

# PartnerOne Program & On-boarding Plan

***Microsoft***<sup>®</sup>

## \$3M+ with annual growth of 10%+

- Offer at least 2 cloud services
- Have a partnership w/ at least 1 public cloud provider
- Predominately sell to SMB, upper mid market and enterprise departmental customers
- Dedicated sales staff
- Technical staff for pre sale and post sale implementation

### **Avg Deal Size**

\$25K - \$50K

### **Revenue Mix**

35% - Hardware

25% - Software

40% - Services

# Capacity to Program Revenue Goal of \$10M

Recruit **118** Partners



**83** Producing Partners

(30% attrition rate)



**6** deals/partner

(\$27,000 net/deal)



**\$162,000** revenue/partner



**\$10M** Revenue in year one

# PartnerOne Program Elements

Elements	Description
Partner Portal	Additional training, roadmap for onboarding, collateral, etc.
Coverage	Dedicated CAM, iCAM and technical resource
Support	Prioritized sales and technical support + reference architectures
Fast Start Program	Fast start 90 day onboarding plan
Education	Sales and technical certifications + on-demand training
Demand Generation	Access to partner's current customer base through events
Demo	Cloud demo access; demo loans with retention incentive
Incentives	QuickStart sales incentives, technical and sales training completion incentives
Joint Business Plan	12-month joint business plan between Macrosoft and partner
Marketing	Co-branded collateral, concierge service, lead generation

# 90 Day Onboarding Plan

## < 30 Days

- Intro to account team and executives
- Access to portal/all systems/demo account
- Sales training complete
- Schedule Customer Event
- 1:1 MacroSoft Engineer Overview
- Online tech training
- Sales plan creation

## 60 < 90 Days

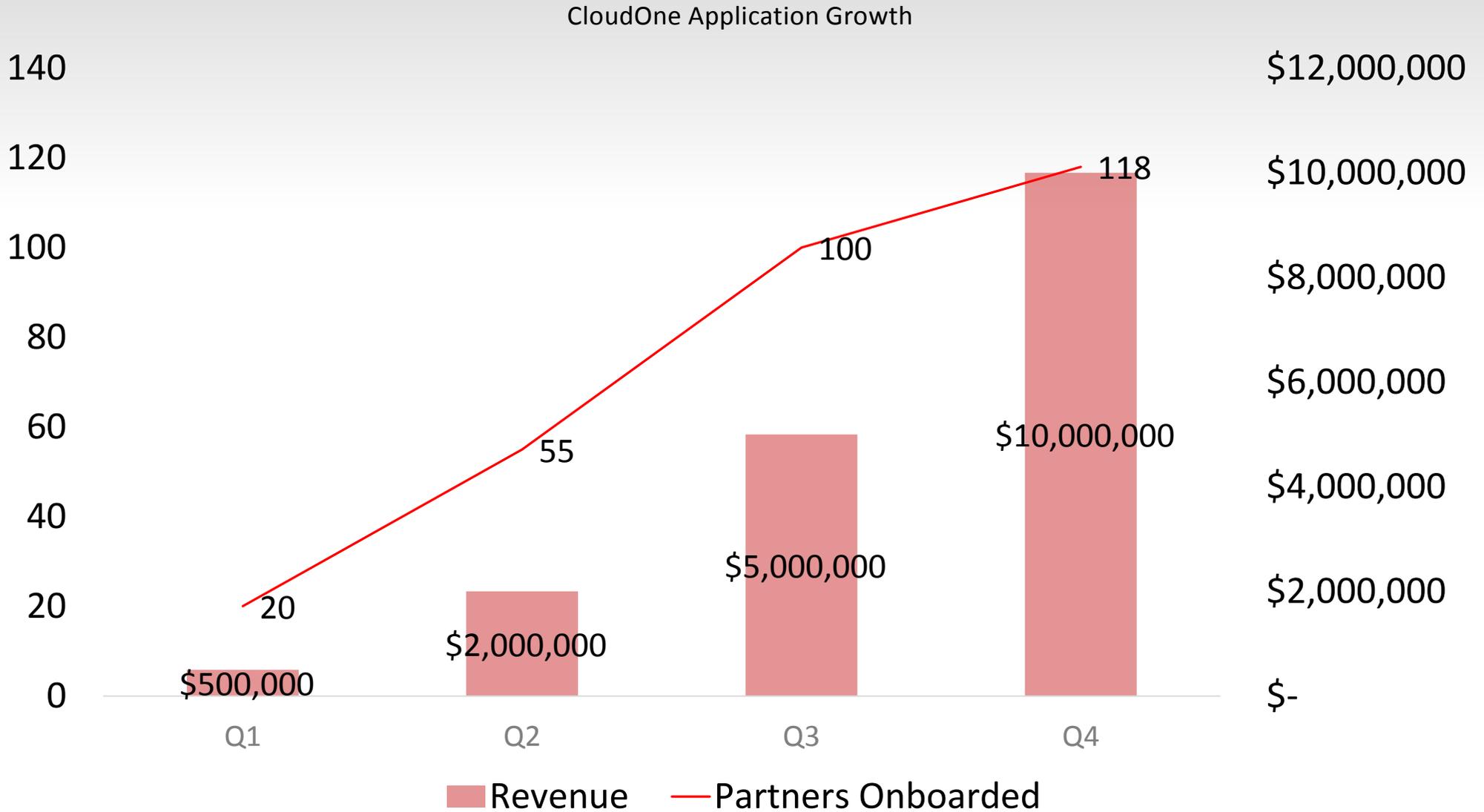
- Annual business plan finalized
- Initial proof of concepts and wins
- Executive check in
- Product demos



## 30 < 60 Days

- Technical training complete
- Co-branded Customer Event
- Demo unit loan for 90 days (1 sale = keep)
- Sales plan execution
- Operations training complete

# Partner Onboarding and Revenue Projection



## Measures of Success / Dashboard

Activity	Goal
Partners Recruited	118
Active Partners	83
Sales Training (2 Sales per Partner)	236
Pre-sales Tech Training (1 Tech per Partner)	118
Ops Training (1 Ops person per Partner)	118
Demo Units Deployed	60
Product Demos Completed	500
Joint Biz Plan	118
Sales Plan	118
Partner Events Completed	118
Marketing Activities	\$380,000
Deals Won	370
Total Revenue	\$10,000,000

1. Approval to Execute
2. Initiate Partner Recruitment
3. Drive to \$10,000,000