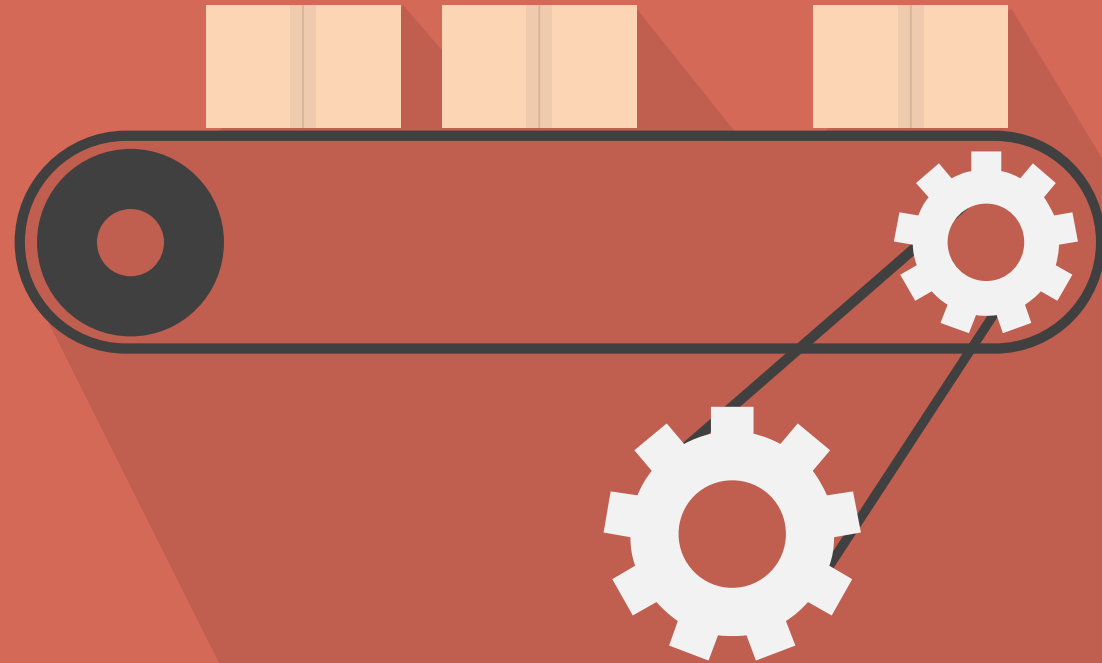


Rev-Up Partner Program

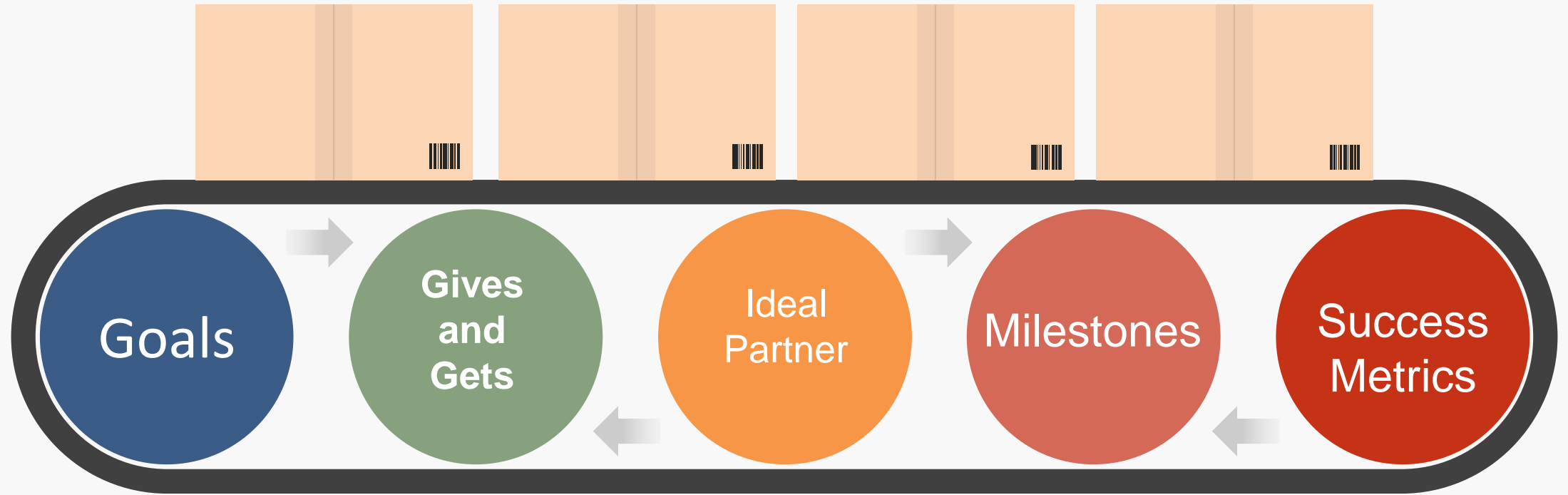
Program Proposal

October 18, 2017

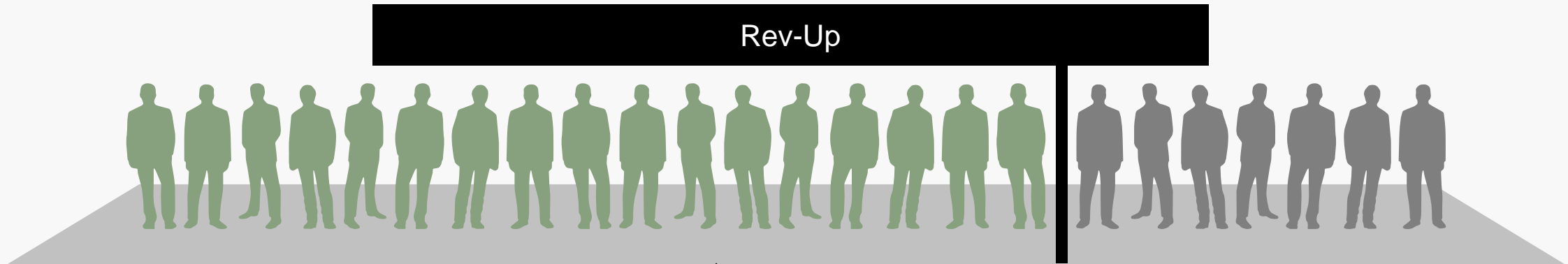
Team One



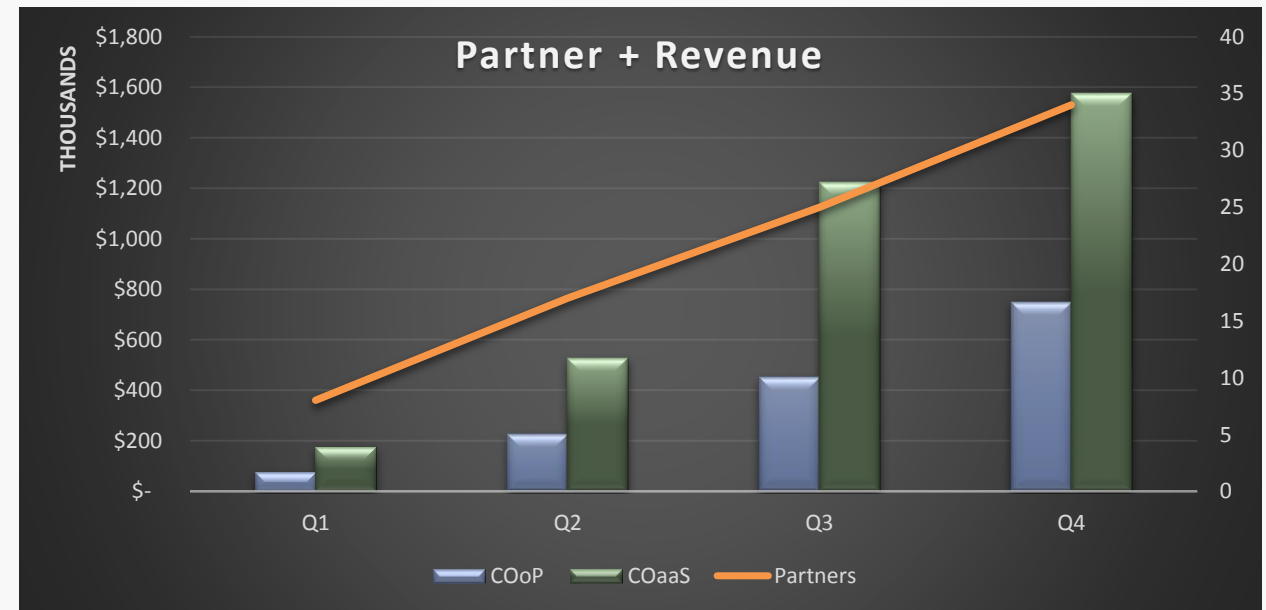
Agenda



How we turn \$2M into \$5M



- 48 Recruited
- 34 Full Productivity
- \$147K in revenue per partner in the first year
- \$5M



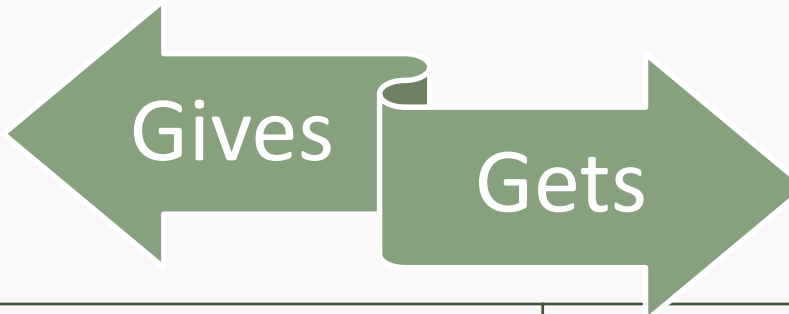
Ideal Partner Profile | Managed Service Providers/VAR



- Size: No less than \$3M per year annual revenue
- Strength:
 - Cloud Offering
 - Familiar with Manufacturing
 - Business Intelligence
 - Operational Intelligence

