



Team Workshop Phase 2

Recruit the Right Partners

MacroSoft CloudONE – Hybrid Cloud for Your SMB Customers

CloudONE Solution

- Elastic access, management and access allocation for Hybrid Cloud
 - Public Cloud Integration
 - Simplified Access to Corporate Cloud Data
 - Ideal DevOps environment for Platform as a Service (PaaS)
 - 20 beta case studies available
- Reduce the sprawl and unnecessary access
- Faster time to market for your customer with departmental billing
- Reduce your customers shadow IT giving them more visibility
- Provide compute, storage and performance with reduced business risk

Opportunity

Target Market are the 500 business between 50 and 1000 employees in a 50 radius



Benefit of Joining Our CloudONE Partner Community Today

What's in it for You

- 75% of your customers are using Cloud
- 100% of CloudONE Sales are Channel
- Services attach average of 35%
- Basic System is \$15k to \$25k
- Advanced System is \$50k to \$75k
- Your GP target is 35%
- We've identified 500 customers we can help you target
- Your existing 25 customers will all benefit
- \$25k profit target per deal
- Pull through more existing solutions
- Competitor is direct sales force

CloudONE Partner Program

Standard Benefits - \$15k

- NFR Installation Support
- Technical Certification
 - 1 hour Technical Overview Webinar
 - Day 1: On-site technical training \$2k/person
 - Day 2: Installation, Pre-sales, deploy, trouble shooting
- Customer event for existing customers
- Multi-touch Co-marketing Campaign
 - Email 500 prospects within 50 miles
 - Follow-up call optional
- Technical Support - Level 1 Free

Fast 50 Quick Start - \$0

- FREE NFR with Installation
- FREE On-Site Technical Certification
 - 1 hour Technical Overview Webinar
 - Day 1: On-site technical training \$2k/person
 - Day 2: Installation, Pre-sales, deploy, trouble shooting
- Customer event for existing customers
- Multi-touch Co-marketing Campaign
 - Email 500 prospects within 50 miles
 - Follow-up call optional
- FREE 1-year Technical Support (all levels)

Requirements

- Purchase and Install CloudONE (NFR)
- 2 Technical Certifications
- 2 Sales Certifications
- \$50k Revenue

Financial Summary of Investment & Return to the Partner

5% Basic Discount + 30% Deal Registration Discount

Break even with your first sale of Basic Model at \$25k

Cash Flow Model						
Partner Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
License Revenue at List Price (SRP price to customer)	\$25,000	\$50,000	\$100,000	\$200,000	\$400,000	\$775,000
Partner Services/Training Revenue (50% of License)	\$12,500	\$25,000	\$50,000	\$100,000	\$200,000	\$387,500
Total Partner Revenue	\$37,500	\$75,000	\$150,000	\$300,000	\$600,000	\$1,162,500
Partner Contractual Discount %	35%	35%	35%	35%	35%	
Partner Contractual License Transfer Price to MacroSoft	\$16,250	\$32,500	\$65,000	\$130,000	\$260,000	\$775,000
Partner Gross Profit Before Investments						
Partner Realized SW Gross Margin (Lic Rev - Transfer Price)	\$8,750	\$17,500	\$35,000	\$70,000	\$140,000	\$271,250
	35%	35%	35%	35%	35%	
Partner Services/Training Margin (Services Rev)	\$12,500	\$25,000	\$50,000	\$100,000	\$200,000	\$387,500
	100%	100%	100%	100%	100%	
Total Partner Gross Profit before Investments	\$21,250	\$42,500	\$85,000	\$170,000	\$340,000	\$658,750
Partner Costs						
Training Costs	\$4,000	\$0	\$8,000	\$0	\$16,000	\$28,000
Certification Costs	\$0	\$0	\$0	\$0	\$0	\$0
Other Expenses	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Total Partner Costs	\$14,000	\$10,000	\$18,000	\$10,000	\$26,000	\$78,000
Partner Costs % License Rev	37%	13%	12%	3%	4%	7%
Total Partner Profit						
Total License-only Profit	\$7,250	\$32,500	\$67,000	\$160,000	\$314,000	\$580,750
Total License & Services Profit	\$19,750	\$57,500	\$117,000	\$260,000	\$514,000	\$968,250
% Revenue	53%	77%	78%	87%	86%	83%

Next Steps

- Sign Contract
- Schedule Training Quick Start