



**Build the Partner Program
& On-boarding Plan
Phase 2**

Cloud One Appliance



MacroSoft

Today's Meeting

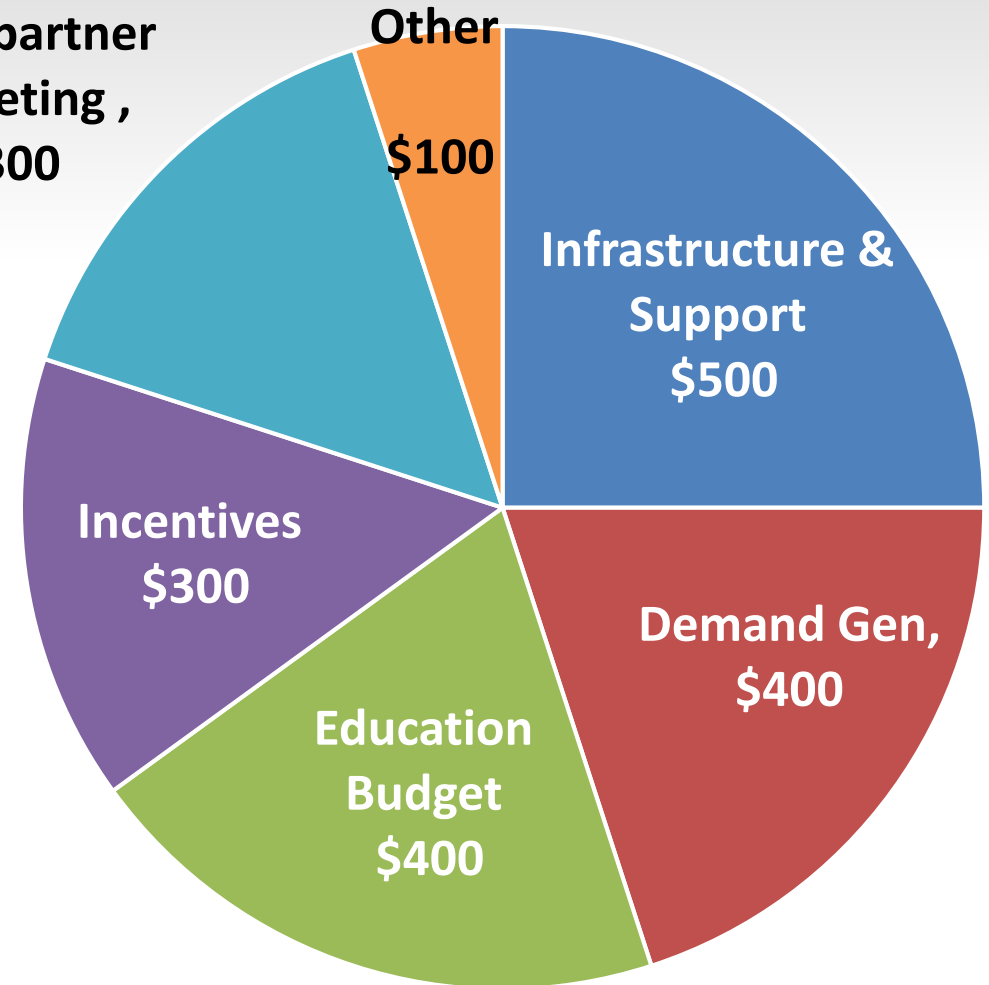
- Goal of today's meeting is to provide you an update of our Cloud One Appliance Partner Program plan and progress before recruitment of partners commences.
- By the end of this meeting, you should understand the...
 - Partner Profile
 - Budget Recap: \$2M
 - Partner Program & Elements
 - On-boarding Program
 - Path to Revenue Target
 - Success Criteria

