



MacroSoft Partner Program

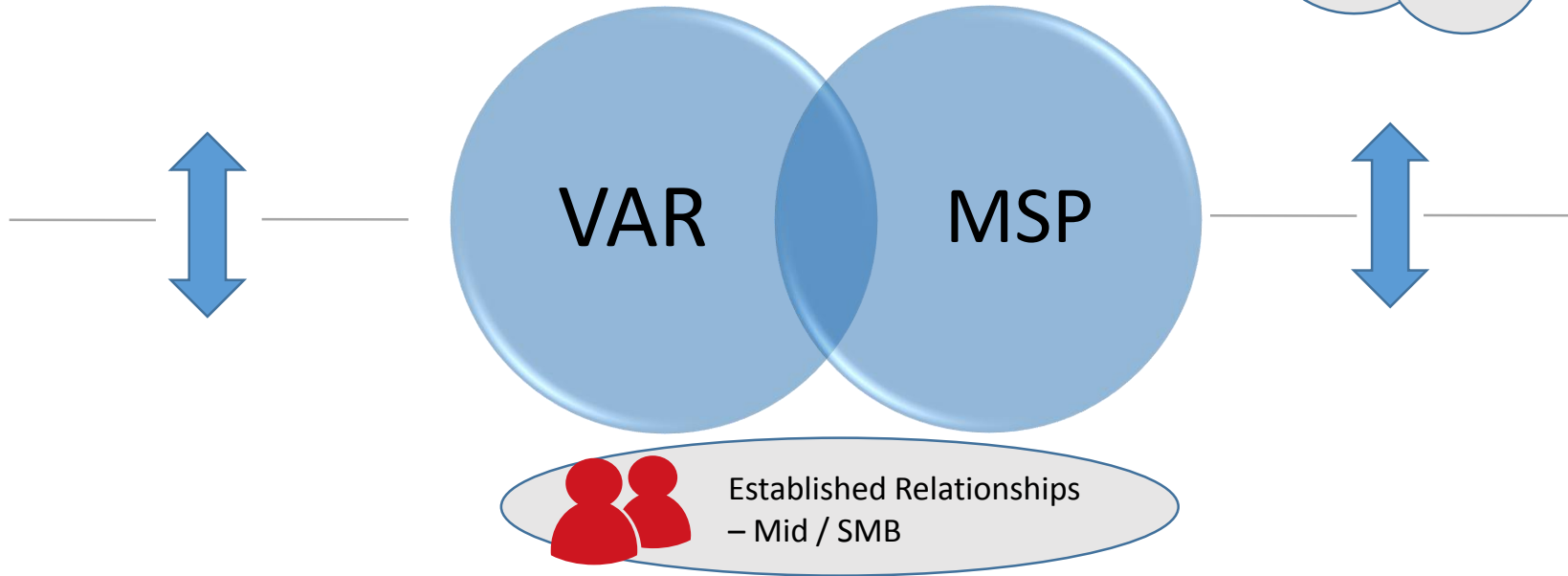
May 2017

What?

- *Develop Cloud Partner Program to successfully launch new CloudOne product via the VAR and MSP Channel to drive \$10M revenue year 1.*
- ✘ MacroSoft Goals include:
 - ✘ Successfully Recruit the “Right” Channel VAR and MSP Partners for greater sales velocity, scale and quicker ramp time. Minimum 55 partners with 60% success rate and average productivity of \$320K
 - ✘ Program will become the future platform for growing revenue to \$150M - \$250M
- ✘ Partner Goals include:
 - ✘ Compelling ROI / Quick time to Value
 - ✘ Simple and profitable (product and services)
 - ✘ Access to compelling technology / solutions for their customers

MacroSoft Channel Partnership model

- ✓ New Cloud Offering
- ✓ Channel Support and Training
- ✓ Marketing Expertise & Support
- ✓ Channel Centric History
- ✓ Margin Rich Solutions via Resale or MSP
- ✓ Services Support & Expertise



- ✓ Quicker Time to Market
- ✓ Access to Installed Customer Base
- ✓ Cloud Services expertise
- ✓ Access to Vertical Markets
- ✓ Cloud Ready Sales teams
- ✓ Services expertise

MacroSoft Partner Program Budget Background

\$2M Investment

Channel Education
Demand Gen & MDF
Incentives
Infrastructure & Support
Program & Other

Partner Landscape

Pre-vetted Partners: 55
60% partner Success Rate
Partner Perspective Average
Growth Rate: 10%
Average Partner Sales:
\$325k
Total Sales: \$10.4M

