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**CloudOne Elevate Partner
Program Overview -
Team 4**

Agenda:

- Program Overview
- Background
- Program Elements
- Onboarding Timeline
- Measures of Success
- Next steps

Market Opportunity:

\$2.1B Total Addressable market over the next 5 years

14.5% CAGR from 2017 to 2022

Our Solution:

CloudOne Elevate Partner Program

Enable, Empower and Accelerate Your Journey to the Cloud

We've created a Program for a strategic group of Partners to enable them to sell a Partner Only Cloud Management and IoT platform. This will generate growth and scale into the future for our company.

\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- First year revenue goal: \$5,000,000
- 56 Partners required to meet Revenue Goal
 - Assuming 30% failure rate
 - 14 existing and 42 new
- Typical Partner Productivity: \$120,000 Net

Partner Profile:

- Regional or local solutions provider with managed service capabilities
- Offers at least 2 cloud services
- Has partnership with cloud providers
- Capacity to meet our program requirements

Budget Allocations

1	Incentives (OPEX only)	\$320
2	Demand generation funds (Includes all MDF)	\$400
3	Program or other partner marketing excluding MDF	\$300
4	Infrastructure and support (includes portal)	\$480
5	Education budget	\$400
6	Other	\$100
Total Allocated		\$2,000

CloudOne Elevate Program Elements



Give (program benefits):

Get (program requirements):

Education

FastStart Incentive program
CloudOne Learning Path
Cloud Design Workshops

1 dedicated sales person
1 dedicated technical SE trained

Support

CloudOne Elevate Concierge – dedicated support line and resource
Evaluation Units

Managed Service Practice required
Level I and Level II Support

Marketing

Co-branded campaigns for both new and existing customers,
Demand Generation Support,
Available MDF, Dedicated Field Marketing Manager

Marketing resource identified

Sales

Account Planning with CAMs
Deal registration
MRR Uplift for Partner Company, High Attach Services

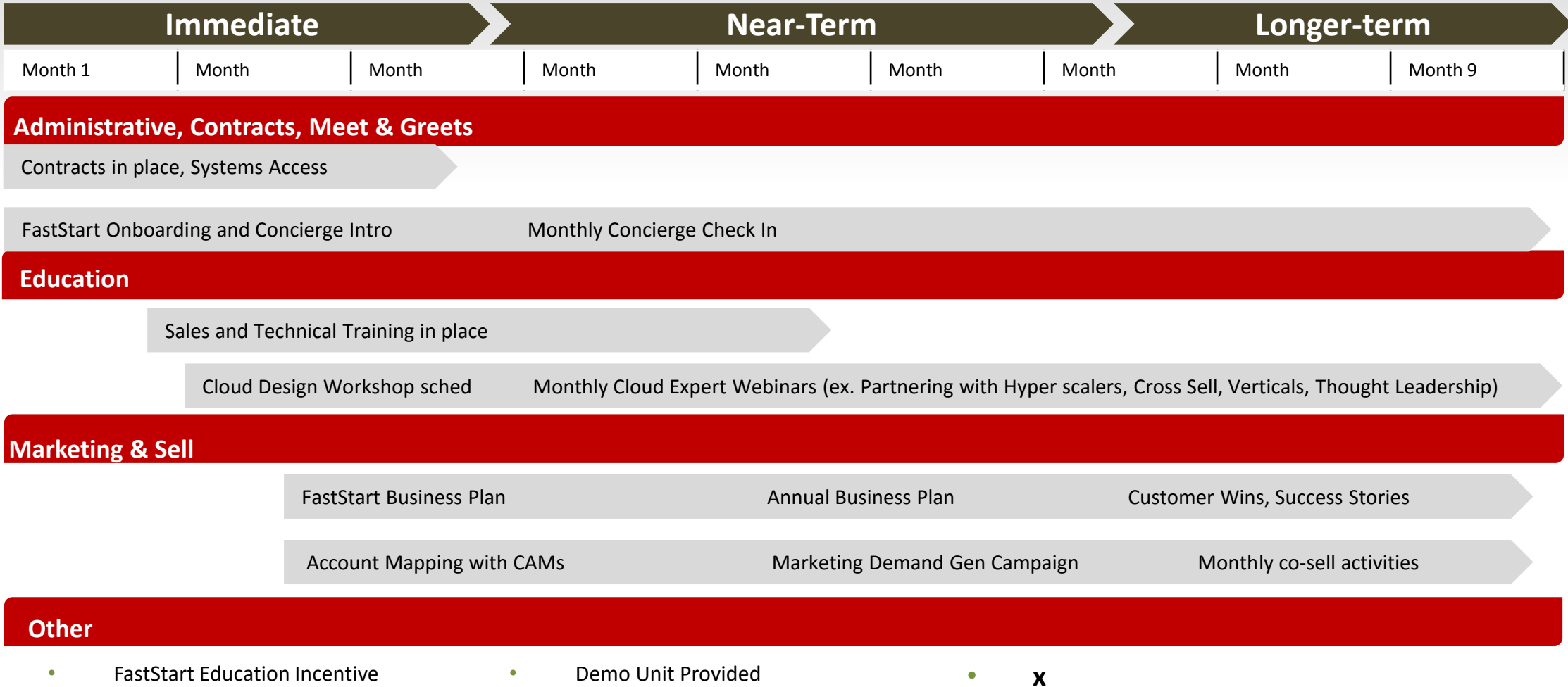
Business Plan agreed to with CAM, sales target accepted

Other

Strategic Project Funding

Mutual CloudOne Partnership Agreement
FastStart Onboarding, Annual Business Plan, QBR

On-boarding Timeline – CloudOne Elevate FastStart Onboarding



Measures of Success

	Q1	Q2	Q3	Q4
Partners Onboarded	14	28	42	56
Pipeline	\$ 2,688	\$ 5,376	\$ 8,064	\$ 10,752
Revenue	\$ 1,344	\$ 2,688	\$ 4,032	\$ 5,376

Activity	Goal	YTD	Notes
Partners Recruited	56		
Successful Partners	42		
Sales trained Individuals	112		
Pre-sales Tech Training Individuals	56		
Marketing Trained Individuals	56		
Ops Training	56		
Demo Unit	56		
Joint Business plan	56		
MDF - Project based	\$300K		
Marketing Activities - 20/partner/year	1120		
Joint sales calls - 1/partner/month	672		

Our Ask:

Your endorsement to build out a program to bring partners to the cloud with us.

Thank you.