



MacroSoft

CloudOne



MoneyTree

Partner Program Guide  
Review

June 16, 2016

# Today's agenda

- Partner program overview
- Measures of success
- Investment

## Goal of today

Agreement on approach and approval of cost allocation and KPIs

**The Goal of MoneyTree (year 1):**  
50 Active Partners

**\$10M**

# Program Overview

Benefit	Member	Premier	Elite
Partner Account Manager	Inside	Inside or Field	Field Based
Assigned Marketing Manager	Limited	Shared	Yes
Sales Engineer Support	Limited	Shared	Yes (batphone)
Partner Portal	Yes	Yes	Yes
Partner/User Conference Invitation	Yes	2 ticket FOC	5 tickets FOC
Executive Sponsorship	Limited	Available	Available
Partner Advisory Council – Eligible	Available	Available	Available
NFR	FOC	FOC	FOC
MDF	Proposal based	Proposal based	Proposal based

Requirements	Member	Premier	Elite
Revenue (per year)	NA	100K	250K
Sales & technical certification (per year)	NA	1 Sales, 1 Tech	1 Sales, 1 Tech

# Program Road Map



On Board

Enable

Market

Sell

Manage

- Business goals & planning
- Program Guide review
- Initial sales & technical training plan
- Operational overview – who's who
- Marketing goals & planning

- Sales, technical, & managed training underway
- Demo install & technical mentoring

- Sales Targeting
- Marketing events
- Joint marketing collateral
- Customer assessment

- Joint sales activities
- Product demonstrations
- Sales forecast & pipeline management

- Business review
- Assessment of sales activities – plans to accelerate
- Joint growth strategy
- Ecosystem review and collaboration

*Vendor  
Partner*

# KPI's



*Vendor  
Partner*

# Onboarding – Steps to Success

On Board

30 days...  
hit the ground  
*running*



- Business goals and planning
- Program Guide review
- Initial sales and technical training plan
- Operational overview – who's who at Progress
- Marketing goals and planning
- What is the Progress ecosystem?

60 days...  
ready to  
*engage*



- Technical Training underway
- Sales targeting
- Introduction to sales opportunities
- Demo Installs
- Operational alignment

90 days...  
*accelerate*



- Joint sales activities
- Customer assessments
- Product demonstrations
- Product installs
- Customer success stories
- Marketing events
- Empowerment and enablement in high gear

1<sup>st</sup> year...

**You're ready and so are we!**

- 1<sup>st</sup> year business review
- Assessment of sales activities – plans to accelerate
- Sales forecasts and pipeline management
- Joint growth strategy
- Ecosystem review and collaboration
- Progress Partner and user events



# Partner enablement timeline

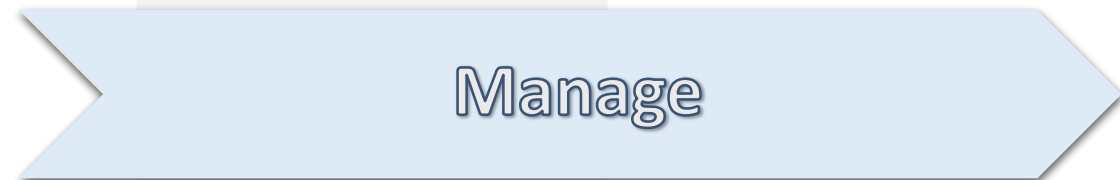
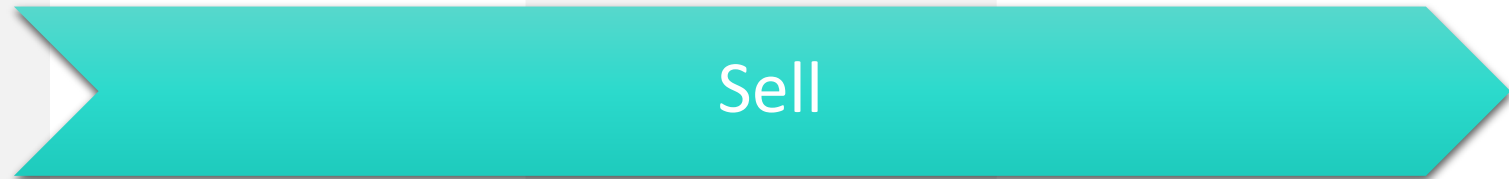
30 days

60 days

90 days

180 days

12 month





# Investment

Number	Program Element	Program Element Cost/ Unit					Number of Units	Total Cost	Valid Range for Number of Units Field	
		\$5K	\$10K	\$15K	\$20k	\$25k			MIN	MAX
Note: \$750K Maximum per Program Element										
1	Incentives (OPEX only)	✓	✓	✓	✓	✓	14	\$350	1	30
2	Demand generation funds (Includes all MDF)	✓	✓	✓	✓		20	\$400	1	37
3	Program or other partner marketing excluding MDF	✓	✓	✓	✓		22	\$440	1	37
4	Infrastructure and operations (includes portal)	✓	✓	✓			30	\$450	1	50
5	Education budget	✓	✓				26	\$260	1	75
6	Other	✓					20	\$100	1	150
							<b>USED</b>	<b>\$2,000</b>		
							<b>MAXIMUM</b>	<b>\$2,000</b>		

# Next steps

- Executive approval:
  - Of program and approach
  - Of KPI's
- Quarterly Business Reviews