

The background features a complex geometric pattern of overlapping triangles and polygons. The color palette is primarily red and white, with varying shades of red and some light gray tones. The pattern is dynamic and modern, with a diagonal split between the red and white areas.

**MacroSoft CloudOne Appliance  
Partner Program & On-boarding Plan  
Team 4**

Cloud One Appliance



MacroSoft

## **Agenda:**

- **Program Overview**
- **Program Elements**
- **On-Boarding Timeline**
- **KPIs**

**Meeting Goal: provide overview of our rocket launch partner program and get buy-in to start recruiting**

# \$2M Partner Program Budget Background

## Capacity to Program Revenue Goal

- 46 partners to recruit during 1<sup>st</sup> year
- Typical Partner Productivity is \$144K annually
- First year revenue goal for the MacroSoft Program is \$5M

## Budget Allocations

- Infrastructure & Support: \$480K
- Education: \$470K
- Demand Generation: \$380K
- Incentives: \$325K
- Program Marketing (non MDF): \$300K
- Strategic Initiatives: \$95K

- Typical partner will sell 10 deals in the first year
- 70% of deals will be MRR, 30% pf deals will be on premise
- Assumption of 30% failure rate of partners
- Goal of 35 productive partners @ \$144K per partner by end of year

# Program Elements

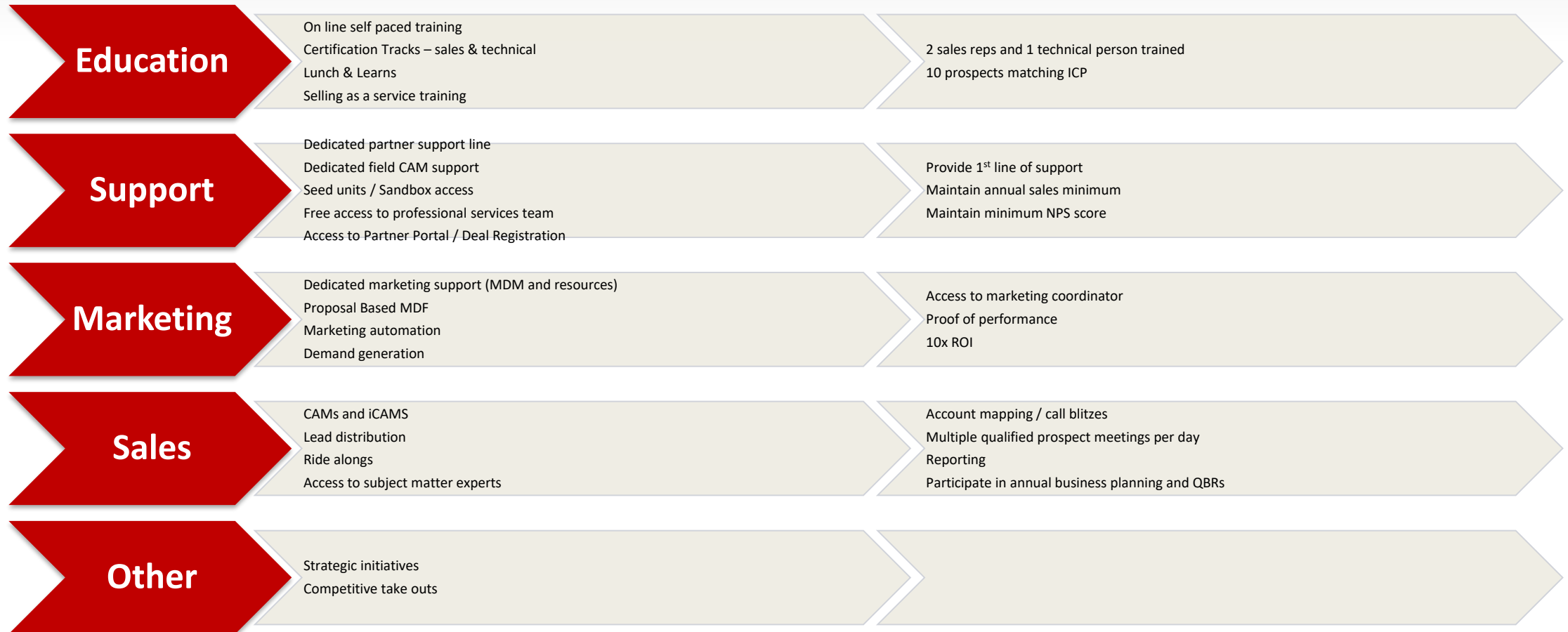
## Ideal Partner Profile:

