

# MacroSoft CloudOne Appliance

Partner Program Value Proposition

June 13, 2019

# Why Microsoft CloudOne?

1 Intro to CloudOne

2 The Market

3 Your opportunity

4 ROI

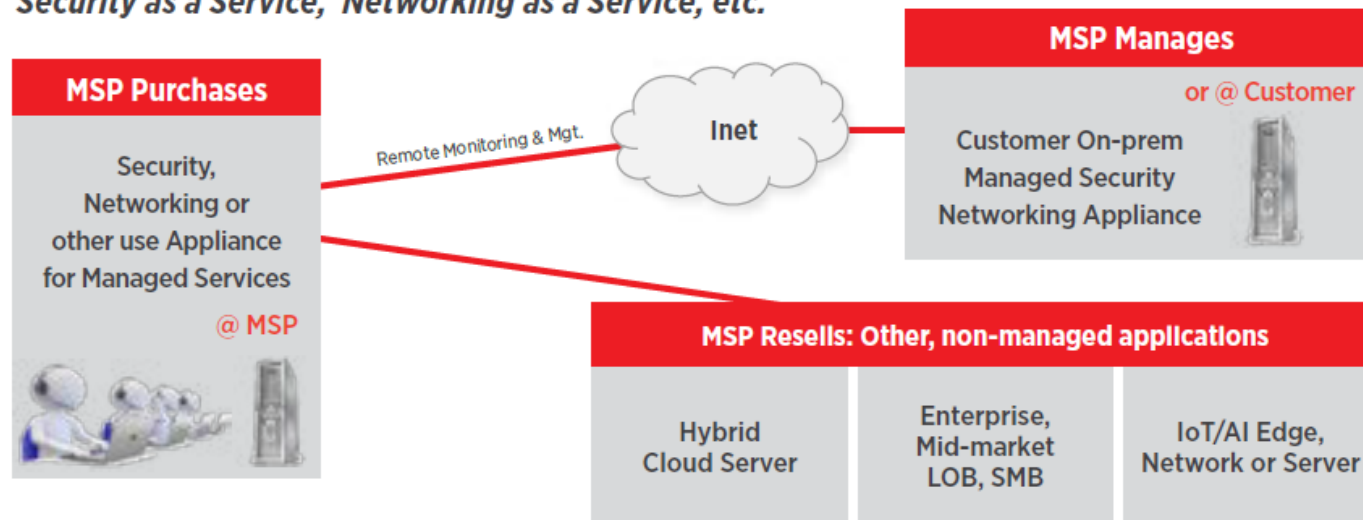
5 Benefits & Requirements

6 Getting Started

# Microsoft CloudOne Appliance Solution

CloudOne provides a unique central **cloud management appliance** from an established, **channel-only vendor**, that allows partners to offer **on-premise solutions** or as a **service** with significant **partner services** opportunities.

Partner & Customer Use of the MacroSoft CloudOne Appliance  
*Security as a Service, Networking as a Service, etc.*



# Market Opportunity

## Market Size

- ▶ Total Market size:  
**\$2.1B over next 5 yrs.**
- ▶ Annual growth rate:  
**14.5% CAGR over 3 yrs.**
- ▶ Target buyers:
  - SMB
  - Upper mid market
  - Departmental usage in Enterprise

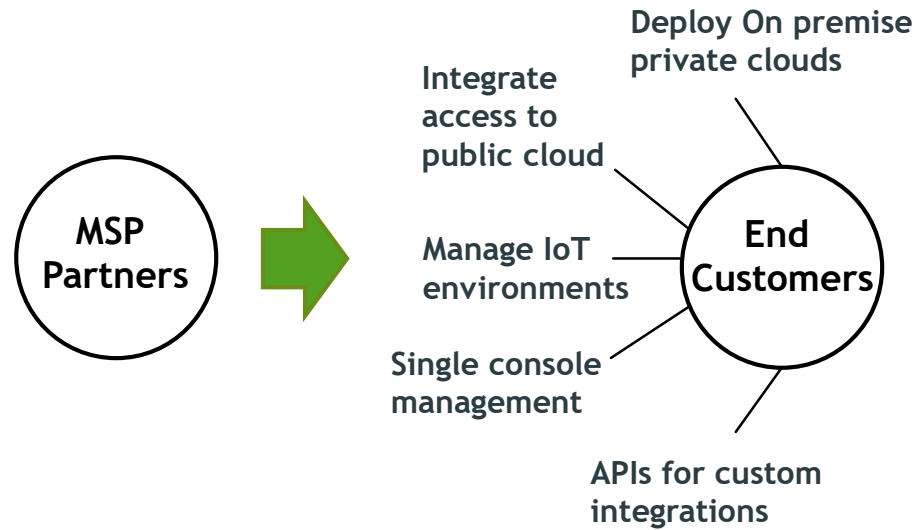
## Competitive Advantages

- ▶ Customer proven product (successful pilot program)
- ▶ Strong company brand
- ▶ Integrated solution

