

# HERE'S WHAT YOU'RE MISSING

A breakdown of all the ways we support  
our partners – including the stuff you  
never knew you needed (until now).



WESTCOAST CLOUD



**WESTCOAST CLOUD IS AN  
INDUSTRY-LEADING, INDIRECT  
CLOUD SERVICE PROVIDER, EXPERTS  
IN ALL THINGS CLOUD, AND THE  
ONLY PARTNER YOU'LL EVER NEED.**

**Westcoast Cloud has helped companies of all shapes, sizes and flavours improve the cloud services and Microsoft products they offer for some time now. In this booklet, we've summarised how we can help you do the same.**

By focusing on relationships, not transactions. And providing advice, not just software. You can help your customers reach their potential.

You can't just take a guess when it comes to choosing the right sales strategy. It takes an understanding of the ins and outs of every industry, the common problems and the available solutions to make smart decisions.

We're the cloud experts so you don't have to be – and we're here to support you every step of the way.



**01 THE AMPLIFY TEAM**

**02 MARKETING SUPPORT**

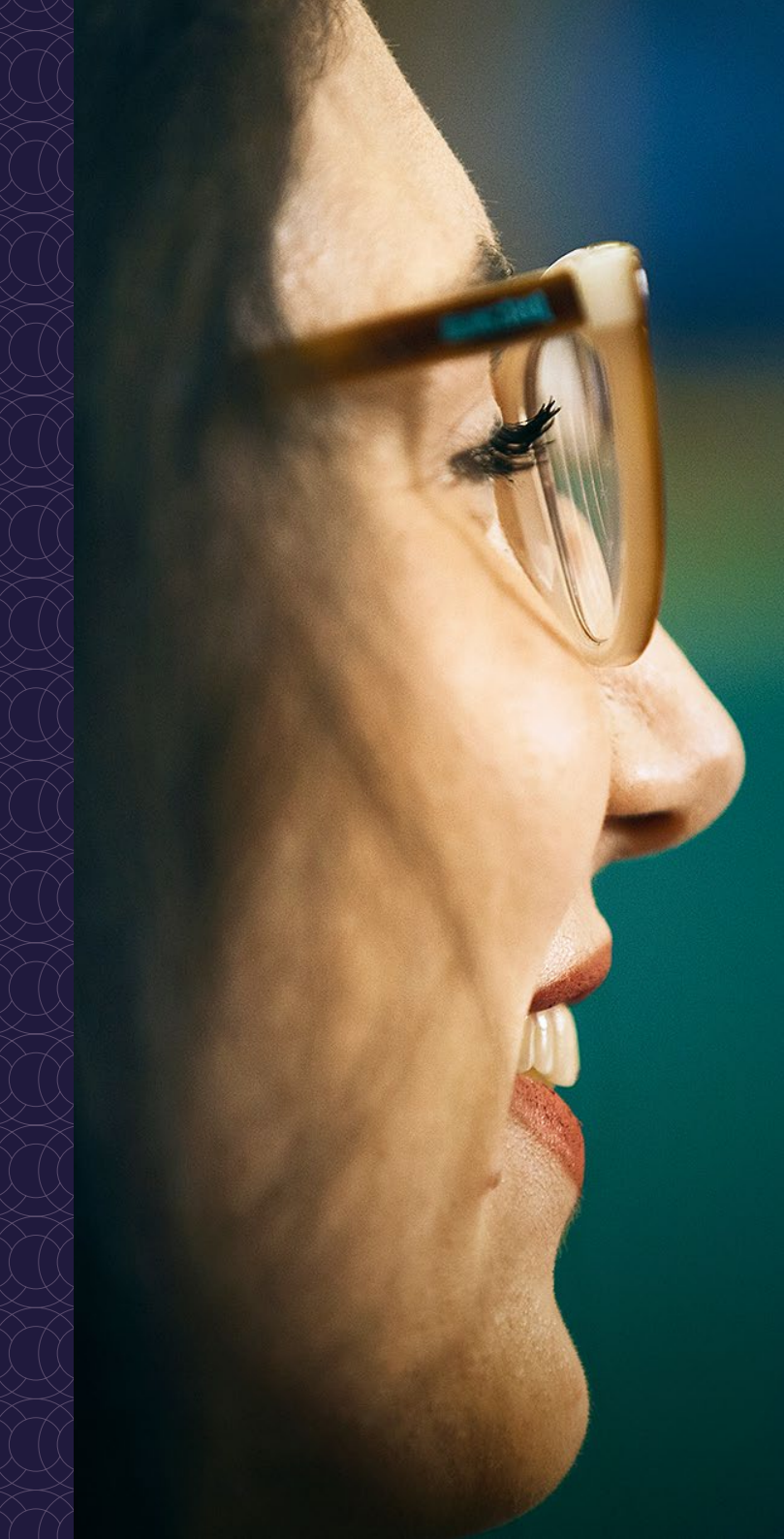
- PartnerOn with Westcoast Cloud
- Online Presence Assessment
- Partner Hub
- Big Pitch

**03 TRAINING**

- E-learning

**04 TECHNICAL SUPPORT**





## 01 THE AMPLIFY TEAM

**Our Amplify specialist team is on hand to help create and grow your CSP businesses through navigating the Microsoft programmes and offerings.**

The team can support you in achieving your Microsoft competency status you desire. From sharing the Microsoft rebates and incentives, guiding you through co-op, navigating Partner Center, and showcasing to you the existing customer opportunities you have so that you are fully equipped and up to date to achieve your Microsoft business goals.

Don't be afraid to give them a shout if you have any questions. After all, it's what they're here for.



