



# Channel *Take Off* Enablement Plan

# Today's Meeting Objective

- The objective of today's meeting is to gain management approval of proposed Channel *Take Off* Enablement Plan and budget
- Budget was developed with Channel Sales, Operations and Enablement teams
- Revenue Goals:
  - \$10M in 12 months
  - 30 active partners selling ~\$330K annually in Year 1

# Channel *Take Off* Enablement Program Overview

- Target partner list sourced from CRN of high propensity partners
- Monthly, quarterly, yearly milestones with Partners
- MacroSoft benefits:
  - Structured ramp time
  - Predictability
  - Low Cost (25k) vs. expected Partner performance (330k)
  - Fast Delivery (Portal and training material completed)

# Channel *Take Off* Enablement Components



# Management Dashboard

Activity	Goal	YTD	Notes
Partners Recruited; 60	60		
Active Partners (made it to Lift Off); 30	30		
Sales Training (2/partner)	60		
Pre-Sales Tech Training	30		
Marketing Training	30		
Operations Training	30		
Demo Unit	30		
Joint Business Plan	30		
MDF (\$14K/partner)	\$420K		
Marketing Activities (40/partner/year)	1200		
Joint Sales Calls (1/month/partner)	360		
Customer Wins	\$10M		

# Summary and/or Next Steps

- Executive Approval
- 3 Partners waiting to sign and get onboarded
- Monthly Dashboard Review with Management
- Gather feedback and adjust

# Budget



## ChannelMasters®

TEAM:

CHANNEL NAVIGATOR™

Number	Program Element	Total Cost
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Note: \$750K Maximum per Program Element

Number	Program Element	Total Cost	Number of Units Field		Percentage
			MIN	MAX	
1	Incentives (OPEX only)	\$75	1	30	3.75%
2	Demand generation funds (Includes all MDF)	\$220	1	37	11.00% funding for partner-led events
3	Program or other partner marketing excluding MDF	\$260	1	37	10.00% Brand awareness, industry events, industry reports, white
4	Infrastructure and operations (includes portals)	\$600	1	50	30.00% Content, PoC
5	Education budget	\$750	1	75	37.50% Tech, Sales, business development
6	Other	\$95	1	150	7.75%
		\$2,000			
		\$2,000			
OCTOBER 2016 CLASS KICKOFF WORKSHOP		\$0			0%