



PartnerConnect Enablement Plan

Today's Meeting Objective



- Goals for today's meeting
 - Introduce the onboarding and enablement plan for PartnerConnect
 - Request to approve plan and budget

- Background:
 - Industry proven
 - Partner validated

- Key overall strategy for the plan:
 - Focused, limited recruitment strategy
 - High-touch enablement and management model

Enablement Program Overview



- Contract completion
- Portal registration
- Contact introductions
- “Kickoff Day”
- Identify headcount needs

- **Training/Education**
- Business Planning
- Jump start demand generation
- Resource sharing

- Co-Selling
- Marketing execution
- Incentives (new customers)

- Partner health check & feedback
- Technical Refresh as needed
- 1x1 executive meetings
- Budget adjustments as needed

Key Metric: 15 partners recruited

12 Partners: completing technical training program

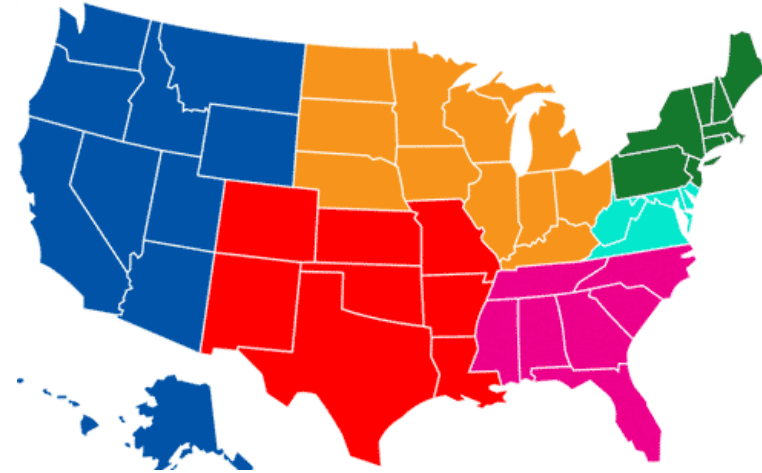
10 Partners: Comprehensive business planning

\$10 Million in partner generated revenue

Enablement Program Details: Technical Training & Support



- Technical road show
 - Full-day, in-person trainings at partner site
 - Evening activity for relationship building
- Sharing services IP:
 - Demo gear
 - PartnerConnect sandbox
 - Documentation
 - Software development kits
- Technical mentor:
 - Refresh
 - Available to go on-site with partner if needed
- Expedited live technical support for partners: 24x7



Enablement Program Details: Sales Training (both internal and partner)



Internally:

- Internal Training for CAMs and ISR:
 - Product (CloudOne)
 - Program (PartnerConnect)
 - Lead pass & follow up to partners (Process)
- Launch business planning tool kit – templates for business planning, marketing planning and QBRs
 - Joint business planning (template)
 - QBR

For Partners:

- Web based sales training:
 - Sales lunch-and-learn (aligned with technical roadshow)
 - Web-based training: 6 modules, 20 minutes each
 - Assigned ISR

Enablement Budget Overview



Partner	City	Region	Education	Support	Incentives	Demand Gen.	Marketing	Total
P Rivers LLC	San Diego	West	\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Ramslovers	Los Angeles		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Prudential	San Francisco		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Greenriver	Chicago	Central	\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Ewing Cloud	Dallas		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
FreeBrady	Boston	Northeast	\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
CT Yankees	Hartford		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Nohelmets	Manchester		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
Conga	Miami	Southeast	\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
RHOA	Atlanta		\$10,000	\$49,500	\$36,000	\$48,000	\$36,000	\$179,500
			\$100,000	\$495,000	\$360,000	\$480,000	\$360,000	\$1,795,000

Summary and/or Next Steps



- In Closing:
 - Focused, limited recruitment strategy
 - High-touch enablement and management
- Mutually beneficial and fair/balanced investment on both ends
- Will get us to \$10M revenue goal
- Next step:
 - Buildout of infrastructure and process of the enablement tracks