

The background of the slide is a geometric pattern of overlapping triangles in various shades of red and white. A diagonal white band runs from the top right towards the bottom left, creating a sense of depth and movement. The text is centered within this white band.

# **MacroSoft CloudOne Partner Program**

# Agenda

- Market Opportunity & Business Plan
- Ideal Partner Profile
- Requirements & Benefits
- Program On-boarding Timeline
- Measures of Success
- Next Steps

# Market Opportunity and Business Plan

## Capacity to Program Revenue Goal

Assumptions	
Ratio of on prem to SAAS	20%
Sales per partner per year	10
Partner Failure Rate	30%
<b>Revenue per partner</b>	\$ 100,000
<b># of Partners needed</b>	51
<b>Partners needed to recruit</b>	73

## Budget Allocations (\$2M Budget)

- Infrastructure and Operations: \$480
- Education Budget \$420
- Demand Generation: \$380
- Incentives: \$325
- Program MDF \$300
- Other \$95

## Market Opportunity:

- Market Size: \$2.1B total addressable market over the next 5 years
- Market Growth: 14.5% CAGR from 2017-2022
- Channel only opportunity (1 tier w/future 2 tier expansion)
- Target Customers:
  - SMB (50-250 employees)
  - Upper mid market customers (250-1000 employees)
  - Departmental usage in enterprise customers

