

# GET A BETTER VIEW FROM THE TOP YOUR SALES AMBITIONS GO HAND IN HAND WITH WESTCOAST CLOUD

Cloud services are now essential for all kinds of businesses. And with this widespread adoption comes skyrocketing predicted growth – and huge opportunities for partners like you.



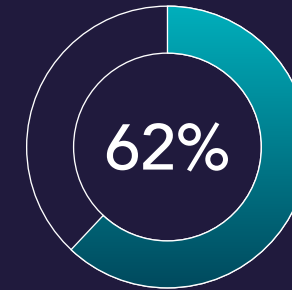
WESTCOAST CLOUD



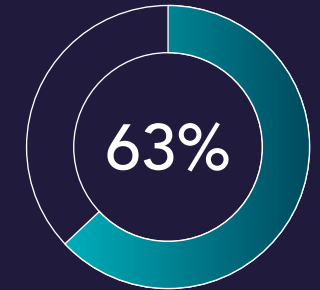
Microsoft



of organisations  
are using cloud-  
based services in  
some form to meet  
their IT needs<sup>1</sup>



of UK firms had implemented key  
cloud infrastructure and were  
migrating applications in 2023 –  
with 14% already completed and  
moving on to AI strategies<sup>2</sup>



of UK businesses  
now include  
cloud services  
in their cyber  
security policies<sup>3</sup>

By building a strong focus on security, AI and application migration into your offering, you'll create a standout portfolio that supports your customers' priorities.

And with Westcoast Cloud on your side, you'll gain a partner that has the deep industry knowledge and incredible expertise to take your cloud sales to new heights.

[Read on to see how we do it.](#)

# AN ELEVATED VIEW OF WESTCOAST CLOUD

As a leading indirect Cloud Solution Provider for Microsoft Azure, Business Apps and Modern Workplace, we're true Microsoft specialists – and it's our long-standing, shared strategic partnership that powers our expertise.

When you partner with us, you can rely on our specialists to create the perfect blend of solutions for your customers – seamlessly integrating their ideal Microsoft Cloud applications with complementary services from a wide range of vendors.

But we're about more than just meeting your customers' needs. We're invested in accelerating your path to growth too – getting under the skin of your business and tackling your cloud challenges, so we can provide the support, knowledge and resources you need to make the most of the Microsoft Cloud opportunity.



## \$102 BILLION

the projected revenue of the UK's cloud computing in by 2030<sup>4</sup>



## 19.7%

the predicted compound annual growth rate of the UK cloud computing market from 2025 to 2030<sup>4</sup>





# EXCEPTIONAL EXPERTISE AND CERTIFICATIONS

## The biggest Microsoft Cloud team at a UK distributor

Our team of Microsoft Cloud experts is the largest at a UK distributor, with nine cloud team awards, over 70 cloud specialists and 58 Microsoft-certified experts in our ranks. Two of our team have even received the coveted Microsoft Most Valuable Professional (MVP) award – a testament to our customer dedication.

## Expertise across the Microsoft Cloud stack

Our expert competencies span Microsoft Modern Workplace, Azure, Security, Business Apps and Microsoft AI solutions – meaning you'll be able to accelerate deployment and simplify complexity with trusted guidance for every customer project.

## No barriers to technical excellence

Your success is our number one objective, so to help you reduce time to market and develop your specialisms we provide unlimited support through our Technical Centre of Excellence (TCoE) – no specific partner tier or spend threshold needed.

### Top tips for making the most of our technical expertise



Identify your customers' persistent tech issues so we can help you tackle them



Make a note of any knowledge gaps in your in-house capabilities – then get in the know with a workshop or demo through our TCoE



# COMPREHENSIVE ENABLEMENT PROGRAMMES

## Thrive with our support

We'll help you claim your slice of the growing AI and security market, whatever your partner status or spend, with our Thrive programme. Through it, you'll get training, tools and support to drive growth and raise your skill levels with emerging Microsoft technologies.

## Amplify your expertise

Our expert Amplify team provides free tailored training plans, so you can accelerate your achievement of the Microsoft Solution Partner Designations that reduce licensing costs and improve your profitability.