\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

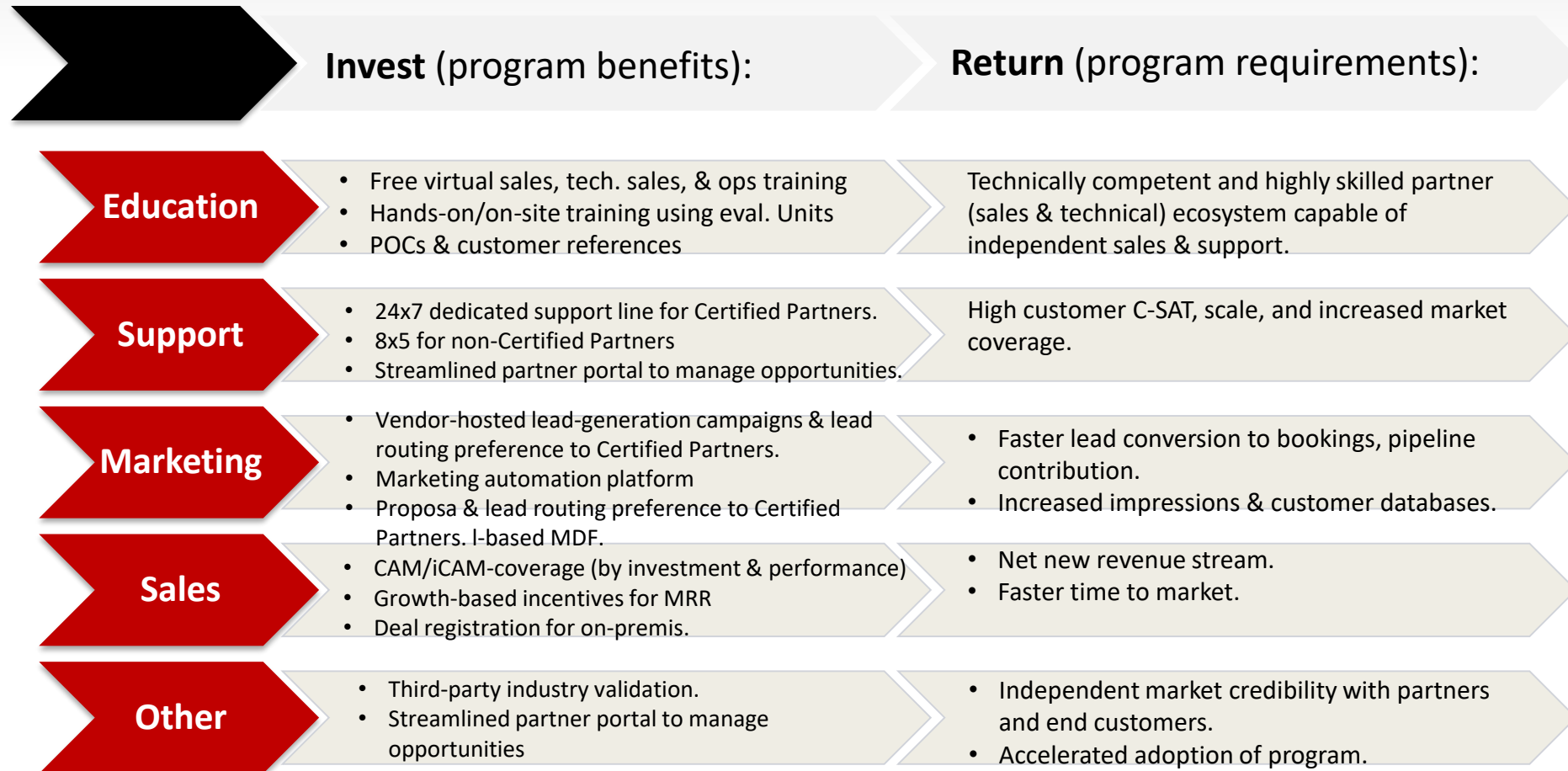
- # of partners to recruit: 60
- Typical Partner Productivity \$140,000
- First year revenue goal: \$5M represented by:
 - On-Prem: \$1.5M
 - MRR: \$3.5M

Program &
other partner
marketing ,
\$300

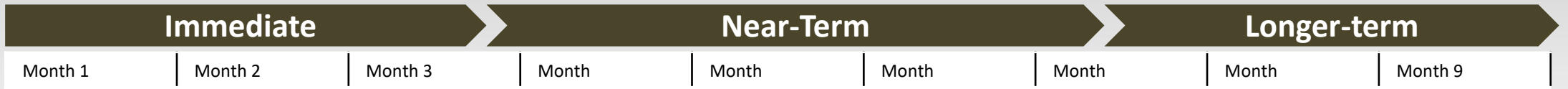


Program Elements

Ideal Partner Profile: Hybrid MSP/VAR, SMB-Mid Market Focused, Average Deal size ~\$50K with sales support and marketing resources.



On-boarding Timeline – Brand it



Administrative, Contracts, Meet & Greet

Launch Event

Invite, recruit, contracts (60 Certified Partners)

Introductions to CAMs/iCAMs

Operating Model: How to Business; portal accounts setup

Education

Bootcamp

Bootcamp

Bootcamp

Web based self-paced trainings

Demo-lab

Customer visits to CloudOne EBC

Other

JBP

JBP

JBP

Customer visits to CloudOne EBC

QBR

QBR

QBR

Measures of Success

	Q1	Q2	Q3	Q4
Partners On-boarded	15	25	10	10
Pipeline	\$2.5M	\$3.0M	\$4.0M	\$5.0M
Revenue	\$0.5M	\$1.0M	\$1.5M	\$2.0M

Activity	Goal	YTD	Notes
Partners Recruited; 60	60		
Pipeline Contribution	See Above		
Sales Training (2/partner)	60		
Pre-Sales Tech Training	36		
Marketing Training *	36		
Operations Training	30		
Demo Unit	30		
Joint Business Plan	30		
MDF (\$14k/partner)	\$420K		
Marketing Activities (40/partner/year)	1440		
Joint Sales Calls (1/month/partner)	360		
Customer Wins	\$10M		

Our Ask: Sign-off to proceed with plan.

Next Steps:

- Socialize Internally
- Train CAMs/iCAMs
- Begin partner recruitment
- Launch campaigns

Capacity Planning

Solution	ASP	Typical Sold/Year	Sub-Total
On-Premise	\$50,000	3	\$150,000
Monthly Recurring	\$1000 /month for 6 months: \$6,000	6	\$36,000
Total Average Partner Productivity / Year (List Price)			\$186,000
Less Partner Discount @ 25%			\$46,500
Net Partner Productivity / Year			\$139,500

Annual Quota	\$5,000,000
Failure Rate	40%
Partners Required @ \$139.5K to reach \$5M	36
Partners Likely Not To Execute in Year 1	24
Total Partners to Recruit	60