

The logo consists of a white circle with a red border, centered on a red background with diagonal white lines. Inside the circle, the text "MacroSoft CloudOne Connect Partner Program" is written in a bold, black, sans-serif font, stacked in four lines.

**MacroSoft
CloudOne
Connect
Partner Program**

Agenda

- MacroSoft CloudOne Overview
- Target Market and Proven Results
- MacroSoft CloudOne Connect Partner Program
- Sales Projections
- Proposed Break-Even Estimate
- Q&A

Customer needs: Managed Security and Backup-Disaster Recovery

Description and features

- Self-contained HW device + our own proprietary SW solution for cloud and IoT platforms management
 - Deployment of on-premise clouds
 - Integrated access to public cloud infrastructures

Partner Benefits

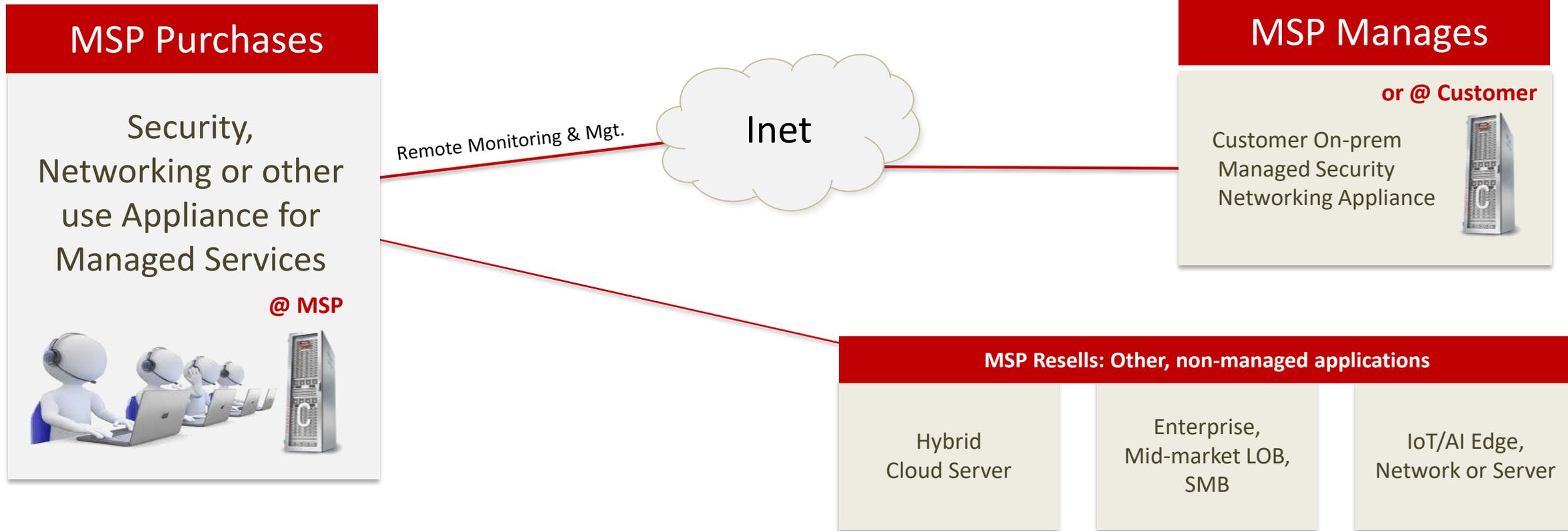
- New Revenue Stream
- May resell as part of a solution (OTC) or generate MRR
- On-premise appliance or Remote Monitoring and Management
- Hardware as a Service

Customer Benefits

- Reduced Costs
- Faster Time to Market
- Integrated security provides better visibility and threat detection
- Reduced Risks
- Regulatory Compliance

Partner & Customer Use of the MacroSoft CloudOne Appliance

Security as a Service, Networking as a Service, etc.



