

Cloud One Appliance



MacroSoft

Agenda:

- CloudOne onboarding/recruitment strategy
- Program plan to deliver 5M in revenue
- Sales Targets
- ROI
- Discuss next steps

\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- 88 of partners to recruit
- Typical Partner Productivity \$69K @net
- First year revenue goal for the MacroSoft Program is \$5M

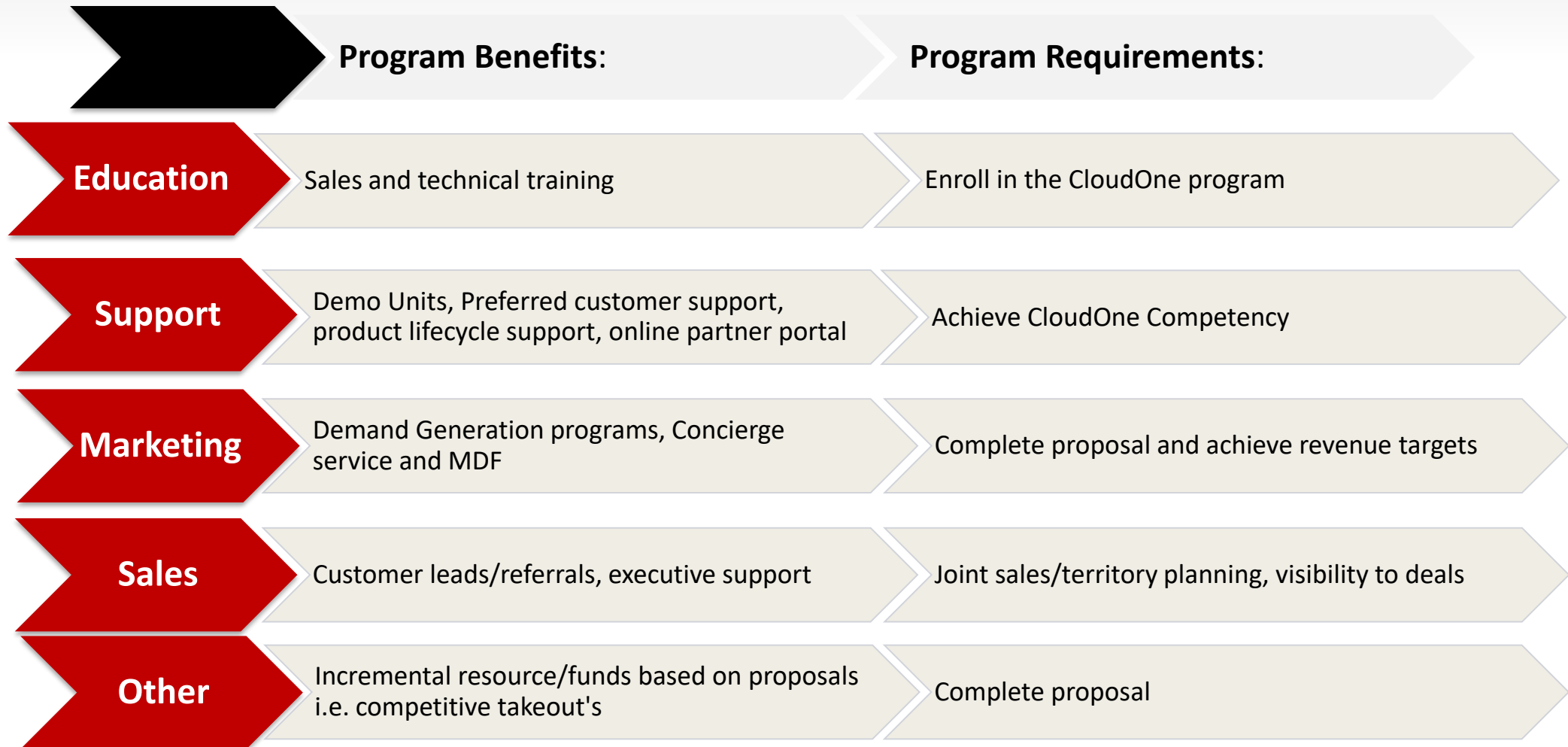
Budget Allocations

Program Element	Budget Amt (\$)	Budget %
Incentives (OPEX only)	\$350,000	17.5%
Demand generation funds (Includes all MDF)	\$450,000	22.5%
Program or other partner marketing excluding MDF	\$300,000	15.0%
Infrastructure and support (includes portal)	\$450,000	22.5%
Education budget	\$350,000	17.5%
Other	\$100,000	5.0%

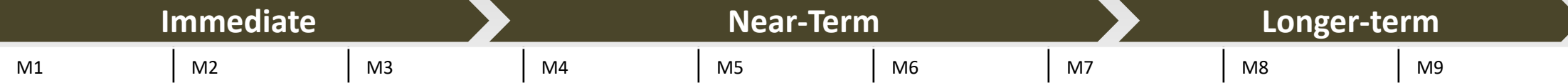
- **Build a new RTM to drive 5M Revenue**
 - Targeted focus on MRR and hybrid VAR's
- **Program pillars:**
 - Training and education
 - Demand Generation and Incentives
 - Ease of doing business and support

Program Elements

Ideal Partner Profile: Hybrid VAR with 3M in annual sales, serving the SMB, mid market and departmental enterprise customers. Has at least 1 relationship with a public cloud vendor, and at least two cloud offerings. With 40% services revenue, of which over 50% is managed services.



On-boarding Timeline – Brand it



Administrative, Contracts, Meet & Greet

- Sign contracts, sales introductions
- Logistics, schedule POC, business planning

Infrastructure and Support

Professional Services Automation, automated tools, PS mentorship, RMM tool

Education

- Solution Training, Competency certification, Demo allocations
- Sales, Technical and Operational trainings, Lunch and Learn, Webinars, Online assessment, education incentives

Marketing & Sell

- MDF Planning, roadshows, brand awareness, social media, SEO, CRN, marketing concierge, Portal access, to partner communications
- Initial Sales opportunities, joint meetings with customers, performance incentives,
- Kick off demand generation program, joint call blitz campaign

Measures of Success

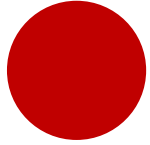
	Q1	Q2	Q3	Q4
Partners On-boarded	64	24	10	5
Pipeline	\$.15M	\$3M	\$4.5M	\$7.35M
Revenue	\$.05M	\$1M	\$1.5M	\$2.45M

Activity	Goal	Actual
Customer Wins	\$5M	
~ On Premise deals	73	
~ MRR deals	511	
Partners Recruited	88	
Active Partners (made it to Lift Off); 73	73	
Training (4 per company)	292	
Demo Unit	73	
Joint Business Plan/QBR	73	
MDF (10/1) planned spend is \$6K/partner	\$60K/partner	

Summary or Close



Questions?



Next steps.....