## Top tips for making the most of our enablement programmes



Clear your schedule for a four-hour Security Demo Day with our MVPs – just select your ideal time and date on our website



Prepare a list of the vendors you'd like to be experts in, so our team can help identify the best training programmes and simplify enrolment for you





# STREAMLINED CLOUD MARKETPLACE

## Do it all in one place

Whether you want to optimise your spend, streamline licensing or provide the best experience possible to your customers, you can do it all in Cloud Marketplace.

## Power your growth

With one simple interface for managing your Cloud Solution Provider customers, you'll be able to reduce time-consuming admin tasks to focus on growing your business and securing new opportunities.

## Top tips for making the most of Cloud Marketplace



Bolster your reputation as a trusted partner by informing customers that you can now offer licence updates in seconds and MFA-enhanced shopping



Customise your Cloud Marketplace with your brand logos, colours and content to deliver a familiar experience to your customers

# STRATEGIC MARKETING AND FUNDING SUPPORT



## Bring your big ideas to life

Through our Big Pitch programme, we can help you secure Marketing Development Funds (MDF) for any Microsoft-focused marketing activity. And, if we think the idea's a winner, we'll match the MDF so you can double your investment.

## Simplify go-to-market execution

With PartnerOn, you can increase your market reach and amplify the effectiveness of your messages with a range of ready-to-go, free-of-charge digital marketing campaigns.

## Top tips for making the most of our marketing and funding support



Identify the strongest social media channels for your brand and download the appropriate campaigns from PartnerOn



Customise emails to your particular audience so that your customers still recognise your tone of voice in the communications



# OPENING THE DOOR TO NEW OPPORTUNITIES WESTCOAST CLOUD IN ACTION



## Delivering support to Softwerx, wherever it was needed

Softwerx, a Microsoft partner of 20 years, serves Microsoft security solutions to customers that range from SMBs to global organisations. Through the unmatched engagement and personalised support of the Westcoast Cloud Amplify team it was able to enhance its relationship with Microsoft to develop its accreditations and competencies – particularly in security.

“ Westcoast Cloud really get Softwerx and really provide the commitment we need... If you're interested in growth, Westcoast Cloud will bring – and match – the commitment you can bring to the table.”

DAVID SMART  
Managing Director, Softwerx



## Creating a Bechtel's model for success

Bechtel attributes its successful Microsoft Modern Workplace business to its partnership with Westcoast Cloud. By accessing our in-house Microsoft experts and initiatives, like the Microsoft AI Cloud Partner Programme, it has been able to position itself as a market leader to its customers that span from SMBs to the enterprise. Plus, access to funding has allowed it to strengthen customer relationships.

“ If Microsoft Modern Workplace is a key part of your business, this is the team you've got to meet and it's a pleasure to work with them.”

MAYBELLINE MIDDLETON  
Vendor Alliance Manager, Bechtel

# DISCOVER A PARTNERSHIP WITHOUT LIMITS

After years of guiding our partners to success with cloud services, we know what it takes to shape your future. And with our proven, five-step approach, we're ready to deliver rapid, sustainable growth and reliable outcomes to your business.

1

## Smarter discovery

We'll pinpoint opportunities within your customer base and ensure you effectively position your services.

2

## Smarter deployment

As well as best-in-class solutions, we give you the tools to ensure seamless deployment.

3

## Sharper applications

We keep you ahead with the most relevant solutions, services and training for Microsoft applications.

4

## Stronger security

We'll help you put customers at ease and build their confidence in your partnership with access to specialist security expertise.

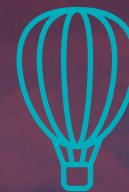
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## Greater support

We don't stop at the sale, offering you 24/7 technical support and guidance.

### Take your cloud sales to the next level, with a next level partner

If you're looking to accelerate your Microsoft Cloud journey you can rely on our unparalleled specialisms, robust enablement programmes, comprehensive marketplace and strategic marketing support to set you apart.



It's easy to fly higher with Westcoast Cloud.  
Get in touch with our team today to get started.

LET'S ELEVATE



WESTCOAST CLOUD



<sup>1</sup> Cloud Industry Forum (CIF), 2024  
<sup>2</sup> Cloud Industry Forum (CIF), 2023  
<sup>3</sup> GOV.UK, 2023  
<sup>4</sup> Grand View Research, 2024