

The logo features a blue cloud shape with the text "MacroSoft Access Partner Program" centered inside it. The cloud is set against a white oval background, which is itself centered on a red background with a pattern of thin, white, curved lines radiating from the center.

**MacroSoft
Access
Partner Program**

Introducing the MacroSoft **Access Partner Program**

Overview

- **CloudOne Value Prop**
 - Reduce costs
 - Faster time to market
 - Reduced risks

- **Partner Program Value Prop**
 - Access to cutting-edge product & sales enablement
 - Profit & Ease of Added Services opportunity
 - Ease of Doing Business & Ongoing Support
 - Access to Macrosoft Strategy and Leadership

MacroSoft Access Partner Program: \$2M Budget Background

Capacity to Program Revenue Goal

- # of partners to recruit: **45**
 - Need **33** Partners to sell 3 on-prem & 9 MRR each
- Typical Partner Productivity **\$191,250**
- First year revenue goal: **\$5M**

Budget Allocations	
Infra & Support	\$525,000
Education	\$400,000
Demand Gen	\$425,000
Incentives	\$300,000
Program Marketing	\$300,000
Other	\$50,000

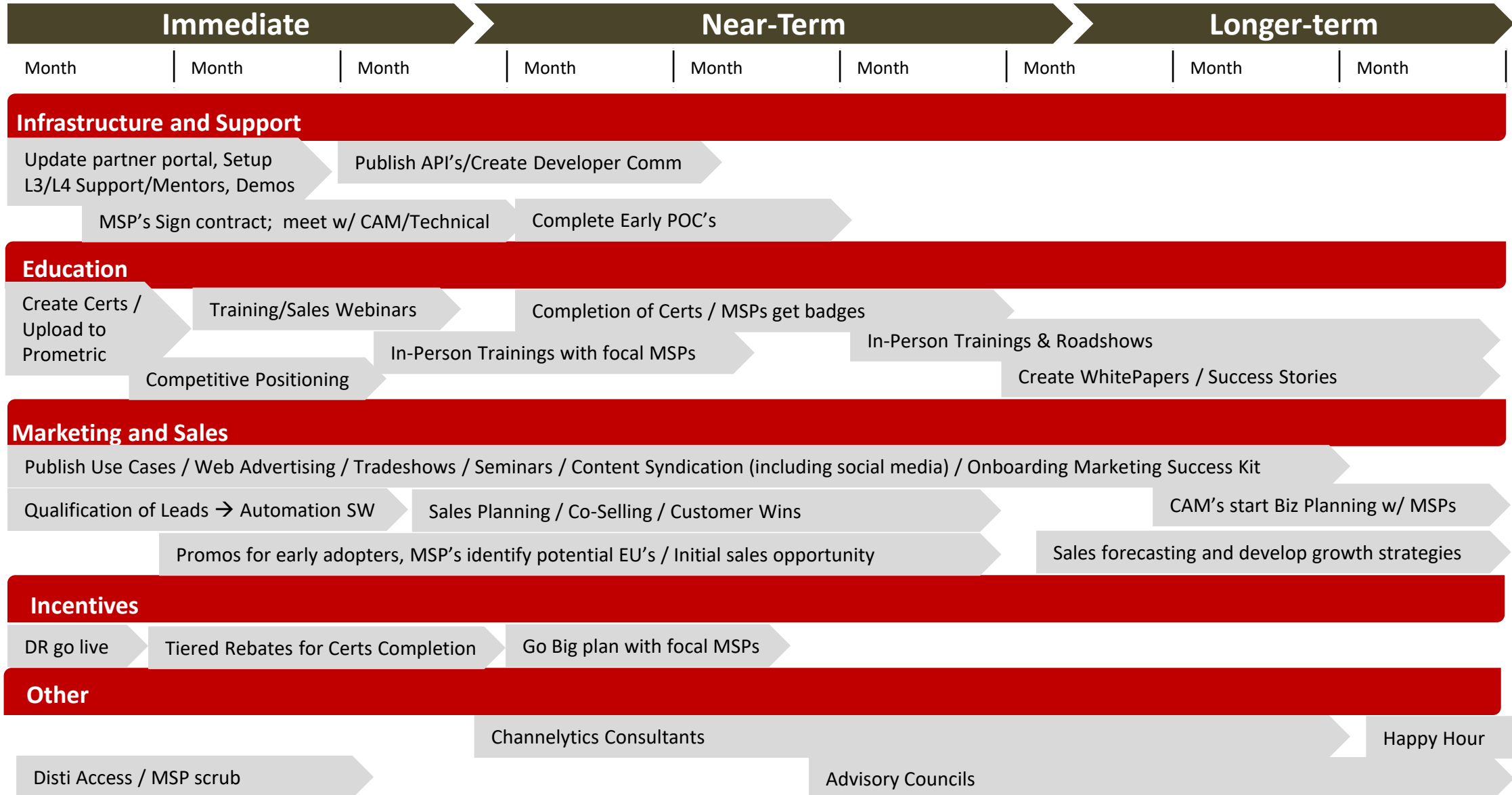
Ideal MacroSoft Partner

- Small to medium size MSPs that offer 2+ cloud services
- 50%+ revenue from services
- Have partnership with at least one public cloud provider
- \$3M to \$50M in annual revenue with growth rate of 10%
- Experience & success selling HW, SW & Cloud (dedicated sales staff)
 - Relationships with IT and business DMs
- Ideal: ability to custom application builds

