

# MacroSoft

Team #1

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# About MacroSoft's CloudOne Solution

## Cloud One

Appliance that provides the ability to deploy on prem private clouds, integrated access to public cloud infrastructure AND ability to manage cloud environments from a single management console

- Comprehensive Cloud Management Platform
- Built-in security and networks
- Pre-integrated access to most major public cloud offerings
- Perpetual 1G license of Splunk Enterprise
- 30-90 day sales cycle
- 2 business models
  - 50,000 ASP on Prem
  - 1,000 per month as a service



# Customer Value Proposition

Target: SMB (50-250

Mid Market: 250-500

Enterprise departmental customers



- Control Access to public or internal cloud systems in a single platform
- Assign cost to departmental usage in a billing, resource platform
- Lower basic IT costs with a pre-integrated approach
- Improves sales, support and customer service teams by leveraging one platform
- Built-in security provides better visibility and threat detection
- Improved response for support due to an integrated approach of all your customers platforms

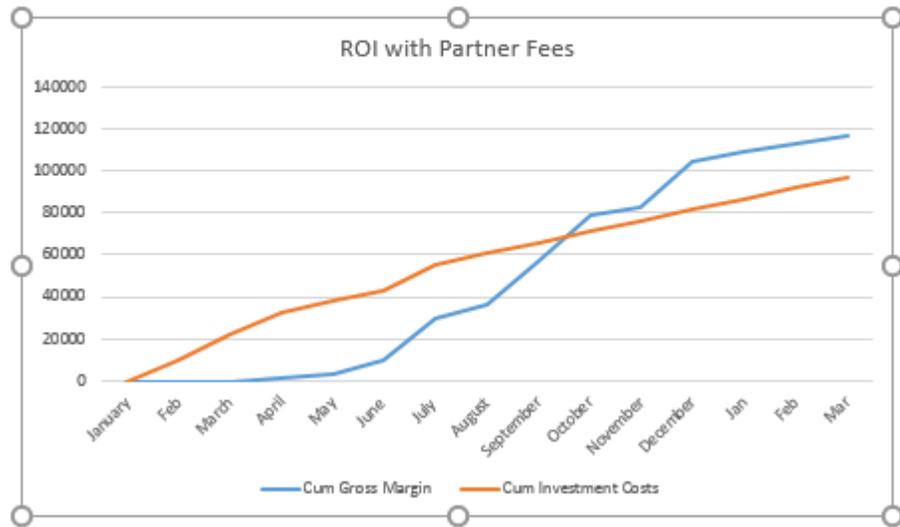
# Value to you, the Partner

## Why should you invest?

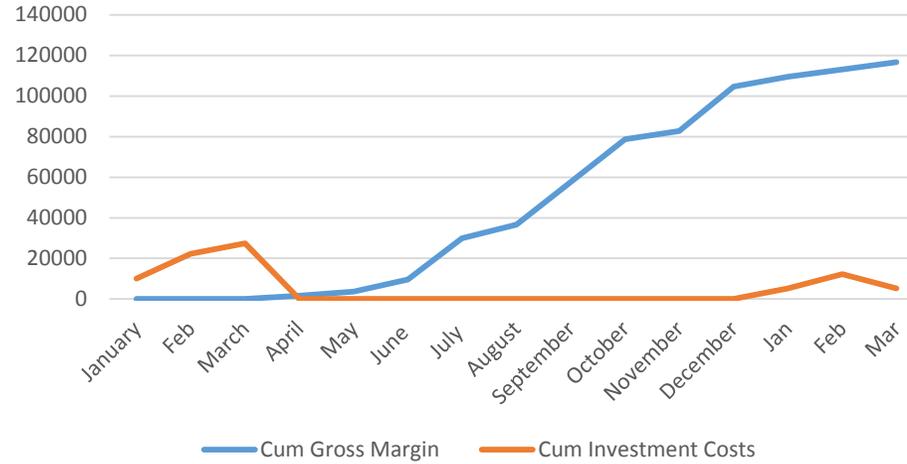
- Profitability:
  - \$50,000 list price, 35% discount to partners +add on services
  - Presales consulting opportunity of 10-15% of total system price
  - Implementation opportunity 25-50% of system price
  - Revenue by month 3, profitable by month 10
  - SMB 17,712 total contract value, \$460 month profit
  - Mid Market - \$21,168, \$460/month
  - On Prem - \$26,460, \$210/month
- 2.1B market over next 5 years (high potential for growth)
  - Few viable competitors
- Channel-only model
- CloudOne tested by 20 beta customers using (including MacroSoft IT)
- MacroSoft Partnership investment

# Breakeven Chart

## Breakeven with Partner investment



## Breakeven with MacroSoft investment



Upfront cost assumptions:

½ dedicated sales rep

3 days tech education training

14K Marketing Funds

(Fees waived for 1<sup>st</sup> year)

# Program Benefits

## Support Strategy

- Market Awareness
  - Enablement
  - Training
  - Sales Tools
- Marketing
  - Incentives
  - Investments



# Partner Requirements

## Training:

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

## Marketing:

2 MDF activities in first 6 months

Account mapping

Monthly cadence call

Quarterly reviews

1<sup>st</sup> year Revenue goal - \$375,000

# Partnering for success

## Investments and Incentives

6% rebate for each appliance sold

\$14K in MDF match

½ funded full time Sales Rep

## Demand Generation

- Targeted advertising
- Tradeshow participation
- Joint seminars
- Lead generation
- Marketing collateral

## Training and Enablement

- Technical training
- On-site sales training
- Competitive selling workshop
- Web-based training

## Sales Tools and Support

- Sales playbooks
- Web portal
- Deal registration
- Competitive selling tools
- Direct access to technical support
- Professional services concierge
- Dedicated Channel Account Manager

# Next Steps

- Signed agreement
- Schedule partner onboarding meeting
- Joint business planning
- Onsite training
- Go to Market execution
- Make \$ !!