Program Impact

Highly Committed Partners
Supported by Key
Investments
Accelerated Partner
Pipeline with Exclusive New
Opportunities

Requirements & Benefits

	Gives (Requirements)
Education	<ul style="list-style-type: none"> Min. 1 Sales: CloudOne Sales Professional training
Support	<ul style="list-style-type: none"> Min. 1 Technical: CloudOne Technical Professional training
Marketing	<ul style="list-style-type: none"> Min. 1 Marketing: co-market CloudOne, utilize MDF
Sales	<p>Joint Business Plan for one of the following for CloudOne:</p> <ul style="list-style-type: none"> VAR model: Selling 8 resale deals in year 1 MSA model: Selling 12 MSA sales in year 1 Hybrid VAR/MSA model: Sales equivalent based on mix
Other	<ul style="list-style-type: none"> Annual total revenues of \$3M/year, and YoY growth 10%+ Service revenue 40% of business, and 50% of that is Managed Services Offer 2 cloud services Have partnership with at least one public cloud partner Ideal: application development skills

(Gets) Benefits
<p>Profits! Wrap your services around CloudOne:</p> <ul style="list-style-type: none"> Pre-Sales consulting Implementation services Managed services Services to help some customers take advantage of the advanced features of CloudOne
Margin. 25% product discount, plus special pricing opportunity
Account management and sales leads from CAMs and iCAMs
Professional Services and Technical resources to mentor and assist partners ensure customer success
MDF and co-marketing agency to support partners
Partner Portal access including sales and enablement tools, marketing campaigns and tools
Demo equipment access
Partner Advisory Board

Partner Time Line to Value and Productivity

30

Partner Onboarding

- ✓ Contracts
- ✓ Welcome Kit / program guides
- ✓ CAM iCAM / introduction /walk thru partner tools
- ✓ Joint Account planning
- ✓ Review MacroSoft Value Prop with sales teams
- ✓ Completion of Sales, Technical and Services learning paths certifications
- ✓ Access to Deal Registration

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Ramp

- ✓ CAM /icam joint calls /mentorship
- ✓ First joint order closed \$\$\$
- ✓ Lead dispatch
- ✓ Tools and IP sharing
- ✓ Review use cases with partner sales teams
- ✓ Professional Services Shadowing continued
- ✓ Marketing training for Demand generation activities

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Develop

- ✓ Ongoing sales, technical and professional services advanced tracks
- ✓ On-going Field Mentoring and teaming
- ✓ Demand generation tools
- ✓ Co-marketing funds based on achievement
- ✓ Joint sales activities
- ✓ On-going access to technical support help desk

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Grow

- ✓ Continued MDF investments for co-developed projects / demand generation
- ✓ Self-sufficient
- ✓ On-going Joint business planning
- ✓ Partner Advisory board participation if meet criteria



PARTNERSHIP EXCELLENCE

MacroSoft Success Metrics

	Q1	Q2	Q3	Q4	Year End
Partners On-boarded	20	20	15	TBD	55
Pipeline (leads)	\$2M	\$4M	\$6M	\$10M	\$22M
Revenue	\$500k	\$2M	\$3M	\$4.5M	\$10M

Activity	Target Qty.	Timing	Notes
Partners recruited	55	Q1-Q3	Aggressive recruitment in Q1 & 2
Active partners (made it to lift off)	32	Q1-Q3	By targeting top candidates Q1/Q2 hope 32 by end Q2
Sales training	55	Q1-Q3	Within 1 week of joining program (on-demand webinar)
Technical training	55	Q1-Q4	Within 1 week of joining program (on-demand webinar, and three 2-day F2F sessions offered in local region)
Services Mentoring	32-55	Q1-Q4	Focus on top partners / opportunities
Joint Business Plan	55	Q1-Q3	Template available; within 1 week of signing
Joint Sales Calls	1/mo/partner	Q1-Q4	Utilizing 6 CAMs, and also Prof. Services & Technical
Demo Unit	40	Q1-Q4	40 units available
MDF allocated	\$300K	Q1-Q4	\$10K available to 30 partners (proposal based)
Marketing activities	\$200K	Q1-Q4	MacroSoft corporate "air cover" (advertising)
Customer wins	\$10M	Q1-Q4	Need VAR to win 8 deals each; MSP to win 12 deals each (or hybrid mix equivalent)

Summary

1.

Our Ask

- Your Continued Support
- Executive Sponsorship

2.

Next steps

- Begin Partner Recruitment
- Conduct Metrics Tracking
- Monthly Review with Leadership