## Go to Market Plan

- ▶ 100% channel
- ▶ Partners with an established MSP practice
- ▶ Joint selling model
- ▶ Distribution in 12-18 months

# CloudOne Customer Viability



## Sample Target Industries

- Finance
- Pharmaceuticals
- Healthcare
- Retail
- etc

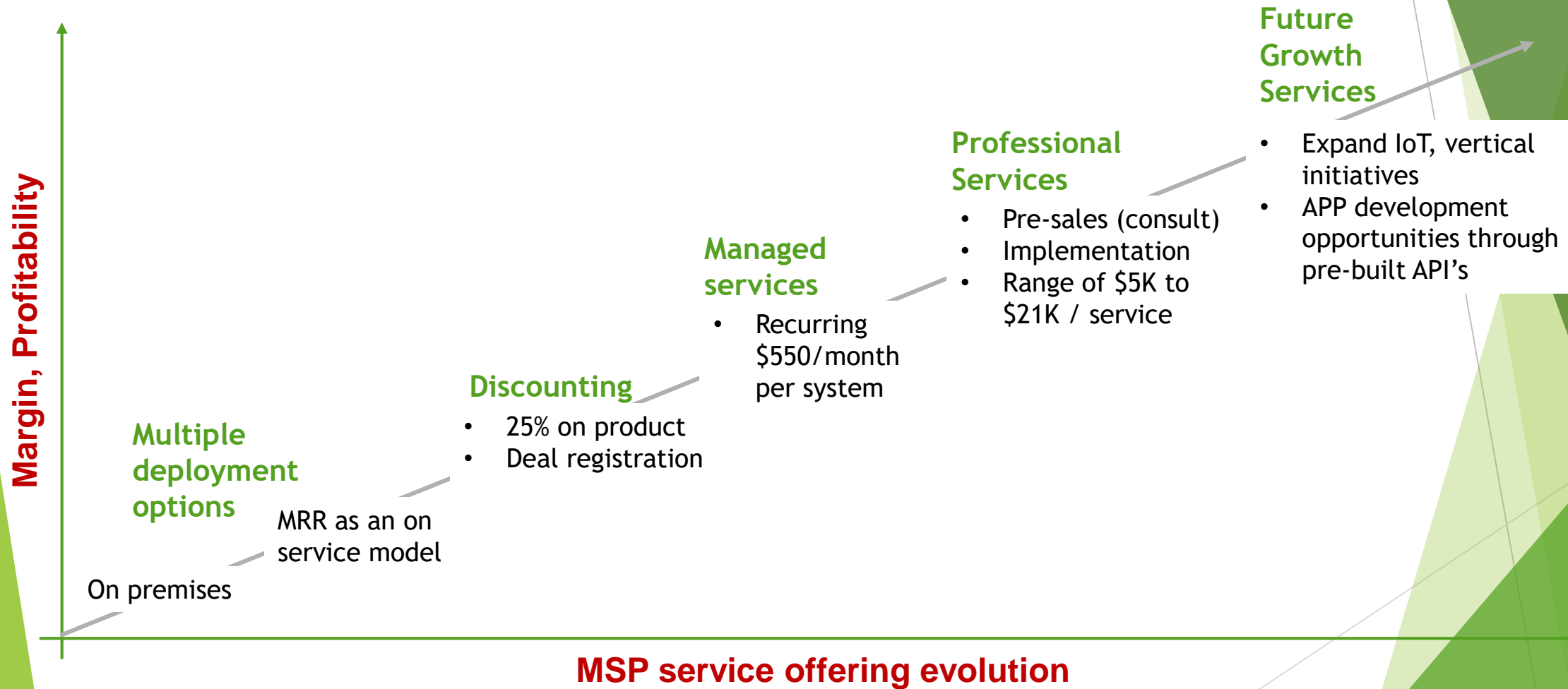
## Customer Benefits:

