



INTRODUCING CloudONE



By MacroSoft

Macrosoft and Your Macrosoft Team

Market Leader of
On Premise Solutions

Channel Focus



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Marketing

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Services

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Operations

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Enablement

Competitive Advantage



CloudONE

Benefits include...



Full Integrated – single support and management



Faster time to market – out of box integration with AWS, AZURE and Google



Reduced Risks – Built in security and network



Reduced Costs – 50% lower cost structure than competitive products

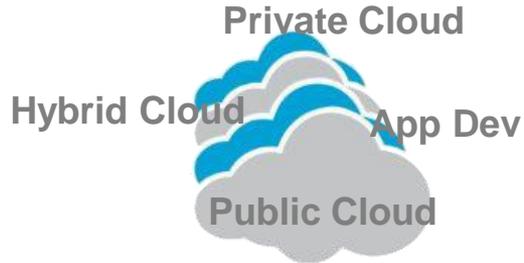
Opportunity

Market opportunity

50-1000 Users
Target Customer

\$2.1B 5 years
Market Size

14.5% CAGR
Market Growth



**“One of every four customers
are interested in solution provider
help to implement”**

2016 IPED Consulting Report

Business Opportunity

		Pricing
Perpetual	Traditional Resell Offering	
	End Customer List Price [one time upfront]	\$50,000
	Partner price [35% discount]	\$32,500
	Approx number of user per system	Up to 200
Subscription	Managed Services Offering	
	End customer list price [per month]	\$1,000 per month/per appliance
	Partner price [per month 35% discount]	\$650 per month/per appliance
	Approximate number of users per system	Up to 200

Enhanced Profitability

	CAPEX	OPEX
	Traditional Resell offering	Managed Services Offering
Pre Sales Consulting:	10-15% of total system price	10-15% of total system price
Implementation services opportunity	25-50% of total system price	10-20% of 3 year subscription price
Managed services opportunity	NA	~\$550 per month/per system

ROI

VAR	
Product Margin	\$17,500
Services Opportunities	\$17,500
Deals /year	7
MSP	
Product Margin	\$4,200
Services Opportunities	\$1,000
Transactions/year	77
Costs	
Sales Training Costs	\$5,000
Demo Unit (VAR)	\$32,500
Sales Reps	\$8,332

VAR

Year 1 Costs: \$ 72,496

ROI: 237.9%

MSP

Year 1 Costs: \$29,996

ROI: 1234.8%

Partner Enablement



	Microsoft	Partner
	<ul style="list-style-type: none"> • Access to cloud specialists • Access to architects to build optimized solutions for RFQ response • Presale and level 1 tech support 	<ul style="list-style-type: none"> • Three sales people • Three 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"> • 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 	



Questions



Be a part of a winning team

Full Integrated

Faster time to market

Reduced Risks

Reduced Costs

