

Enablement Program – Capacity Planning → Success Metrics

Revenue Goal: \$10m

Total # of Deals required:

Traditional - On Prem:	292 Deals	\$9.5m
Cloud:	78 Deals	\$500k

(assumptions: 75% of customers select On Prem/ 25% select Cloud)

Total # of Partner Recruits Required: 74
(assumptions: partners avg 1 deal per month, and 50% failure rate of onboarded partners)

Total # of Success Partners Recruited: 37
(10 months of revenue after partner onboarding, 37 successful partners required)

Monthly Dashboard Metrics

Tracking performance against capacity plan:

- # of active selling partners
- # of partner sales and technical trained

Partner requirements to participate in Stratus Partner CloudOne Program

Attend Training

- Online sales training for 2 people
- 3 day Technical training 1 person
- POC shadowing

Marketing

- Host 2 MDF activities in first 6 months

Planning and tracking

- Develop joint business plan
- Commit to Quarterly reviews

Partner Revenue goal - **\$270,000**

Our Benefits:

- Create Market Awareness
- Create technical ability to deliver the solution
- Allows us to capture market share
- Pipeline visibility
- Access to install base
- Enables our \$10M goal

Lightning Bolt Stratus Partner CloudOne Enablement – Ramp Plan



30-days

On-boarding

- Executive meetings-build plans
- Identify sales rep for onsite sales training
- CAM kick off email to field
- Partner portal logins
- Deal Registration Access
- Account mapping field sales
- Schedule the first customer introduction seminars
- Access marketing kits



60-days

Commitment

- Complete online training
- Storm Chaser POC Deployment Program– Partner SE shadowing Macrosoft SE
- MDF planning and budgeting
- Provide partner 4 opportunities – first customer call
- Set up direct line technical support
- Ship demo kits



90-days

Acceleration

- Send out joint press release
- Offer marketing concierge service
- Business plan review
- Complete POC training
- 1st POC Training - \$250 SPIF

Partner
Checkpoint

Partner
Checkpoint

Partner
Checkpoint

Partnering for Success – Stratus Partner CloudOne Program Benefits