Target Market and Proven Results

Market size	Growth rates
\$2.1B over the next 5 years	14.5% CAGR from today to 2022
Target Customers	Opportunity Landscape
<ul style="list-style-type: none">• SMB (50-250 employees)• Upper Mid-Market (250-1000 employees)• Enterprise Departmental Usage	<ul style="list-style-type: none">• First-to-Market with integrated hyperconverged solution• CloudOne is the only channel-only offering with a robust go-to-market strategy• Low Cost/High Margin• Recurring Revenue
MacroSoft Go-To Market Plan	
<ul style="list-style-type: none">• Beta Program Testing : Complete• CloudOne Quick Connect TM Program with selected partners: Launching soon!• Second phase of CloudOne Connect Partner Program : July 2020	



Challenge:

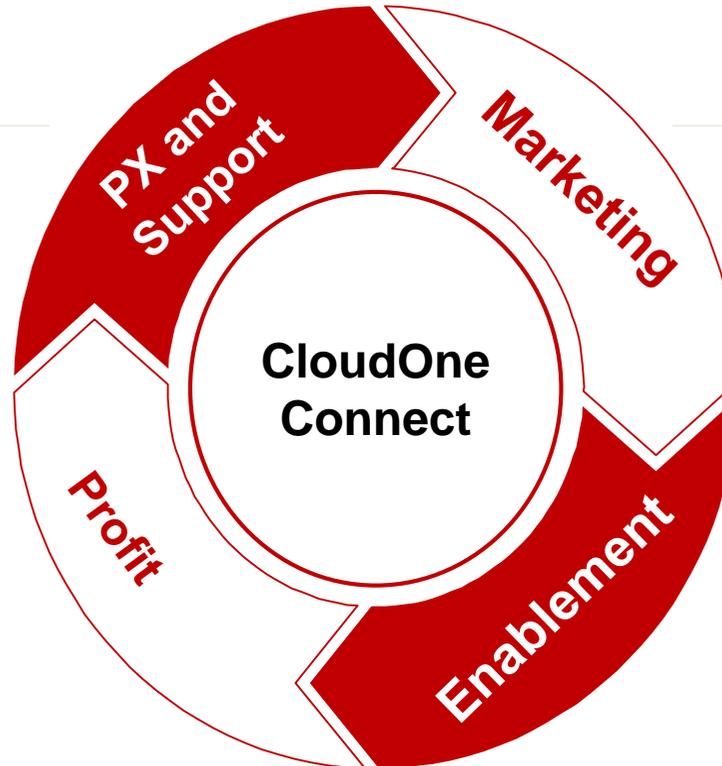
- Needed secure access to/protection/storage of patient data, records, images for regulatory purposes
- Back-up times reduced from 20-24 to 7 hours

Result:

- Reduced operating costs with a \$100K savings in capital costs

MacroSoft CloudOne Connect Partner Program

- Integration with strategic **RMMs & PSAs**
 - **24x7 helpdesk** and monitoring support for Quick Connect Partners
 - Immediate access to **level 3 service support**
 - Dedicated **PAM/PSM**
 - Partner **Portal** and Online Sales tools – use cases, reference designs
 - Online Order Management Dashboard
 - Online Business Performance Dashboard
-
- **Deal Registration**
 - Lead Distribution Program



- **Fully-Funded Marketing Development (MDF)**
 - Demand Generation
 - Co-brandable campaigns
 - Content Syndication
 - **Industry Association sponsorships**
 - Press Release with **Executive Quote**
 - Priority listing on **Reseller Locator**
-
- **Training and Best Practices**
 - **Product Roadmap** updates under NDA
 - Access to Executive Briefing Center and Solution Architect
 - Sales and Technical Certifications (webinar)
 - **Demo units and briefing center**

MacroSoft CloudOne Connect Program

Single-tier channel ONLY Program that provides you with a head start into a \$2.1B addressable market (over the next 5 years)

30 Days

- Sign Contract
- Commit to training for 3 unique individuals (Sales and Technical)
- Provisioning internal Systems Training / Portal access / PRM.