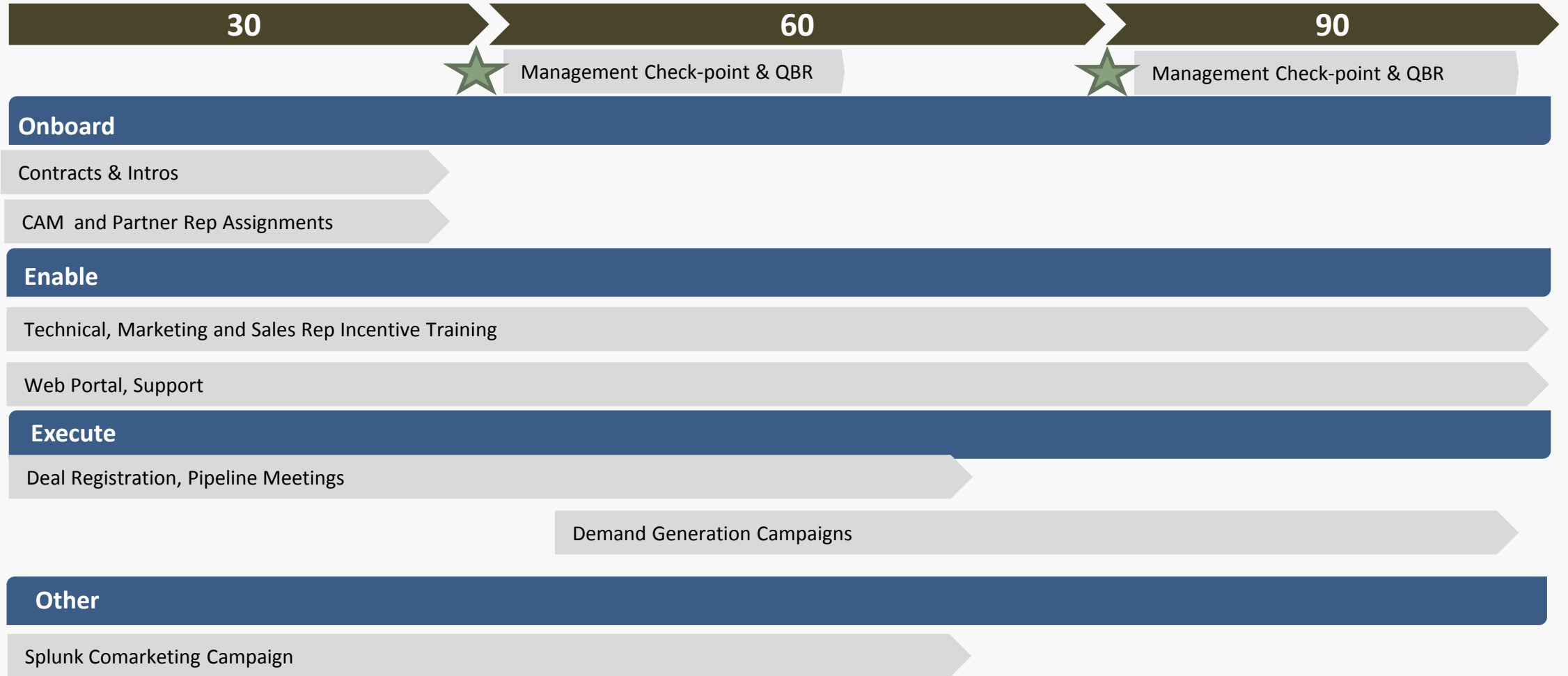
Ideal...Existing Splunk





Education	<ul style="list-style-type: none"> • Sales-technical-marketing training paths • On Demand & Easy • PS Shadow program 	<ul style="list-style-type: none"> • 2 Sales Champions • 1 Technical • 1 Marketing
Support	<ul style="list-style-type: none"> • 24 x 7 Support Hotline Support • Partner Portal • Post sales support • Partner community forum 	<ul style="list-style-type: none"> • Execute at least 3 marketing campaigns in calendar year
Marketing	<ul style="list-style-type: none"> • MDF Allocation for Demand Generation – more campaigns, more points • Concierge Marketing Support 	<ul style="list-style-type: none"> • Designate 2 people to sell CloudOne - weekly calls on pipeline with sales champion
Sales	<ul style="list-style-type: none"> • Earn while you learn program • Rev-up Rebates • Deal Registration • Pre-sales support 	
Other	<ul style="list-style-type: none"> • Targeted program with Splunk 	

Rev – up Milestones



Measures of Success

	Q1	Q2	Q3	Q4
Partners on Board	12	24	36	48
Pipeline	\$750K	\$2.25M	\$5.1M	\$7
Revenue	\$250K	\$750K	\$1.7M	\$2.35

	Goal	YTD	Notes
Partners Recruited	48		
Active Partners	34		
Sales Champions	96		
Marketing Trained	48		
Tech Trained	48		
MDF Disbursement and Utilization	\$380		
Biz Dev Plans – Joint	24		
Seed Units	24		



Next Steps

Let's Flip the Switch

