



FROM ENABLEMENT TO EXECUTION

Across Africa, cloud ambition is high, turning intent into impact requires more than tools and licenses. Cloud success needs momentum, structure and execution.

The Cloud Catalyst programme exists to close that gap. It helps partners move customers from proof to production faster, using proven Microsoft frameworks, funding pathways and technical enablement designed to remove friction at every stage of the journey.

Cloud Catalyst supports migration, modernisation and innovation while aligning closely to Microsoft priorities and Africa's unique market dynamics. Partners are equipped to shorten sales cycles, accelerate consumption and deliver outcomes that last.

In markets where skills shortages, funding constraints and execution challenges can slow progress, Cloud Catalyst turns potential into performance creating sustainable cloud growth for partners and customers alike.

Catalysing Africa's cloud momentum — with First for Cloud.

Contact us today for more information: microsoft.leads@firstdistribution.com