- ✓ Reduced risk
- ✓ Faster time to market
- ✓ Reduced cost
- ✓ Can be consumed as a service

## Use Cases

- ✓ Managed security or networking
- ✓ Digital ready infrastructure
- ✓ Hybrid cloud server
- ✓ IoT/AI server
- ✓ Backup-disaster recovery
- ✓ Any LOB or Departmental Enterprise Server

# Your Opportunity



# Your return on investment

## Ramp-Up

Month 1 & 2 - Onboard, train, sell

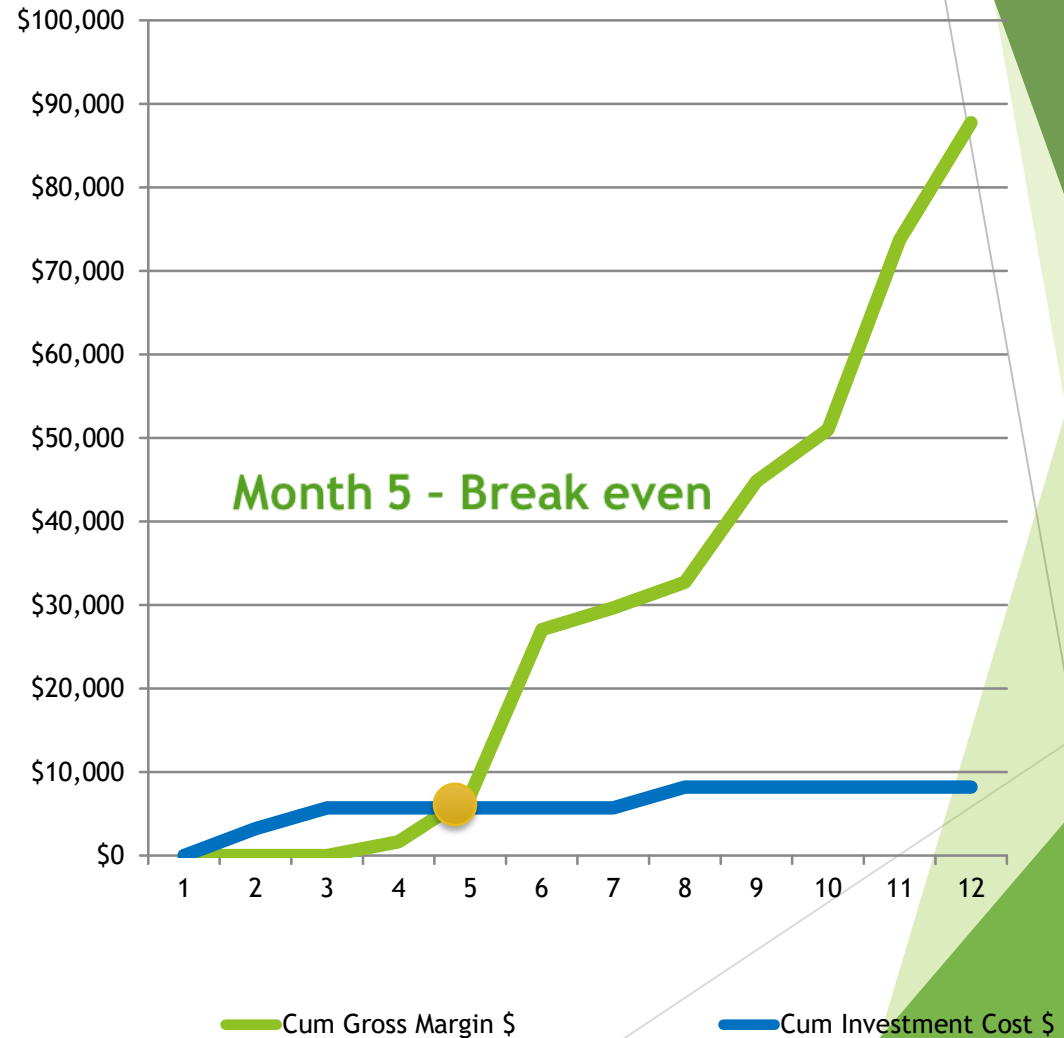
Month 3 - Sell, invoice first unit

Month 4+ - Sell, start recognizing revenue

## Product Mix

10 MRR + 2 OTC within first year

- 4 SMB as a Service
- 2 Mid-Market as a Service
- 1 Mid-Market on Prem
- 4 Dept. Enterprise as a Service
- 1 Dept. Enterprise on Prem