Program Elements

	PARTNER BENEFITS	MACROSOFT BENEFITS
Infrastructure & Support	<ul style="list-style-type: none"> Pre-sales architects Technical & Adv Svcs mentor Eval units Portal Online community L3/L4 support concierge 	<ul style="list-style-type: none"> Create/Update account & contacts Commit to trial & customer meetings Develop engaged community
Education	<ul style="list-style-type: none"> Technical training Tiered incentives for certification Product roadshows Logo usage Find A Partner Demos 	<ul style="list-style-type: none"> Minimum # people certified based on size/revenue Awareness / Expertise
Demand Gen	<ul style="list-style-type: none"> MDF \$ & events Qualified lead gen Content syndication Agency support Mktg coordinator Materials & tools Training & mktg concierge 	<ul style="list-style-type: none"> Invite # end-users to events Developing customer interest & base
Incentives	<ul style="list-style-type: none"> Deal registration Spiffs for partner sales “Beat Comp” incentive 	<ul style="list-style-type: none"> Drive sales behavior Increased attention & focus
Program Mktg	<ul style="list-style-type: none"> Partner roadshows Partner Showcase & Networking Groups Communications 	<ul style="list-style-type: none"> Engagement & commitment Broader Partner audience
Other	<ul style="list-style-type: none"> Partner & Customer executive high-touch events Advisory Councils with executives Preferred Disti marketing & access 	<ul style="list-style-type: none"> Executive leads & feedback BP lead gen & warm hand-off to CAMs

RAMP (Rapid Acceleration Measured Performance) Program



Steps to Success

Through our **RAMP onboarding program**, we will

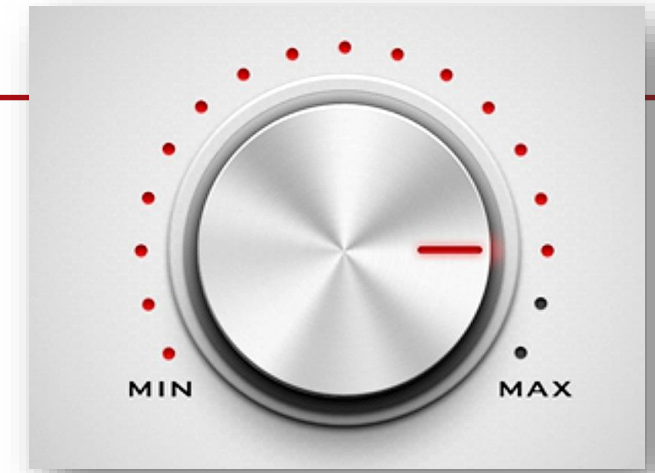
- Support, enable & empower Partners
- boost self-service
- Improve efficiencies, strengthening collaboration
- Be transparent
- Provide visibility

Partner Steps to Success

1. Register – on our Partner Portal to access great tools and resources.
2. Opt In – on our Partner Portal to get important communications and updates from us.
3. Update your profile – to be display on our partner directory / locator.
4. Engage with your Partner Manager – to align on business model and competency learning.
5. Delivering – align your support process and access useful support tools, guides and best practices.
6. LET'S BE SUCCESSFUL TOGETHER!

Critical Success Factors (Dashboard)

	Q1	Q2	Q3	Q4
Partners On-boarded	5	10	15	15
Pipeline	\$1.5M	\$3.6M	\$4.5M	\$5.4M
Revenue	\$500K	\$1.2M	\$1.5M	\$1.8M



Activity	Goal	YTD	Notes
Partners Recruited	45		
Active Partners (RAMPed Up)	33		
Sales Training (2/partner)	33		
Pre-Sales Tech Training	33		
Marketing Training	33		
Operations Training	33		
Demo Unit	33		
Joint Business Plan	33		
MDF & Demand Gen	\$425K		\$12.8K each
Program Marketing Activities	\$300K		\$9K each
Joint Sales Calls	1,584		4 calls/partner ea month (11 reps)
Customer Wins	\$5M		SIGNIFICANT UPSIDE

Summary

1. \$2M investment

2. \$5M Revenue & 45 Partners in 2020

3. Let's do this!

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