



**VarOne + CloudOne = SUCCESS**

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# CloudOne Proposal for VarOne

- **MacroSoft CloudOne**
  - Appliance – single cloud infrastructure solution for SMB to Mid Market
- **CloudOne: Leader in Integrated Cloud Management**
  - Hybrid Cloud Implementations
  - Integration to Public Cloud Systems
  - Remote Access to Corporate Cloud Based Data (secure access; anywhere, anytime)
  - Application Development Environment
- **Enterprise business value for SMB**
  - Reduced costs (IT overhead, billing, ease of integration)
  - Faster time to market (anytime – anywhere access)
  - Reduced risk (security, capacity, response time)
- **The customer**
  - SMB to Mid Market (50 – 1000)
  - Sales cycle typically 90 – 120 days
  - What's it mean for you: ~\$100 – 120K margin

# The Market Assumptions

- Target Customers
  - SMB to Mid Market (50 – 1,000 employees)
  - \$2.1B over next 5 years (14.5% CAGR)
  - Your customers are already using some cloud services
- Who we sell to:
  - Architects / IT Developers
  - Security Compliance
  - Engineering & Finance
- What are your customers evaluating today?
  - CloudOne
  - DirectCloud
  - Complex enterprise-level solutions not priced for the mid-market
  - Comparable software solutions target the enterprise: \$100K+ for SMB to Mid Market customer

# CloudONE Top Partner Profile

## Top Partner Characteristics:

- Large player in the SMB market
- Existing MSP business
- Offering multiple cloud solutions
- Looking to grow 10%
- Proficiency in application development
- Industry-leading support and sales capabilities
- Robust marketing capabilities

Leads to successful CloudONE partnership...

# Financial Summary of Investment & Return to the Partner

	Advanced	Basic	Total	
<b>Sales</b>	# of Deals	2	4	6
	Average deal size	60K	20K	
<b>Revenue</b>	Solution resale	120K	80K	200K
	VAROne Services			
	Pre-Sales	30K	20K	50K
	Post-Sales	60K	40K	100K
	<i>Services</i>	<i>90K</i>	<i>60K</i>	<i>150K</i>
	<b>Total</b>	<b>210K</b>	<b>140K</b>	<b>350K</b>
<b>Margin</b>	Product	42K	28K	70K
	Services	32K	21K	53K
	<b>Total</b>	<b>74K</b>	<b>49K</b>	<b>123K</b>

- *100 – 120K in margin in year 1*
  - *Year 1 ramp period 4 months*
  - *Add your managed services around this*
  - *Does not include pull through subscriptions*
- *Assumes*
  - *35% margin on product sales*
  - *35% margin on service sales*
  - *25% pre-sales services attach*
  - *50% post-sales services attach*

# Partnership Commitments

- Commitment to VAROne
  - Assigned CAM
  - Access to Partner Portal
  - Subscription at no cost
  - On Premise NFR appliance at no cost
  - Priority access to Tech 2/3 support at no cost
  - 10K MDF
  - On-site technical bootcamp for help desk and implementation engineers
- Commitment to MacroSoft
  - Assign a relationship owner
  - Train sales team on CloudOne (web-based training)
  - Certify 2 pre- & post-sales engineers (4 day on-site bootcamp + technical certification)
  - Certify 2 help desk engineers (4 day on-site bootcamp + technical certification)

# Next Steps

Today	<ul style="list-style-type: none"><li>✓ VAROne - Commit to investing in CloudOne opportunity</li><li>✓ MacroSoft – Schedule kickoff meetings</li></ul>
Next 7 Days	<ul style="list-style-type: none"><li>✓ Sign contract</li><li>✓ Assign relationship owner</li><li>✓ On-board onto partner portal</li></ul>
30 Days	<ul style="list-style-type: none"><li>✓ Refine the break even analysis</li><li>✓ Sales kickoff &amp; training webinar</li><li>✓ Deliver and install NFR access</li><li>✓ Schedule technical training bootcamp</li><li>✓ Design co-branded marketing campaign</li><li>✓ Build support process</li></ul>
60 Days	<ul style="list-style-type: none"><li>✓ Technical bootcamp</li><li>✓ Launch marketing campaigns</li><li>✓ Build pipeline</li></ul>
90 Days	<ul style="list-style-type: none"><li>✓ Complete technical certifications</li><li>✓ Continuing education</li><li>✓ Complete strategic business plan</li></ul>