resellers to guide them on how to improve their cloud security posture and select the best solutions for their needs."

> "Businesses are anxious to implement cloud given its economies of scale on total cost of ownership (TCO), but they sometimes turn a blind eye to how that impacts their overall security posture. We see securing cloud as a big opportunity for us moving forward."
>
> -Joe Luciano, CEO, Access IT Group, Inc.

Distributors Accelerate Resellers' Cloud Expansion

To fully capitalize on security in cloud, you need to strike while the iron's hot. The challenge for many resellers and, in particular, those not born in the cloud, is how to do so effectively and profitably. This is where distributors come into play.

The best distributors offer a way to accelerate your cloud security business by:
- Selecting strong solutions
- Managing vendor relationships
- Augmenting your technical abilities
- Attracting customers to your business
- Readying your staff to sell cloud-based security
- Streamlining invoicing and logistics
- Enabling you to scale a cloud security business without disrupting your existing operations

As Westcon-Comstor reseller Lee Waskevich, senior director-Architecture, ePlus, says, "Distributors are crucial to helping us grow. We rely on them to augment our presales teams, help SEs and AMs become knowledgeable about key technologies, provide non-partial guidance and bring us into closer alignment with OEMs."

The Westcon-Comstor Advantage

Westcon-Comstor is unsurpassed when it comes to helping resellers accelerate and maximize the return on cloud security businesses. By combining the expertise of our industry-leading Security Practice with a selective, best-of-breed portfolio, global reach and innovative security-in-cloud education, sales, technical and marketing programs, we give you all the tools needed to position yourself as a trusted cloud security reseller — and then we roll up our sleeves to drive your success.

- **Deep Security Expertise**
  Westcon-Comstor's U.S. security business is growing faster than the market. It surpassed $1 billion in 2015 and reported a CAGR of 35 percent — more than triple the industry average. With dedicated Security Practices in more than 70 countries, we are the leading global security distributor. Leveraging both scale and local expertise, we can expand your footprint by enabling you to quickly, efficiently and seamlessly enter and serve new markets.

  Our success stems from decades of working closely with resellers and vendors to understand business drivers and technology trends, and build solutions that support everyone's success. We devote tremendous resources to analyzing your customers' evolving security needs and vendors' relative strengths, and use this in-depth knowledge to inform our offerings and best practices, including the most effective ways to transition to cloud.

- **Superior Line Card**
  Westcon-Comstor's line card, which reflects the most critical and fastest-growing security segments, enables you to strengthen your customers' security posture while capitalizing on the cloud opportunity.

"Westcon Comstor's strong OEM relationships, the personal interest their teams take in building our opportunities, and the ease of doing business make them an ideal partner for ePlus."

-Lee Waskevich,
Senior Director-Architecture,
ePlus

Westcon Comstor

Andrew Warren, EVP of North America, Westcon-Comstor, describes our philosophy this way: "We strongly believe that quality trumps quantity. Rather than offering resellers the kitchen sink, we have a select roster of best-in-breed vendors who complement one another and, together, comprise an ecosystem that enables you to provide state-of-the-art security solutions for evolving hybrid environments."

Because of the reputation we enjoy as a leading security distributor, many technology providers approach Westcon-Comstor to join our program. We systematically vet these as well as other well-known and up-and-coming, born-in-the-cloud vendors so you don't have to bear that burden,or risk choosing security solutions that won't help you win business.

By identifying and investigating vendors before some of them have even entered the channel, and counseling them on how to establish and ramp channel initiatives, we're able to fill our portfolio with exceedingly channel-friendly partners. And by giving you access to emerging technologies that typically deliver higher profit potential and services opportunities, we help you generate strong returns on your cloud security investment.

- **Unmatched Reseller Enablement Programs**
  Access to the best line card isn't enough, however, if you don't have the insights and means to successfully sell cloud security solutions and effectively onboard and serve customers. That's why Westcon-Comstor is relentless about providing unique enablement programs that empower you to quickly build and grow a profitable cloud security business, and gain an edge over your competition.

  We combine focused sales and marketing practices with advanced logistics support, and dedicated, always-available resources in account management, services, pre-sales engineering and certification training, to ease your transition to cloud and give you an advantage unmatched in the industry.

- **Assess the Opportunity**
  We assess your challenges and opportunities related to cloud security, and develop a strategic business plan with go-to-market and growth strategies, and playbooks that keep you on the right path.

