



Welcome SoCloud!

Better Together

Microsoft Cloud1 Solution

Microsoft Cloud1 Solution

Single cloud/IoT infrastructure managed services solution composed of a high availability, mission critical server with industry leading Microsoft software

Cloud1 features

- Comprehensive cloud management platform
- Self contained hardware unit
- Built in security and network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- Perpetual 1G license of Splunk Enterprise

Customer Benefits

Capability to install a single device which enables deployment of a variety of cloud environments suitable for their business enabling...

- Reduced Costs
- Faster time to market
- Reduced risks

Sales Cycle

- SMB/Mid-market
30-60 days
- Enterprise
30-90 days

Pricing

Partner Price
= \$650 per month/per appliance

End customer List Price
= \$1000 per month/per appliance

Approximate users per appliance = Up to 200

Proven technology in production with 20 referenceable customers!

Microsoft Cloud1 Solution Market Perspective

Market Opportunity: ~ \$1.2B in 2016, ramping to ~\$2.1B in 2020

Target Customer Segments: SMB, Mid-market, Enterprise Departments

Typical Buyer: Organizations with 10-1000 users

Target Customer Solutions: Hybrid Cloud Implementations, Integration to Public Cloud Systems, Simplified Access to Corporate Cloud Based Data, Application Development Environment

How does Cloud1 compare to similar offerings from other vendors?

- Channel friendly compared to Direct Cloud
- Inexpensive vs. Large HW and SW vendors solutions offering (especially for SMBs)

Better Together

- Premier Southern California Cloud Partner
 - \$3M in annual revenue
 - Specializing in Cloud solutions
 - 10% YoY growth
 - Well known in SoCal
- Seasoned Sales and Managed Services Organizations
 - 25% services revenue with established recurring revenue model
 - Experience in selling cloud solutions to LOB and IT
- Appliance Solution complements current product portfolio
 - Private, public and hybrid cloud
- Best of breed technology
 - Faster time to market
 - Lower cost
 - Reduce risk
- Expands Services Portfolio
- Builds your reputation as a market leader
 - First to market
 - Market Differentiator
 - Builds upon your current skill sets
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Our Business Relationship

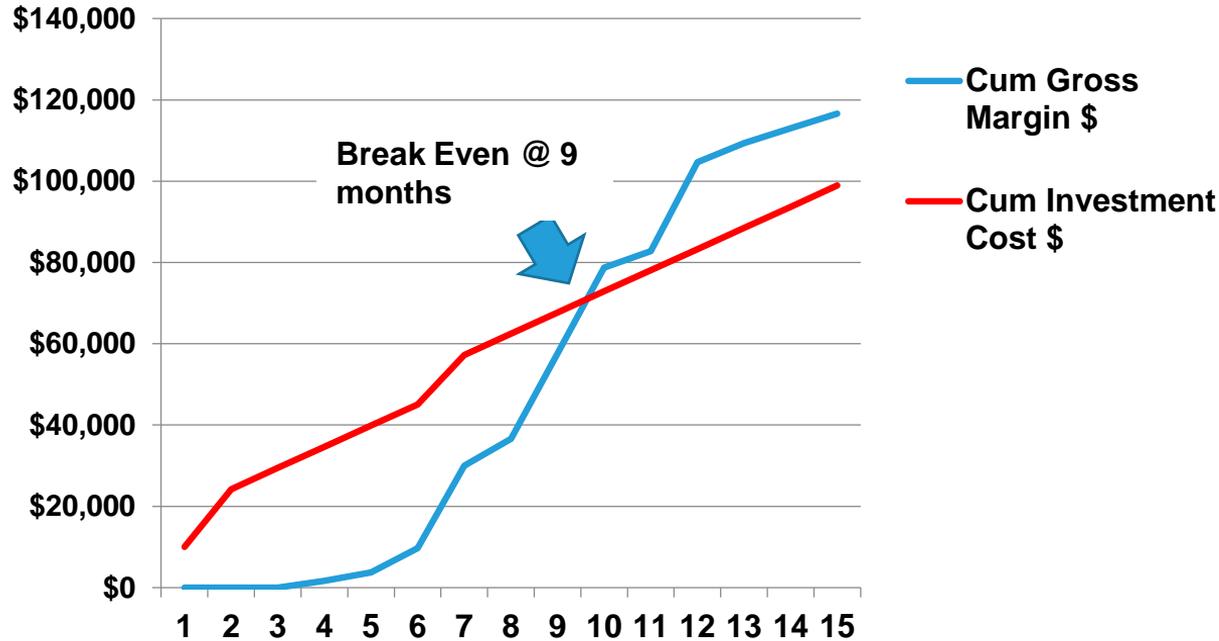
Macrosoft Investments

- Channel-ONLY Go to Market
- Proven Appliance solution with reference customers
 - Faster time to market, easy to sell, implement, service
- Free Training
 - eLearning
 - Demo Unit
- Competition
 - One semi- competitive products
 - Exclusive territory for 1st year
- Marketing
 - Awareness marketing → customer demand
 - Qualified Prospect database
 - MDF reimbursement up to \$7K
 - Marketing assets, tools
- Sales
 - Channel Account Manager in SoCal
 - Joint business planning
 - Sales support, joint sales calls
- Support
 - Expedited support services to SWAT Team