# Detailed Financial Summary of Investment and Return to the Partner

	Qty	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Aug	Staff, target accounts	\$0											
Sep	Complete training, start selling, Build pipeline		\$0										
Oct	First sale and invoice SMB service			\$0									
Nov	Sell, Implement, Invoice SMB service				\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Dec	Sell, Implement, Invoice Mid-Market service					\$5,089	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Jan	Sell, Implement, Invoice Enterprise On Prem						\$18,900						
Feb	Sell, Implement, Invoice SMB service							\$1,633	\$481	\$481	\$481	\$481	\$481
Mar	Sell, Implement, Invoice Mid-Market service								\$1,633	\$481	\$481	\$481	\$481
Apr	Sell, Implement, Invoice Enterprise Service									\$10,178	\$962	\$962	\$962
May	Sell, Implement, Invoice SMB service										\$3,266	\$962	\$962
Jun	Sell, Implement, Invoice Mid-Market On Prem											\$18,900	
July	Sell, Implement, Invoice Enterprise												\$10,178
	Monthly Gross Margin \$				\$1,633	\$5,570	\$19,862	\$2,595	\$3,076	\$12,102	\$6,152	\$22,748	\$14,026
	Monthly Investment Costs \$	\$0	\$3,200	\$2,500	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0
	Use existing sales reps												
	Use existing Marketing individual												
	Onsite Training/Mentoring		\$3,200										
	MDF Match			\$2,500					\$2,500				
		\$0	\$3,200	\$2,500	\$0	\$0	\$0	\$0	\$2,500	\$0	\$0	\$0	\$0
	Cum Gross Margin \$	\$0	\$0	\$0	\$1,633	\$7,203	\$27,065	\$29,660	\$32,736	\$44,838	\$50,990	\$73,738	\$87,764
	Cum Investment Cost \$	\$0	\$3,200	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700	\$8,200	\$8,200	\$8,200	\$8,200	\$8,200

Gross Margin

Investment



# Partner Program Elements

	Education	Support	Marketing	Sales	Other
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>• Free Sales, Tech Training</li> <li>• Webinars and/or Online modules</li> <li>• Advanced MSP training</li> <li>• Onsite training / mentoring</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated CAM / Sales Engineer</li> <li>• Dedicated support line</li> <li>• Demo equip. w/ setup</li> <li>• Shadow 1<sup>st</sup> install</li> </ul>	<ul style="list-style-type: none"> <li>• \$5K matching MDF</li> <li>• Concierge marketing service</li> </ul>	<ul style="list-style-type: none"> <li>• Performance incentive and SPIFFs</li> <li>• Deal reg - 5% rebate (selected deals)</li> <li>• Field assistance program</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal based investment fund for special programs</li> </ul>
<b>REQ'TS</b>	<ul style="list-style-type: none"> <li>• Sales &amp; Tech Certification: Min. 2 ea.</li> <li>• MSP operational validation</li> </ul>	<ul style="list-style-type: none"> <li>• 24X7 Level 1/2 support</li> <li>• Identify customer success mgmt process</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing plan</li> <li>• 1 Marketing dedicated resource</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Sales Executive sponsor</li> <li>• Commit to joint acct planning</li> </ul>	

**FOUNDATION**  
Sales/Tech Training, Portal, Partner Locator, Marketing & Sales Collateral

# CloudOne FAST - let's get started!

Immediate (30 days)

Near-Term (60 days)

Longer-term (90 days)



**Welcome and kickoff**

Partner agreement signed

Kickoff, core team orientation

Program & portal overview

Identify core sales & technical team

[FAST plan](#)



**Learn the solution**

Complete required Sales & Technical Presales training

Complete Partner Services & Support training

**Establish demo center at MSP partner lab**

Onsite training / mentoring



**Marketing kickoff**

**Assisted marketing plan development as needed**

Identify key verticals and target markets

Implement **FAST** marketing campaign (MDF funded)



**Build the funnel & sell**

ICAM lead validation

Joint acct. opportunity planning

Develop SPIFF program (activity / pipeline based)

**Deal architect design assistance**



**Support & feedback**

Solution optimization insights

**Customer success engagement**

**Partner Advisory Council (feedback & sharing)**



**Monitor and adjust**

**Executive sponsor visit (in 6 months)**

Growth & expansion plan

Begin joint business plan process

# Next steps

- ▶ Validation call next week
- ▶ Partnership agreement signed
- ▶ Program Kick off call by June 30