60 Days

- MDF and Marketing Planning.
- Joint business plan
- Identify 3 initial customer opportunities.

90 Days

- Customer WIN and reference.
- At least 1 POC.

180 Days

- Business review
- Marketing review
- 4 MMR Deals

Sales Projections

Forecasted Revenue of ~\$3M+ with an annual growth rate of 10%.

Partners with cloud services expertise and managed services, managed security services, and DRaaS and target healthcare vertical expertise.

CloudOne Revenue and Gross Margin per sales unit*

SMB as a Service	Monthly Revenue	OTC Revenue	Monthly Profit	OTC Profit
	\$1,550	\$3,600	\$481	\$1,152
Mid-market, Dept. Enterprise as a Service	Monthly Revenue	OTC Revenue	Monthly Profit	OTC Profit
	\$1,550	\$14,400	\$481	\$4,608
Mid-market, Dept. Enterprise On-premise		OTC Revenue	OTC Profit	
		\$70,000	\$18,900	

*Gross margins are as follows:

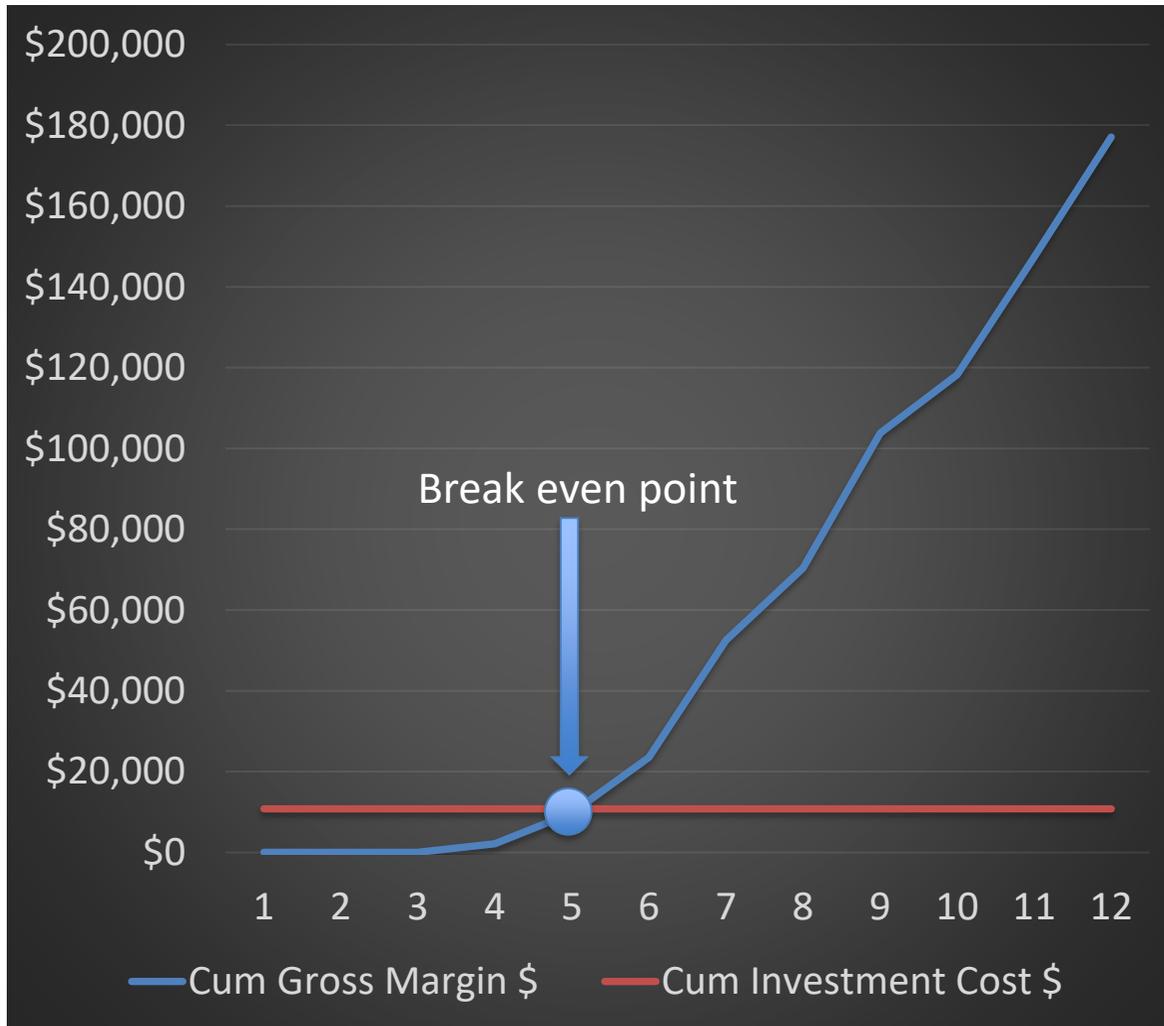
- Product, 25%
- Implementation, 32%
- Managed Services, 42%