## 02 MARKETING SUPPORT

**Westcoast Cloud helps you grow your business with all kinds of sales and marketing advice. We're always on hand to give your marketing extra rocket fuel.**

**Here's how:**

- **PARTNERON WITH WESTCOAST CLOUD.** Our free digital marketing campaign tool helps you increase productivity and generate demand online.
- **ONLINE PRESENCE ASSESSMENT.** Our partner, Make Marketing Magic, will analyse your online channels and show you how to generate more leads.
- **PARTNER HUB.** Your central portal for all the resources and information you need to succeed – regular updates, reusable campaign content, recorded webinars, blogs, articles, and more.
- **BIG PITCH.** Sponsor marketing activities that promote your Microsoft business with this quarterly investment matching fund.



## PartnerOn with Westcoast Cloud

Our free digital marketing campaign tool PartnerOn with Westcoast Cloud can help you increase productivity and generate demand online.

Easy to access and use, PartnerOn with Westcoast Cloud not only enables you to build and optimise your digital marketing strategy, but also capture and close leads through consistent online engagement. In three clicks or less, Westcoast Cloud partners can access and share comprehensive digital campaigns that include curated marketing materials and sales resources in a highly prescriptive format.

For more information and a collection of new assets and training materials, visit the Partner Hub.



## Online Presence Assessment

Your online presence is your business' shop window. For many customers, it's where they'll see your brand for the first time. It's where consumers evaluate how your offering compares to competitors.

So, boosting your online visibility will play a big part in how successful you are at generating new revenue.





But it's hard to know how well your online channels are working for you – or how to improve them – without hard data.

That's where an Online Presence Assessment can help. It's carried out by Make Marketing Magic, who will analyse your online channels and tell you how to improve them and generate more leads.

The assessment is worth over £400, but we offer it to you free of charge. Let's find out where you could spruce up your online channels.

### HOW YOU'LL BENEFIT

Your Online Presence Assessment will provide you with a launchpad to transform your business. Use it to:

-  **Discover** insights and plan action
-  **Prioritise** and take the next step
-  **Benchmark** against – and outperform – your rivals
-  **Improve** traffic, search ranking, social followers and conversion rates





## Partner Hub

**Being a cloud service provider isn't always easy. But having a one-stop-shop to hand makes it easier for you to be responsive and knowledgeable to your customers. That's why we've created the Partner Hub.**

The Partner Hub is a central portal for all the resources and information you need to succeed. Visit it to find regular updates, reusable campaign content, recorded webinars, blogs and articles.

You can also find details about our training and networking events. We believe that the more we share about how cloud service is changing and developing, the more we'll all be able to achieve outstanding output for customers. So keeping you informed is a priority.

Whether you're interested in learning more about Azure, brushing up on Teams, or just want to know about new opportunities, have a browse today.

## The Big Pitch

**Give your marketing a boost with The Big Pitch – our quarterly fund which enables you to sponsor marketing activities that promote your Microsoft business.**

Tell us your plans to get your message out there – be it through telemarketing, webinar promotion, asset creation, events, landing pages, email campaigns, and so much more.

If you're successful in your applications, we'll match your investment. Meaning your money is effectively doubled, and you can't say fairer than that!

## 03 TRAINING

**We've teamed up with Influential Training, our Microsoft Authorised Learning Provider partner, to ensure our partners have access to brilliant offers on Microsoft Certified Training.**

Influential Training's official Microsoft Certification courses cover Microsoft Azure, Microsoft 365, Microsoft Office, Power Platform, Windows Server, Windows admin and SQL Server.

Choose the delivery that suits you, with courses at Microsoft's London classroom or digital training wherever you're based. Either way, you'll receive hands-on training and valuable certifications from our real-world IT experts.

Right now, you can upskill your team at a fraction of the cost, with discounts offered across the entire Microsoft suite, with a cap of £5,000/partner. But you'll need to act fast – this offer is on a first-come, first-served basis.







## E-learning

With e-learning, our expertise is at your fingertips. This online learning portal is packed with everything you need to offer cloud services to your customers.

Supplement your in-person training with tutorials and interactive tools, and kickstart your marketing with customisable, Microsoft-approved content. Should you need a helping hand, you can contact our technical support team, available 24/7.

Go to the online learning portal for an introduction to:

- **AZURE** – Your simple guide to selling Azure. Learn how it works, how it can help your customers, and how to spot the early signs that a business is ready to migrate.
- **THE MODERN WORKPLACE** – Find out how Office 365 and Windows 10 can help your customers support secure remote working.
- **DYNAMICS** – Learn how it supports faster, more-informed decision making and why it's more relevant to your customers than ever before.

Topping up your knowledge is always valuable – for both you and your customers. Take a look at what you can learn by going to the Partner Hub.

## 04 TECHNICAL SUPPORT

Now you're set up, it's time to get going, with all the flexibility, scalability and automation you need with the tools below.

We're here with technical support 24/7. And as we're all based in the UK, we'll get back to you within two hours of any query.

Because we've been implementing Office 365, Dynamics and Microsoft Azure for years now, there's not much we don't know. So feel free to use that expertise and technical support whenever you need to.

Take a dive into the Westcoast Cloud Partner Hub for self-help guides and so much more! These guides have been created by our own service agents, so are based on real-life troubleshooting experiences from thousands of tickets and across all sectors.

We also make you ready for whatever is thrown at you, with real-world triage and troubleshooting training available for all partners.



## WANT TO KNOW MORE?

Thanks for taking the time to read this booklet on Westcoast Cloud's support services. If you'd like to know more, please contact us or head to [westcoastcloud.co.uk](http://westcoastcloud.co.uk).

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