

# IN INTERVIEW: GIVING YOU A BETTER VIEW OF MICROSOFT AND WESTCOAST CLOUD



Microsoft's Paul Cawley, Partner Development Manager and Business Leader, and Scott Clements, Head of New Business at Westcoast Cloud, delve into the strategic partnership that's taking cloud collaboration to new heights for partners.



**PAUL CAWLEY**  
Partner Development  
Manager and Business Leader  
Microsoft



**SCOTT CLEMENTS**  
Head of New Business  
Westcoast Cloud

## Scott, could you give us the backstory to Westcoast Cloud?



Sure. We're a subsidiary of Westcoast Limited, founded to meet the need for a dedicated cloud team and service. This way, partners gain access to in-depth cloud expertise, support and comprehensive service offerings, while giving Microsoft a CSP partner that's a true specialist in their solutions.

## How would you sum up the Microsoft-Westcoast Cloud relationship?



Since Microsoft's arrival in the UK in 1984, it's had a long-standing relationship with Westcoast Limited as a leading EMEA distributor of hardware, licensing and more. Over the years, this relationship has evolved and includes our deeply strategic cloud partnership with Westcoast Cloud. The partnership is now a significant contributor to Microsoft's overall UK business.



From our perspective, Microsoft is central to everything we do at Westcoast Cloud, with around 98% of our business directly involving Microsoft solutions. In fact, that's why we have a dedicated entity, to focus purely on Microsoft's cloud solutions and ensure our partners get specialist, dedicated support specifically tailored to Microsoft's offerings.

## What makes your partnership stand out in the market?



It absolutely starts and stops with the quality of the people involved.

Westcoast Cloud's partner-first model and its specialists in key areas like Azure, Modern Work and Dynamics, really sets them apart. But what's truly unique is that Westcoast Cloud has two Microsoft Most Valuable Professionals (MVPs) on their team, which is incredibly rare among the distributors we work with at Microsoft.



Exactly. The people aspect Paul mentioned is crucial. At Westcoast Cloud, we have nearly 60 dedicated Microsoft specialists. Microsoft's investment into our team – providing personnel support and assigning us a partner engagement manager – ensures we deliver seamless solutions and accelerate response times. This allows us to offer unparalleled technical expertise and support to our partners. On top of that, Microsoft provides financial incentives which we pass onto our partners.

## If you had to name just one benefit, what would you say sets Westcoast Cloud apart?



This is a tough question – we offer partners a lot of benefits. It's hard naming just one. Our Technical Centre of Excellence (TCoE) is definitely a standout initiative. It provides an additional layer of support that sits between basic break-fix and professional services, giving our partners expert advice and guidance to overcome tech issues. I'm actually going to call out our Thrive programme too, as it helps partners fully leverage Microsoft's cloud stack with a comprehensive package of training, enablement and sales support. Sorry, I know that's two.



From Microsoft's perspective, I'd add that Westcoast Cloud really simplifies partner engagement with Microsoft's solutions. They handle multiple complexities across licensing, training and technical enablement, allowing partners to smoothly navigate their Microsoft journey. Initiatives like Thrive and TCoE have been instrumental in helping partners accelerate growth and adopt new technologies like security and AI.

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Microsoft is central to everything we do at Westcoast Cloud"



## If a business were thinking about working with Westcoast Cloud, how would you sum up the partnership on offer?



Trust in Westcoast Cloud's quality support and solutions. Nothing is outsourced, so you get an exceptional and consistent experience across every engagement with them. As a result, they're truly aligned to the needs of your business and your customer's.



Thank you, Paul, I couldn't have said it better myself. We genuinely act as an extension of our partners' teams. It's about understanding their business deeply and adapting our support to their unique needs, ensuring a truly partner-led experience.

## And looking ahead, what market trends are shaping your partnership's focus?



At Microsoft, our top priorities right now are AI – especially Copilot – security and Azure migrations. AI is transforming everything, driving massive investments and reshaping how we support partners.



AI and Copilot are certainly creating excitement, but now it's all about practical adoption and utilisation. Partners are seeking guidance on how best to implement and maximise AI investments. Our programmes like Thrive are designed precisely to support partners in adopting and leveraging these new technologies, always underpinned by a strong security foundation.

Have you got your own question for Scott?  
Or would you like to know what the partnership  
could bring to your cloud solutions?

# Get in touch



WESTCOAST CLOUD



Microsoft