

The background consists of a complex pattern of overlapping triangles in various shades of red and white. A prominent white diagonal band runs from the top right towards the bottom left, creating a sense of movement and depth. The text is centered within this white band.

# **The CloudOne Partner Opportunity**

**TEAM 1**

# Today's Goals



Expand Your Managed  
Services Practice



Understand the  
CloudOne Opportunity



Fast-Ramp to  
Profitability

Microsoft CloudOne is a new as-a-service offering that simplifies cloud infrastructure management for MSPs

## Features and Functions

- Flexible deployment
- Self-contained
- Built-in Security and networking
- Pre-configured integrations to public cloud
- Perpetual 1G Splunk Enterprise

## End-User Benefits

- Reduced costs
- Faster time to market
- Reduced risk

## Top Use Cases

- Managed Networking
- Managed Security
- Enterprise Departmental servers
- Cloudserver
- IoT Application server
- Any line of business Application Server
- Backup-Disaster Recovery

**Market size:** \$2.1 billion total addressable market over the next five years

**Growth rates:** 14.5% Compounded Annual Growth Rate

**Target buyers:**

- Small Medium Business (50 – 250 employees)
- Upper Mid-Market Customers (250 – 1000 employees)
- Departmental usage in Enterprise Customers

**Competition:**

- One vendor with direct/indirect sales force
- Several hardware and software vendors that deliver similar experience via alliances at much higher cost and complexity

**Go to Market Model:** Partner Direct (Single Tier Channel Distribution)



- **Product platform**
  - New managed service revenue
  - Monitoring & reporting
  - Flexible licensing and simple deployment
- **Partner program**
  - 25% margin opportunities
  - Superior technical and account support
  - Free MSP-focused sales and technical training and NFR units
  - Aggressive demand generations and assigned MDF
  - 100% Channel-focus
- **Technology ecosystem**
  - Out-of-the-box integrations
  - Leading IT products and services



splunk >

 ConnectWise®

servicenow

## Benefits

Tier	NFR Unit	CAM Access	ICAM Access	Assigned SE	Qualified Leads	MDF	Staffing Assistance
CloudElite	Free	Y	Y	Y	Y	\$10k	Y
CloudSelect	Free	N	Y	N	N	\$5k	N

