

Note from our CEO to you



“Our commitment to the channel is rock-solid. We are committed to help you grow predictable revenue with best in breed solutions, faster access and market differentiation. Thanks for engaging with us for shared success.”

Maria Soft, MacroSoft founder and CEO

CloudOne: One Appliance for Your Customer's Cloud Requirements

- “All Your Clouds in One Box”
- Massive market opportunity:
 - TAM: \$2.1B by 2020
 - 14.5% CAGR
- Only two (weak) competitors:
 - Initech: likely to bypass channel to sell direct
 - Initrode: complex Cadillac solution at 5x our price
- Self-contained hardware + our software
 - On-premise or hosted for cloud-as-a-service
- Provides a simple, integrated solution for:
 - Private, on-premise cloud
 - Pre-integrated access to public clouds: AWS, Azure, etc.
 - Networking / security
 - Monitoring / billing
 - Broad APIs



How and what you'll sell

CUSTOMER BENEFITS

- *Makes cloud easy, accountable & safe*
- Instant private cloud-in-a-box
 - Plus simple, secure access to all clouds
- Equal access for remote offices, mobile
- Improved cloud performance
- Greater security and control
 - Accounting for chargeback purposes
- Reduced risk
 - Compliance auditability

BASIC	ADVANCED
75 to 250 users	250 to 1000 users
List: \$15K - \$25K	List: \$50K - \$75K

- Sell perpetual license or “Cloud as a Service”
- Your discount: 35%
- Wraparound services opportunity:
 - Pre-sales consulting: 25-50% list
 - On-premise implementation: 50% list
 - Post-sales services
- Many ways to grow revenue and stickiness:
 - Assessment / planning
 - Business process consulting
 - Data migration
 - Application integration
 - Custom solution for specific verticals

Opportunity for YOU

Because you:

- Are a strategic partner who articulates appliance value
 - Ability to drive \$20-100k deals with SMB and Mid-Market
- Gain more visibility into customer infrastructure/cloud consumption
- Want a gateway for CAPEX to OPEX Transformation
 - Channel friendly pricing and features

How are we enabling you for success?

Your anticipated Benefits:

- Expedited Pre- and post-sales support (design services)
- Level 1 tech support
- No-cost demo gear unit and implementation for your lab
- Assigned CAM, BDM and SE
- Deal Registration 5% on HW
- Lead Exclusivity for 90 days to get ramp
- MDF
- Less days out of office and travel cost with
 - Fast track technical certification and exam test out
 - No cost Virtual Instructor led or web-based Training
 - Technical Training roadshow

Your anticipated investment:

- Complete Sales and Technical Training
- 3 certified Sales / 2 certified technical (1 implement / 1 support)
- Level 2 tech support charge
- 12 month Revenue commitment with business plan

What's in it for you?

Our model works either way to enable your long term transformation growth while hitting your revenue targets :

Traditional Model	Customer Price	Gross Margin %	Gross Margin \$
Appliance	\$20K	20%	\$4K
Pre-Services	\$10K	30%	\$3K
Implementation	\$10K	30%	\$3K
Manages Servs	\$5K	50%	\$2,5
Total	\$45K		\$12,5K

Subscription Model	Monthly	Gross Margin %	Gross Margin \$
Subscription	\$700	20%	\$140
Managed Servs	\$500	50%	\$250
Monthly	\$1,200		\$390
Annual	\$14,400		\$4,680

Your viable path to profitability

12 units sold

8 traditional \$360K / \$100K

4 Subscription \$58K / \$18K

Revenue \$418K

Gross margin \$118K

Incremental Sales cost \$4K / month



