



CloudONE Partner Enablement

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Agenda



- Goals, Metrics and Budget
- Enablement Partner Program Overview
- Enablement Program Plan
 - Supporting activities 30 day / 60 day / 6 month / 12 month
 - Partner Training Requirements

Goal, Metrics and Budget



- Establish New Market Segment
- Achieve \$10M revenue in year one
- Ramp to \$150-250M over 3-5 years
- Establish 28 Hybrid Partners*
 - 7 On Premise Sales per partner
 - 20 MSP Transactions per partner

**plan for 40% failure rate*

\$2M Budget Ask

- 500K Infrastructure
- 500K Marketing Dev / Demand Gen
- 400K Partner Training
- 400K Partner Marketing
- 200K Partner Early Ramp Incentives

	Q1	Q2	Q3	Q4
Partners On-boarded	8	20	28	40
Pipeline	\$3M	\$6M	\$9M	\$12M
Revenue	\$1.2M	\$3.1M	\$4.36	\$6.23

Year 1 Revenue
Target: \$14.95M

Partner Enablement Overview



Microsoft	Partner
<ul style="list-style-type: none"> • Access to cloud specialists • Access to architects to build optimized solutions for RFQ response • Presale and tech support • Services enablement 	<ul style="list-style-type: none"> • One sales person • One pre-sales people • Register all opportunities • Demo unit purchase
<ul style="list-style-type: none"> • Technical & sales training webinars • Certifications for Cloud Specialist designation 	<ul style="list-style-type: none"> • Certify Sales & Services Engineers • Meet program requirements
<ul style="list-style-type: none"> • Access to premium Microsoft Cloud Resources <ul style="list-style-type: none"> • Research papers, analytics, case studies, marketing playbooks, etc. 	
<ul style="list-style-type: none"> • Eligible for Cloud case study and co-marketing activities 	
<ul style="list-style-type: none"> • Special F2F invite to industry events 	
<ul style="list-style-type: none"> • Access to early Cloud samples 	

CloudONE Enablement Program Plan



Partner Training Requirements



Requirements

Sales



- Accredited Sales Professional (WBT- 2 hrs)
- Selling CloudONE (Video -1 hr)

PreSales



- Architect and Design (WBT 1 day)
- Demonstrating CloudONE (Virtual Lab)

Post Sales



- Professional Services Certified Engineer (ILT 2 days + 1 Day Lab)
- PS shadowing, best practices, documentation, tools etc.

Summary and Next Steps



- Establish New Market Segment
- Achieve \$10M revenue in year one
- Ramp to \$150-250M over 3-5 years
- \$2M to fund new Channel Program
- Year 1 Revenue target of \$14.95M

-  Approve budget
-  Initiate build of training, portals and material
-  Build Sales Plan

Thank you

Team 4

THE **CHANNEL** CO.™

3-5 Year

# of Deals/Partner	7				
# of Trans/MSP	20				
Avg. VAR Deal Size	\$32,500				
Avg. MSP Deal Size	\$4,200				
	Q1	Q2	Q3	Q4	Totals
# of Partners	4	10	14	20	
# of MSPs	4	10	14	20	
# of Deals	28	70	98	140	336
# of Transactions	80	200	280	400	960
VAR Revenue	\$910,000	\$2,275,000	\$3,185,000	\$4,550,000	\$10,920,000
MSP Revenue	\$336,000	\$840,000	\$1,176,000	\$1,680,000	\$4,032,000
Total Revenue	\$1,246,000	\$3,115,000	\$4,361,000	\$6,230,000	\$14,952,000