MDF

Proposal-based, upfront and vendor-funded, no matching required

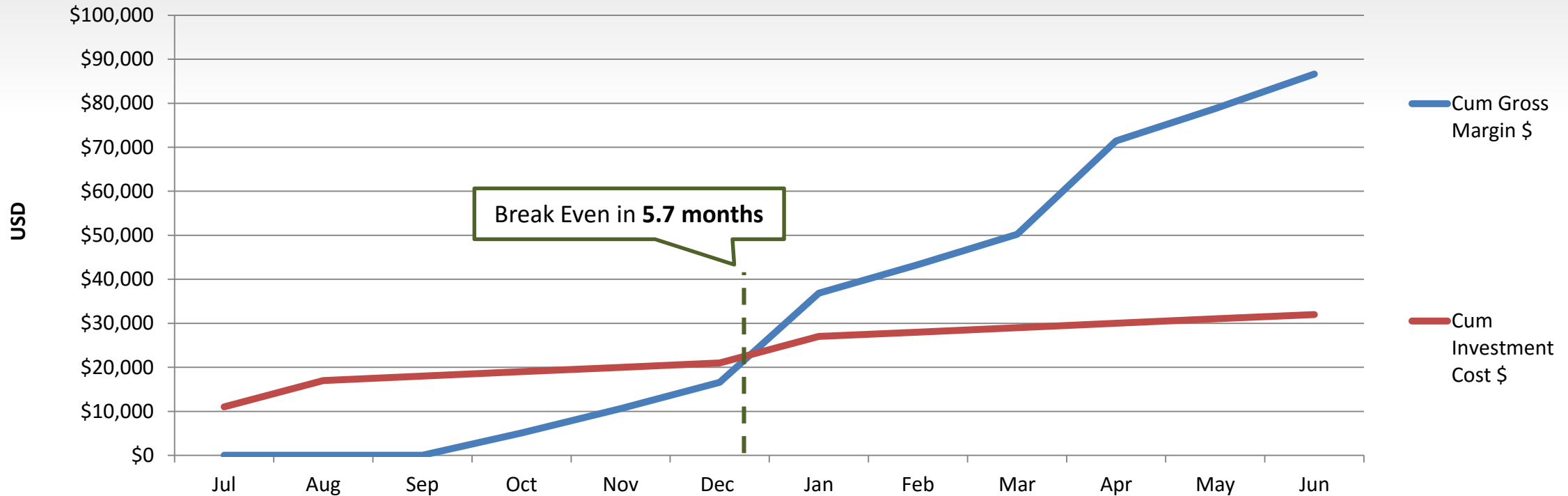
Staffing Assistance

Helping you bridge the skills-gap with access to recruiting services firm

## Requirements

Tier	Annual Revenue Commitment	Sales Certifications	Technical Certifications	Dedicated Contact	Joint Business Plan	Signed Contract
CloudElite	\$160K	2	2	1	Y	Y
CloudSelect	\$50K	1	1	1	N	Y

## Partner Gross Margin vs. Costs



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Cumulative Gross Margin \$	\$0	\$0	\$0	\$5,068	\$10,596	\$16,584	\$36,864	\$43,312	\$50,220	\$71,420	\$78,788	\$86,616
Cumulative Investment Cost \$	\$11,000	\$17,000	\$18,000	\$19,000	\$20,000	\$21,000	\$27,000	\$28,000	\$29,000	\$30,000	\$31,000	\$32,000
Cumulative Net margin	(\$11,000)	(\$17,000)	(\$18,000)	(\$13,932)	(\$9,404)	(\$4,416)	\$9,864	\$15,312	\$21,220	\$41,420	\$47,788	\$54,616

### Assumptions (based on Beta program):

2 months training sales and technical teams

Costs include 10% FTE sales resource at \$120k/yr and \$5k opportunity cost per certification

Y1 Sales: 2 On-Prem, 7 MRR mid-market sales; represents \$300k - \$400k revenue



- ✓ Agreement to join program
- ✓ Assign strategic dedicated account contacts
- ✓ Attend 15 minute On-boarding Webinar
- ✓ Start the process to receive first NFR unit







CloudOne

GET IT DONE



# **APPENDIX**

- Contract Signed
- Alignment with the CAM or ICAM
- Assignment of the dedicated partner contact
- Identify and schedule the training contacts
- Sales
- Technical Microsoft CloudOne is a new as-a-service offering that simplifies cloud infrastructure management for MSPs
- Onboarding Webinar – 15 Min automated
- Marketing discovery – Understanding capabilities and planning
- Initial target accounts Identified
- Appropriate Technical support in line in place
- Draft Business Plan

## Description

MacroSoft  
CloudOne  
Appliance

### Feature/Function

Deployable in private/public clouds and on premise  
Self contained  
Built in Security and networking  
Pre-integrated access to public cloud  
Perpetual 1G Splunk Enterprise

### Customer Benefits

**Reduced costs** around controlling access to public cloud  
Billing a resource allocation easier to manage  
Pre-integrated approach  
**Faster time to market** with broader access to customer and sales information  
**Reduced risk** with integrated security  
Automatic resourcing  
Reduced downtime and support response time

### Use Cases:

Managed Networking  
Managed Security  
Enterprise Departmental servers  
Cloudserver  
IoT Application server  
Any line of business Application Server  
Backup-Disaster Recovery

## Microsoft CloudOne is a new as-a-service offering that simplifies cloud infrastructure management for MSPs

- A **product** platform built to enable high-value managed services with simplified deployments, ongoing management, and monitoring and reporting
- A flexible partner **program** that lets you grow your business *your* way with generous margin opportunities, multiple pricing options, and superior technical and account support
- A technology **ecosystem** that delivers out-of-the-box integrations with leading IT products and services

