

# Microsoft CloudOne Partner Program Proposal

Team #2

# Agenda

Goals of the Project

Partner Recruiting and Onboarding Plan

Program Elements

Onboarding Timeline

# Goals

Generate \$10M in Incremental Revenue on the Microsoft CloudOne Appliance (CloudOne)

Recruit and enable 90 partners

# Partner Recruitment Plan

Partner Size	Recruited Partners	# Enabled Partners	Min Planned Revenue Per Partner	Total Planned Revenue
\$3M - \$10M	78	50	\$225,000	\$11,250,000
\$10M+	12	10	\$675,000	\$6,750,000
Total	90	60		\$18,000,000

78 Partners \$3M-\$10M (Advanced Partners)

12 Partners >\$10M (Premier Partners)

Planned Success Rate 70% (60 partners)

# Program Elements

	Requirements	Benefit
<b>Education</b>	Sales Training Roadshow (Advanced Partners 2 Sales)	Technical Sandbox
	Sales Training 1:1 (Premier Partners 3+ Sales)	Lob Selling on demand
	Technical Training - min 1 per partner	Ongoing Sales Training Webinars
	Sales and Technical Certification	
<b>Operations/ Support</b>	Sales Engineers/Live Demo	Demo Cloud Center
		Shadow Implementation
		Demo units (free to partner)
<b>Marketing</b>	Joint Marketing Plan Created	Co-Branded Lead nurturing/online portal
		Marketing Events
<b>Sales</b>	Joint Business Plan Created/w Targets	Joint Sales Calls
		Growth Incentive/Growth Target
		CAM Support for Premier Partners
		iCam Support for Advanced Partners
<b>Other</b>		Team Recognition Activities

# Onboarding Timeline

Partners	Month 1-3	Month 4-6	Month 7-9	Month 10-12	Total
Partners	18	26	28	18	90
Pipeline	\$ 2,200,000	\$ 8,500,000	\$ 14,300,000	\$26,000,000	\$ 51,000,000
Revenue	\$ 733,333	\$ 2,833,333	\$ 4,766,667	\$ 8,666,667	\$ 17,000,000

# Next Steps

Management Sign-off

Build out Technical Sandbox

Create LOB Selling Online Modules

Create Cloud Demo Center

Order Demo Units

Engage Contracts and Legal

Schedule Meet and Greet