

# CloudOne Flight Academy



## Today's Objectives

- Establish a partner program to support our short and long term revenue goals
- Enable strategic partners to quickly realize revenue
- Create a strong foundation to help scale with market growth

# Partner Program Overview



- Mission Statement: Deliver a best-in-class partner program to maximize revenue and partner profitability
- Goals:
  - Bring to market CloudOne
  - Achieve 10M Year 1 revenue goals
  - Create scalable plan to achieve 250M Year 5 revenue goals
  - Reduce time to revenue
  - Engage strategic partners
  - Establish market share
- Component
  - Executive Program
  - Virtual and Live Training and Enablement
  - Managed Marketing
  - Joint Sales Strategy

# Partner Relationship



## Benefits

- Premium Training and Enablement Program
- Sales Resource (Funded Head)
- Managed Marketing Program (MDF, Demand Generation, Lead Funneling)
- Executive Engagement
- Demo Environment
- Healthy Margin Structure and Service Opportunity

## Investment

- Technical and Sales Resources
- Time
- Customer Relationships
- Cloud Expertise
- ROI Reporting and Pipeline Visibility
- Executive Engagement

# Program Structure

## Pre-Flight Check (First 30 Days)

- Complete Authorization
  - Contracts
  - Business Alignment
- Establish Key Relationships
- Technical Quickstart Kit
  - Onsite Appliance Installation
  - LMS Sales Training by role
- Resource Access
  - Portal and CRM registration

## Ascent (Day 30-90)

- Technical Training
  - Onsite 3 day weekend retreat
- Marketing
  - Managed marketing concierge
  - 12 month Marketing plan
- Sales
  - First Opportunity Identification
  - Pipeline planning

## Cruising Altitude (6 Month Acceleration Plan)

- Post-Sale and Service Mentor Program
  - Onsite resource assigned to first implementation
- Marketing
  - Marketing plan execution
  - Case Study Support
- Sales
  - Sales Advisory

## Top Gun (12- Month Business Planning)

- Executive Strategic Planning
- Marketing
  - Marketing Annual Plan Development
  - Self-Service introduction
- Sales
  - Sales Advisory
  - New Logo Acquisition Sales incentive
  - Annual Sales Target Development
  - Cross Sell and Service opportunity identification

Dedicated Support Contacts



# Next Steps

- The CloudOne Flight Academy is our catalyst to meet our revenue goals and bring CloudOne to market
  
- Next Steps:
  - Approve Program
  - Launch Program with Identity Partners