Additional Service Offerings:

Pre- and post-sales project based services
Managed services when CloudOne is sold as a service

Services Opportunity	CloudOne on Premise	CloudOne as a Service
Pre-sales consulting, billed as a one time charge:	\$7,500	\$4,500
Implementation services, billed as a one time charge:	\$12,500	\$9,000
Additional Managed Services:	~ \$550 Per month / per system	~ \$550 Per month / per system
Product Resale (25% Discount)	CloudOne on Premise	CloudOne as a Service
CloudOne List Price (MSRP)	\$50,000	\$1,000/month

Proposed Break Even Estimate



Low cost of entry

No out of pocket

100% channel

REAL partnership

4 MRR deals to Break Even

Profit potential from recurring revenue after year 1:

\$110K

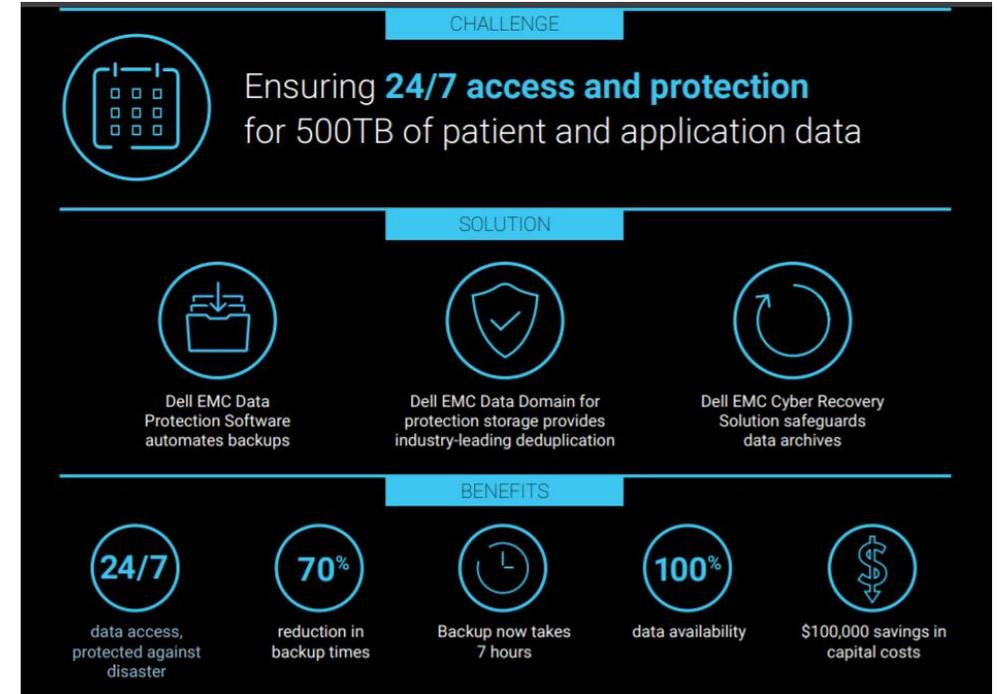
Let's WIN together!