Hybrid VAR/MSP with at least \$3M annual revenue (35% HW, 25% SW, 40% Services – 50% managed)

Must have 2 cloud offerings and at least 1 public cloud offering

Dedicated sales, technical staff and marketing coordinator

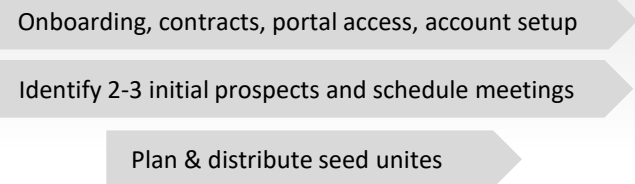
Concentration in SMB & mid market



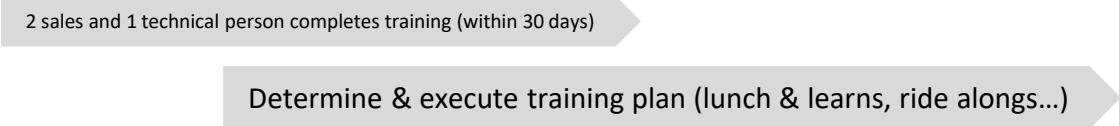
# On-boarding Timeline – MacroSoft CloudOne Appliance Rocket Launch



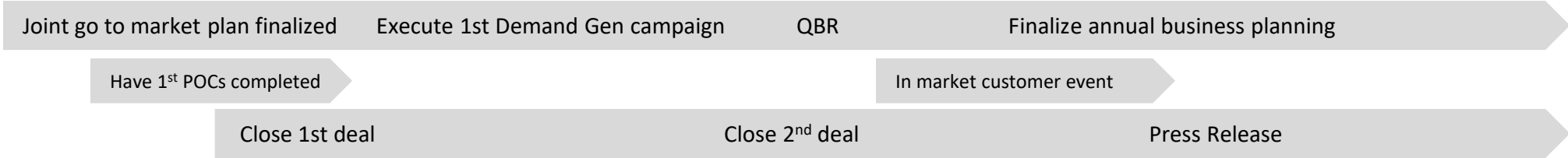
## Administrative, Contracts, Meet & Greet



## Education



## Marketing & Sell



## Other

- Develop & execute strategic initiatives to drives sales
- **X**

# Measures of Success

	Q1	Q2	Q3	Q4
Partners On-boarded	12	18	24	30
Pipeline	\$5M	\$12M	\$15M	\$18M
Revenue	\$0.5M	\$1.2M	\$1.5M	\$1.8M

Activity	Goal	YTD	Notes
Partners Recruited	46		
Active Partners (made it to Lift Off)	35		
Sales Training (2/partner)	70		
Pre-Sales Tech Training	35		
Marketing Training	35		
Operations Training	35		
Demo Unit or Sandbox environment	35		
POCs completed	175		
Joint Business Plan	35		
MDF (average \$10k/partner)		Investment: \$350K ROI: \$3,500K	
Marketing Activities (8/partner/year)	280		
Joint Solutions Consultants (1/month/partner)	420 meetings		
Customer Wins	\$5M		

# Next Steps

1. Launch date agreement
2. Internal roll out
3. Plan execution