



# CloudOne from MacroSoft

**Team 1**



# MacroSoft CloudOne Advantage

- CloudOne Appliance Key Solution Features:
  - Comprehensive cloud management platform
  - Self-contained unit
  - Built in security & network
  - Pre-integrated access to public cloud offerings
  - Comprehensive APIs
- Key Customer Benefits:
  - Reduced Cost, Faster time to Market, Reduced Risks, Agility
- Typical Customer Scenarios:
  - Hybrid Cloud Implementation
  - Integration to Public Cloud Systems
  - Simplified Access to Corporate Cloud Based Data
  - Application Development Environment

*“The Greatest customer benefit of the CloudOne is that customers are now capable of installing a single device that will allow them to deploy whatever type of cloud environment (private, public, and hybrid) is suitable for their business”*

*- CloudOne customer*

Typical ASP	SMB	Mid Market
On Premise	20,000	60,000
Subscription (per year)	8,400	24,000

# Market Opportunity

- Cloud interest in SMB and Mid-Market is high
  - Typical buyer: CIO, CFO, IT Director
- Growth Market
  - \$2.1B addressable market over next 5 years
  - 14.5% CAGR from 2015-2020
- Limited competition
  - Appliance Vendor: limited market visibility, expected direct model
  - Hardware & Software vendors: more expensive, longer time to market

# Partner Opportunity Potential

- Two Offerings:
  - Basic: up to 250 users
  - Advanced: 250-1000 users
- Only partner-led solution of its kind
- On-premise or subscription-based
  - 35% Margin
- Assumptions:
  - Sales Cycle
    - SMB - 90 Days / Mid-market - 120 days

# Deals	SMB	Mid Market
On premise	4	2
Subscription	2	2

## Target Partner Profile

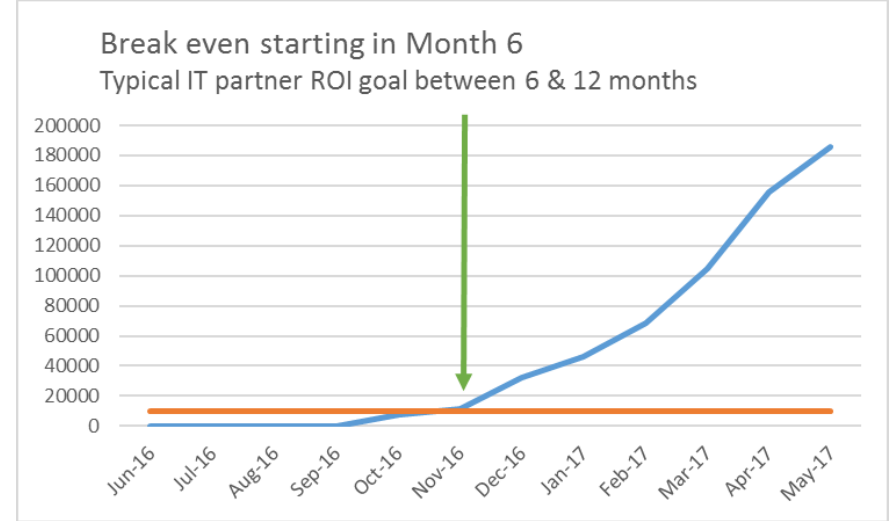
- VAR/MSP
- \$5-10M Sales
- SMB & Mid-Market focus
- Cloud Practice
- Typical Mix: 50% Hardware / 25% Software / 25% services

# Investments to Make You Successful

- Our Investments
  - Training & Certification Tracks (Sales, Technical & Support; web-based)
  - Market Development Investments for Customer Acquisition
    - \$10k MDF for first year; \$5k per year after based on proposal
    - 2 NFR Units
    - Marketing Automation platform for content syndication & lead generation
    - Passed leads
  - Dedicated CAM & Inside Sales Support
  - Level 2 & 3 support free for the first year (\$1k value)
  - Partner Portal for content, deal registration, training, battle cards, etc.
- Your Investment
  - Certify 1 Sales staff
  - Certify 1 Technical staff

# Road to Profit

	Year 1	Year 2	Year 3
<b>Revenue</b>			
License	200,000	400,000	400,000
Subscription	25,500	144,200	273,800
Services	305,000	630,000	622,500
<b>Total Revenue</b>	<b>530,500</b>	<b>1,174,200</b>	<b>1,296,300</b>
<b>COGS</b>	<b>344,825</b>	<b>763,230</b>	<b>842,595</b>
<b>Gross Margin</b>	<b>185,675</b>	<b>410,970</b>	<b>453,705</b>
<b>GM%</b>	<b>35.0%</b>	<b>35.0%</b>	<b>35.0%</b>



228% CAGR on Subscription Revenue

- Assumptions
  - Software GM: 35% / Services GM: 35%
  - Post-sales services incremental
  - Pre-sales services are 25-50% of hardware cost; implementation 50% of hardware cost
  - 10 deals 1<sup>st</sup> year; 20 each year thereafter
  - Investment: 40 hours billable time (\$250/hr; \$10k)

# Next Steps

- Sign partner agreement
- Identify lead sales, marketing and technical staff
- Training certifications completed within next 3 months
- Identify target customer list for joint campaign
- Implement NFR units
- Quarterly Business Reviews