Backup Disaster Recovery at Phoenix Children's Hospital (Healthcare)



- **Business Problem**
 - A need for: 24/7 access to and protection of patient data, records & diagnostic images
 - Archive data for 18 years, achieve regulatory compliance
 - Need fast, easy, automated backups
- **Solution**
 - MacroSoft CloudOne
- **Benefits**
 - 24/7 availability of patient records and images
 - Accelerated data restore, enhancing the user experience
 - Data access protected against disaster; Streamlines and assures regulatory compliance
 - Simplified data management, backup and archiving
 - Back-up times reduced from 20-24 to 7 hours (70%)
 - Reduced operating costs with a \$100K savings in capital costs



<https://www.emc.com/en-us/search.htm#/search/cPage=1:numP=1:query=phoenix%2520children's%2520hospital:resultPerPage=10:searchScan=null>

Appendix

The numbers...

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jan Hire, Train, Sell												
Feb Sell												
Mar Sell, Close												
Mar Sell, Impliment, Invoice/SMB Serv, Close			\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Apr Sell, Impliment, Invoice/SMB Serv, Close				\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
May Sell, Impliment, Invoice/MM Serv, Close					\$5,089	\$481	\$481	\$481	\$481	\$481	\$481	\$481
May Sell, Impliment, Invoice/SMB Serv, Close					\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Jun Sell, Impliment, Invoice/SMB Serv, Close						\$1,633	\$481	\$481	\$481	\$481	\$481	\$481
Jun Sell, Impliment, Invoice/MM Serv, Close						\$5,089	\$481	\$481	\$481	\$481	\$481	\$481
Jun Sell, Impliment, Invoice/MM Serv, Close						\$5,089	\$481	\$481	\$481	\$481	\$481	\$481
Jul Sell, Impliment, Invoice/SMB Serv, Close							\$1,633	\$481	\$481	\$481	\$481	\$481
Jul Sell, Impliment, Invoice/MM Serv, Close							\$5,089	\$481	\$481	\$481	\$481	\$481
Jul Sell, Impliment, Invoice/ent on-prem-close							\$18,900	\$0	\$0	\$0	\$0	\$0
Aug Sell, Impliment, Invoice/MM Serv, Close								\$5,089	\$481	\$481	\$481	\$481
Aug Sell, Impliment, Invoice/SMB Serv, Close								\$1,633	\$481	\$481	\$481	\$481
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Oct Sell, Impliment, Invoice/SMB Serv, Close										\$1,633	\$481	\$481
Oct Sell, Impliment, Invoice/MM Serv, Close										\$5,089	\$481	\$481
Nov Sell, Impliment, Invoice/SMB Serv, Close											\$1,633	\$481
Nov Sell, Impliment, Invoice/ent on-prem-close											\$18,900	\$0
Dec Sell, Impliment, Invoice/ent on-prem-close												\$18,900
Dec Sell, Impliment, Invoice/SMB Serv, Close												\$1,633
Monthly Gross Margin \$				\$2,114	\$7,684	\$13,735	\$28,989	\$17,773	\$33,508	\$14,418	\$29,191	\$29,672
Monthly Investment Costs \$	\$10,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Use existing sales reps	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Education opportunity cost	\$10,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
MDF Match WAIVED FOR YEAR 1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cost	\$10,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cum Gross Margin \$	\$0	\$0	\$0	\$2,114	\$9,798	\$23,533	\$52,522	\$70,295	\$103,803	\$118,221	\$147,412	\$177,084
Cum Investment Cost \$	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800	\$10,800