AWS CPPO for Palo Alto Networks

As multi-cloud adoption continues to grow, many end customers are planning to allocate significant budgets to their preferred Cloud Service Providers (CSPs) over the coming year.

Gartner, for example, forecasts that worldwide Public Cloud end user spending will reach nearly $600 Billion in 2023.

The good news? Customers that already have CSP enterprise agreements will typically have made commitments to invest a certain level of spend with their CSP. And the bad? Security budgets are facing greater scrutiny, especially where multi-year renewal or expansion decisions are concerned. As a result, you may see more Palo Alto Networks deals suddenly switch to a CSP marketplace when you least expect it.

CSP marketplaces present great opportunity, but they can also present complexity when you don't have a dedicated team to sell via this channel. You may feel you don't have the capabilities, or the inclination to establish a whole marketplace operation on your own while demand is unpredictable.

But what if you could help your customers to procure Palo Alto Networks software while tapping into their growing cloud budgets and meeting their CSP spend commitments all without any extra overhead?

That's where Exclusive Networks can help. As an AWS Channel Consulting Partner for Private Offers (CPPO), Palo Alto Networks authorises us to sell their software and additional services you'd like to include through a Private Offer to your end customer and carry out the AWS transaction on your behalf. This allows you to leverage our knowledge of the AWS marketplace, while providing you with the same level of Exclusive Networks purchase experience you're accustomed to.

How The Process Works

› Deal-register your opportunity as a CSP deal registration on the Palo Alto Networks portal

› Notify us that you'd like us to act as AWS CPPO on your behalf

› We'll help you to shape the software, services, support, pricing, and terms that will form the Private Offer

› With authorisation from Palo Alto Networks, we'll make the Private Offer to your end customer as agreed

› On Private Offer acceptance by your end customer, standard AWS payment terms of 30 days will apply

› On end customer payment, your margin from the deal will be transferred to you by Exclusive Networks

Benefits To You

> **Help your customers to meet their CSP contractual obligations by achieving their committed cloud spend – check if customers are part of the AWS Enterprise Discount Programme (EDP) to help position the deal**

> **Take advantage of growing cloud budgets while cybersecurity budgets undergo greater scrutiny**

> **Enable customers to make proactive, multi-year renewal or expansion decisions if budgets are in question**

> **Avoid needing to establish your own presence and operational overheads on the AWS marketplace**

> **Leave the administration and transaction management through AWS to us**

> **Leverage our relationship and discount levels with Palo Alto Networks to construct a Private Offer**

> **Combine Palo Alto Networks software offerings with Exclusive Networks services and support for added value**

Getting Started

To get started with Exclusive Networks as your AWS CPPO for a Palo Alto Networks deal, **get in touch** with us today to discuss your requirement.

About Exclusive Networks

We're a global, trusted cybersecurity specialist for digital infrastructure, helping to drive the transition to a totally trusted digital future for all people and organisations.

With offices in 46 countries and the ability to service customers in over 170 countries across five continents, our unique 'local sale, global scale' operating model combines the extreme focus and familiarity of local independents with the scale and service delivery of a single worldwide cybersecurity powerhouse.

This approach means customers can capitalise early on rapidly evolving cybersecurity technologies and transformative business models, and offers them greater opportunity, relevance, and value.

For more information visit **www.exclusive-networks.com**