Elite Partner Investments

- Product
 - Lead with Macrosoft appliance
- Training
 - ½ Dedicated Sales Rep
 - Dedicated Pre-Sales Tech
- Marketing
 - Integrated marketing plan
 - Promote to install base & prospects
 - 10 marketing events/quarter
 - Website, social, digital, in-person
 - Quarterly ROI reporting
- Sales
 - Joint business planning
 - Upsell to install base
 - Joint sales calls with MacroSoft CAM
 - Respond to MacroSoft leads within 24 hours
 - Monthly forecast reporting

Cloud1 Financial Summary – Break Even Analysis



Assumptions

- Time to ramp - 3 months (Hire, Train, Sell)
- Close deal/month for 10 months
 - 4 Enterprise On Prem
 - 2 SMB as a Service
 - 3 Mid-market as a Service
- Partner Investments
 - Half a dedicated sales rep
 - Complete Technical Education
 - Match \$7K MDF

Microsoft Cloud1 Solution Next Steps

- Sign the Contract!
- Identify your contacts
- Schedule training

Cloud1 Financial Summary – RoI Detailed Analysis

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Jan	Hire, Train, Sell												
Feb	Sell												
Mar	Sell, Close												
Apr				\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
May					\$1,618	\$460	\$460	\$460	\$460	\$460	\$460	\$460	
Jun						\$5,068	\$460	\$460	\$460	\$460	\$460	\$460	
Jul							\$18,900	\$210	\$210	\$210	\$210	\$210	
Aug								\$5,068	\$460	\$460	\$460	\$460	
Sep									\$18,900	\$210	\$210	\$210	
Oct										\$18,900	\$210	\$210	
Nov											\$1,618	\$460	
Dec												\$18,900	
Jan	Sell, Implement, Invoice/SMB Serv, Close												
				\$1,618	\$2,078	\$5,988	\$20,280	\$6,658	\$20,950	\$21,160	\$4,088	\$21,830	
	\$10,008	\$14,208	\$5,208	\$5,208	\$5,208	\$5,208	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	
	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	
	\$4,800												
			\$9,000					\$7,000					
	\$10,008	\$14,208	\$5,208	\$5,208	\$5,208	\$5,208	\$12,208	\$5,208	\$5,208	\$5,208	\$5,208	\$5,208	
	j												
	\$0	\$0	\$0	\$1,618	\$3,696	\$9,684	\$29,964	\$36,622	\$57,572	\$78,732	\$82,820	\$104,650	
	\$10,008	\$24,216	\$29,424	\$34,632	\$39,840	\$45,048	\$57,256	\$62,464	\$67,672	\$72,880	\$78,088	\$83,296	

MacroSoft Cloud1 Gross Margin Segment Profile

SMB Service	Monthly or OTC	TCV Revenue	GM	TCV Profit	Monthly Profit	OTC Profit
Pre-sales consulting	na	0	32%	\$0		\$0
MacroSoft Service (\$1,000)	MRR @ 36 months	\$36,000	25%*	\$9,000	\$250	
Implementation (10% of \$36k/TCV)	OTC	\$3,600	32%	\$1,152		\$1,152
Managed Services (\$550 @ 36 mos)	MRR	\$18,000	42%	\$7,560	\$210	
*at list price less 10% disc.	Total Revenue Est.	\$63,000	Total Margin Est.	\$17,712	\$460	\$1,152

Mid-market, Dept. Enterprise Service	Monthly or OTC	TCV Revenue	GM	TCV Profit	Monthly Profit	OTC Profit
Pre-sales consulting (15% of MacroSoft \$)	OTC	\$5,400	32%	\$1,728		\$1,728
MacroSoft Service (\$1,000/month)	MRR @ 36 months	\$36,000	25%*	\$9,000	\$250	
Implementation (25% of \$36k/TCV)	OTC	\$9,000	32%	\$2,880		\$2,880
Managed Services (\$550 @ 36 mos)	MRR	\$18,000	42%	\$7,560	\$210	
*at list price less 10% disc	Total Revenue Est.	\$68,400	Total Margin Est.	\$21,168	\$460	\$4,608

Mid-market, Dept. Enterprise On-premise	Monthly or OTC	TCV Revenue	GM	TCV Profit	Monthly Profit	OTC Profit
Pre-sales consulting (15% of MacroSoft \$)	OTC	\$7,500	32%	\$2,400		\$2,400
MacroSoft Box	OTC	\$50,000	25%*	\$12,500		\$12,500
Implementation (25% of \$50,000)	OTC	\$12,500	32%	\$4,000		\$4,000
Managed Services (\$550 @ 36 mos)	MRR	\$18,000	42%	\$7,560	\$210	
*at list price less 10% disc	Total Revenue Est.	\$88,000	Total Margin Est.	\$26,460	\$210	\$18,900