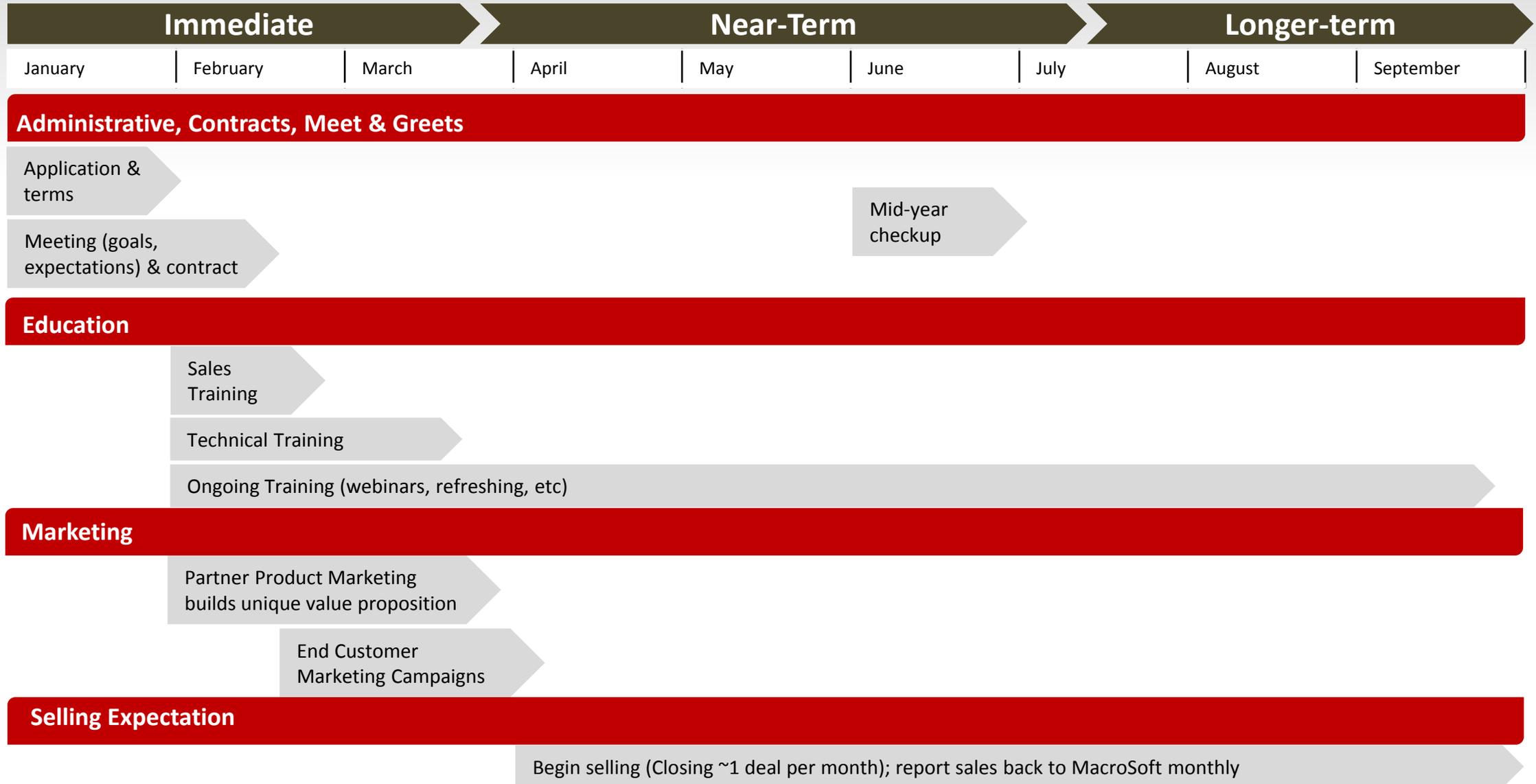
# Ideal Partner Profile

- Regional or local solution provider
- At least \$3M+ with annual growth goal of 10+%
- 50%+ Revenue comes from Managed Services
- Successful track record selling hardware, software, and cloud solutions
- Sales and technical training, support capabilities
- Dedicated marketing coordinator or agency relationship
- Predominantly sell to SMB, upper mid market, and enterprise departmental customers
- Average deal size of at least \$25K-\$50K
- Willing to commit to \$100K target per year selling CloudOne Appliance and SaaS

# Requirements & Benefits

	Requirements	Benefits
Education	<ul style="list-style-type: none"><li>- Sales Training (1 in 60 days)</li><li>- Technical Training (1 in 90 days)</li></ul>	<ul style="list-style-type: none"><li>- No cost, high value training</li><li>- NFR unit after completing training</li><li>- Participation in future Certification</li></ul>
Support	<ul style="list-style-type: none"><li>- Partner required to have support capabilities, process w/SLA</li><li>- Offer professional services</li></ul>	<ul style="list-style-type: none"><li>- Partner Portal (including technical community)</li><li>- Pre/post sales support (dedicated Partner queue)</li><li>- Custom API integration</li></ul>
Marketing	<ul style="list-style-type: none"><li>- Dedicated marketing coordinator or agency relationship</li><li>- Lead management compliance</li></ul>	<ul style="list-style-type: none"><li>- Access to leads</li><li>- Tools: Co-marketing content syndication; partner locator, webinars</li><li>- MDF if complete training (\$4K/per partner)</li></ul>
Sales	<ul style="list-style-type: none"><li>- \$100K Revenue Expectation</li><li>- Account Plans</li></ul>	<ul style="list-style-type: none"><li>- Dedicated channel account manager</li><li>- Deal Registration/Rules of Engagement</li><li>- Renewal Tracking</li><li>- Preferred Pricing in future</li></ul>

# Steps to Success Program On-boarding Timeline



# Measures of Success

	Q1	Q2	Q3	Q4
Partners on-boarded	10	30	35	50
Pipeline	\$ 100,000	\$ 500,000	\$ 5,000,000	\$ 9,000,000
Reveue	\$ 48,000	\$ 240,000	\$ 2,148,000	\$ 4,261,500

Activity	Goal	YTD	Notes
Partners Recruited	73		
Active partners	51		
Sales Trainings	60		
Technical Training	60		
Marketing	\$240K MDF		
Demo Units	60		
Account Plan	60		
MDF			

# Next Steps

1. Feedback and Approval to move forward
2. Partner focus group and build out the program based on feedback
3. Thank you