- **Develop Your Expertise**
  As an extension of your team, we work shoulder-to-shoulder with you to develop your cloud security practice, building your sales and engineering staff and capabilities. This includes, for instance, advising you on how to develop cloud-specific compensation plans that will incent your sales team, and guiding you on whether it's more effective to train your top hardware representatives on cloud security sales or, instead, hire a dedicated team or one subject matter expert.

"Westcon Comstor's superior solutions and enablement programs enable us to secure larger opportunities and deliver on our value proposition in ways that no other distributor has been able to do."

-Nathan Brown,
Director Technical Services,
Access IT Group, Inc.

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Because our security line card is selective, rather than expansive, our engineering experts are able to focus their energies on deeply understanding each vendor's offerings. This enables us to provide the highest-quality training, demo programs and certification mentoring so that your team members can become, and remain, trusted cloud security experts. We also host multiple reseller events every year where industry luminaries coach you on security trends and best practices for migrating to cloud, vendors teach you about their solutions, and workshops enable you to exchange ideas and experiences.

- **Profitably Scale Your Business**
  Westcon-Comstor makes it easier for you to compete for, win and service larger deals, while controlling costs and mitigating risks.

  We create and manage demand-generation campaigns and activities that attract the right prospects and, tapping our sales and engineering teams, help you convert them to customers and grow accounts. We also provide insights that help identify cross-sell and up-sell opportunities, so you can make informed decisions and quickly take actions to maximize revenue.

  Our dedicated Security Sales Operations team removes the complexity, reduces the costs and accelerates the process of onboarding your customers and fulfilling orders. Knowing that most of your customers will want both cloud and on-premises security, we built a digital logistics system that supports hybrid solutions. By providing this all-in-one order capture, fulfillment and invoicing system, plus access to our 26 global logistics facilities and stocking locations, all with a single point-of-contact for you, we make it easy to quickly and accurately configure, aggregate and deliver cloud and physical security solutions, no matter where your customers are located.

  We also help you seamlessly integrate or transition to OpEx cloud license models into your business and avoid mistakes resellers often make when extending to cloud by, for example, educating you about the critical differences between SLAs for long-term, cloud subscription-based relationships and traditional, one-time-transaction hardware sales. And because that old axiom "It takes money to make money" continues to ring true, we offer financing programs that enable you to make the investments needed to expand your business without breaking the bank.

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> *-Andrew Warren,*
> *EVP of North America,*
> *Westcon-Comstor*

The cloud migration is well under way. If you don't jump on the opportunity to secure your customers' cloud environments now, you might miss the boat — and the financial rewards. Westcon-Comstor and our partners can help you extend to the cloud in a way that's smart and extremely profitable. With our best-in-breed, blended security line card, strong vendor relationships, dedicated experts and innovative enablement programs, you'll be able to quickly grow a cloud security business that is second-to-none.

1, 2 Cloud Security 2016 Spotlight Report, CrowdResearchPartners
3 Markets and Markets, 2015
4 "Market Share Analysis: Security Software, Worldwide, 2015," Gartner, Inc.

Reseller Recruitment Asset

About Westcon-Comstor

Westcon-Comstor (WestconGroup Inc.) is transforming IT distribution with worldwide capabilities in Cloud, Global Deployment and Services, and category-leading Security, Unified Communications and Collaboration, Networking and Data Center technology Practices. The company works with its global partners to deliver results together by combining expert technical and market knowledge with a uniquely collaborative engagement model. Westcon and Comstor are the company's go-to-market brands, offering customers a strong portfolio of market-leading and emerging digital and physical products and services.

About Westcon-Comstor Security

When information falls into the wrong hands it's more than just a data risk, it's your customers' reputations that are at stake. As the leading global security distributor, we know security will always be a key technology since it encompasses and protects all of the industry.

Our line card reflects the most critical and fastest-growing security and cloud solution providers such as Blue Coat Systems, Check Point Software Technologies, F5 Networks, FireEye, Gemalto and Imperva. The Westcon-Comstor Security Practice provides you with the portfolio, tools and support you need to safeguard your clients' information and reputations. Through our expansive global network, decades of channel experience, and an innovative physical and digital distribution model, our Security team tailors solutions to help you capture more revenue.

Symantec + BLUE COAT

Check Point
SOFTWARE TECHNOLOGIES LTD.

f5

FireEye

gemalto
security to be free

IMPERVA

To learn more about how we and our partners can help your cloud business thrive, contact us at Cloud@Westcon.com or Cloud@Comstor.com.

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