

The background features a complex geometric pattern of overlapping triangles and polygons. The color palette is primarily red and white, with varying shades of red and light gray. The pattern is dynamic and modern, with a diagonal split between the red and white areas.

MacroSoft CloudOne Appliance Partner Program Framework and Goals

Today's Meeting

Agenda:

Budget Review

Partner Tiers and Requirements/Benefits

Onboarding Program Framework and Lifecycle

Success Criteria

Meeting Goal:

- Goal is to update on status of Partner Program framework and goals
- Ensure management is clear on Partner benefits and commitments
- Approve funding and direction

\$2M Partner Program Budget Background

Ideal Partner Profile: Targeting hybrid VAR/MSPs, VARs, and MSPs, selling to the SMB and Mid-Market, annual revenues of \$3M+, MSP practice representing at least 50% of their Services revenue

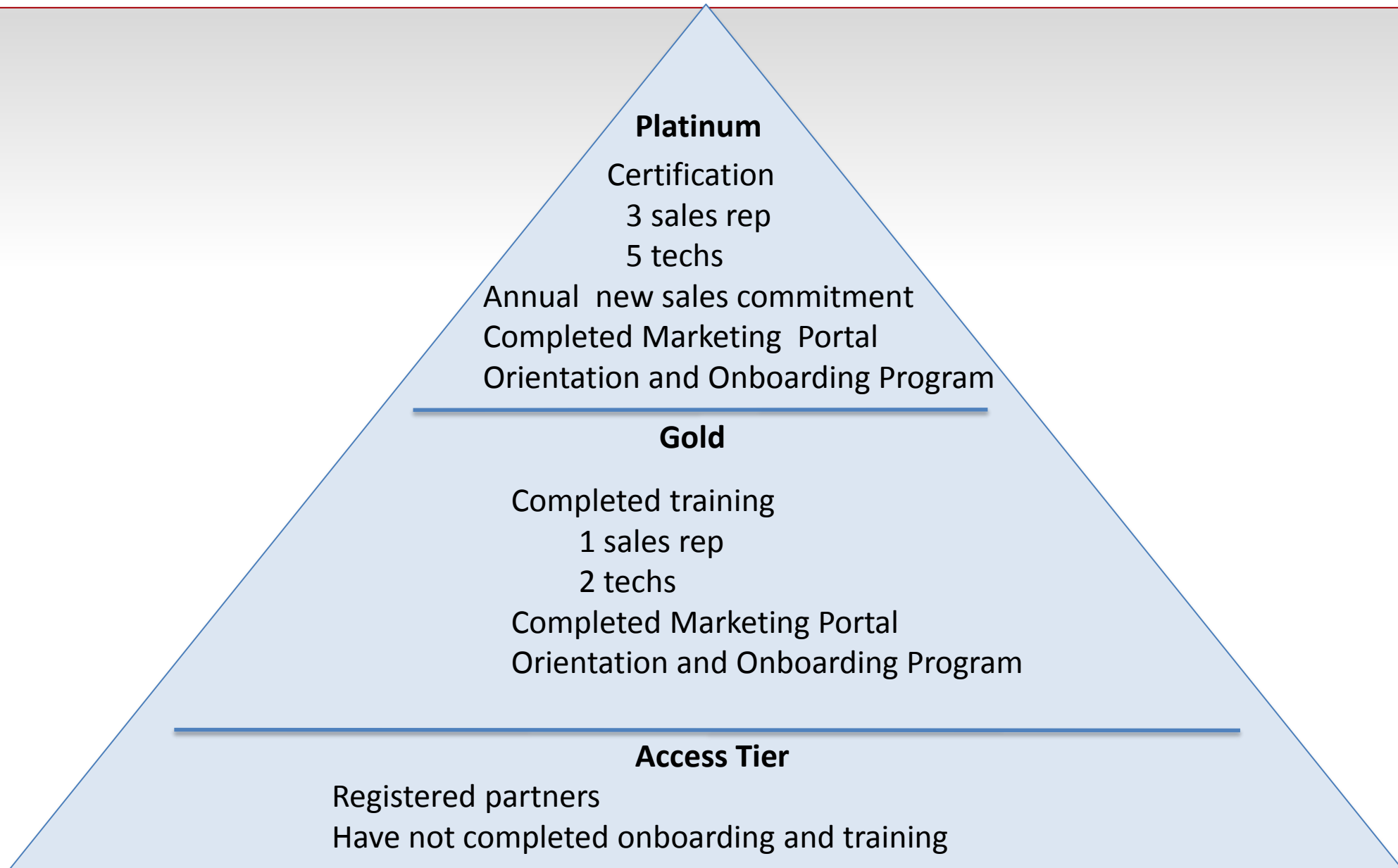
Capacity to Program Revenue Goal

- 90 partners to recruit
 - Assuming 60% partner success rate
 - 65 selling partners
- Expecting \$155K average per partner in productivity, annually
 - Assuming 60% MRR sales, 40% on prem
- \$10M First Year Revenue Goal

Budget Allocations

Program Element	Budget
Infrastructure & Support	\$500K
Education	\$440K
Demand Generation Funds	\$400K
Incentives	\$210K
Program and Partner Marketing	\$350K
Other	\$100K
Total	\$2M

Program Tiers and Requirements



Platinum Benefits

Support

- Regional CAM
- ICAM Team
- MacroSoft PS Technical Mentor
- 24x7x365 technical support
- Dedicated VIP Partner Support
- Field Marketing Manager
- EBC opportunity

Infrastructure

- Free Evaluation Unit
 - Discounted additional units
- Partner Portal Access
- Network Assessment Tool

Marketing

- Premium MDF Program
- Communications
- Digital Marketing Content
 - Digital marketing strategies
 - Co-branded materials
 - Case studies, battlecards and whitepapers
- Marketing Concierge and Planning Access
- MacroSoft hosted customer events

Education & Training

- Certification Designation
- Onboarding Program
- On-Demand Online Training
- Virtual, instructor-led training
- Regional roadshows

Gold Benefits

Support

- Regional CAM
- ICAM Team
- Solution Engineer
- 24x7x365 technical support

Infrastructure

- Free web-based demo access
- Discounted Eval Units
- Partner Portal Access
- Network Assessment Tool

Marketing

- MDF Program Allocation
- Communications
- Digital Marketing Content
 - Digital marketing strategies
 - Co-branded materials
 - Case studies, battlecards and whitepapers
- MacroSoft hosted customer events

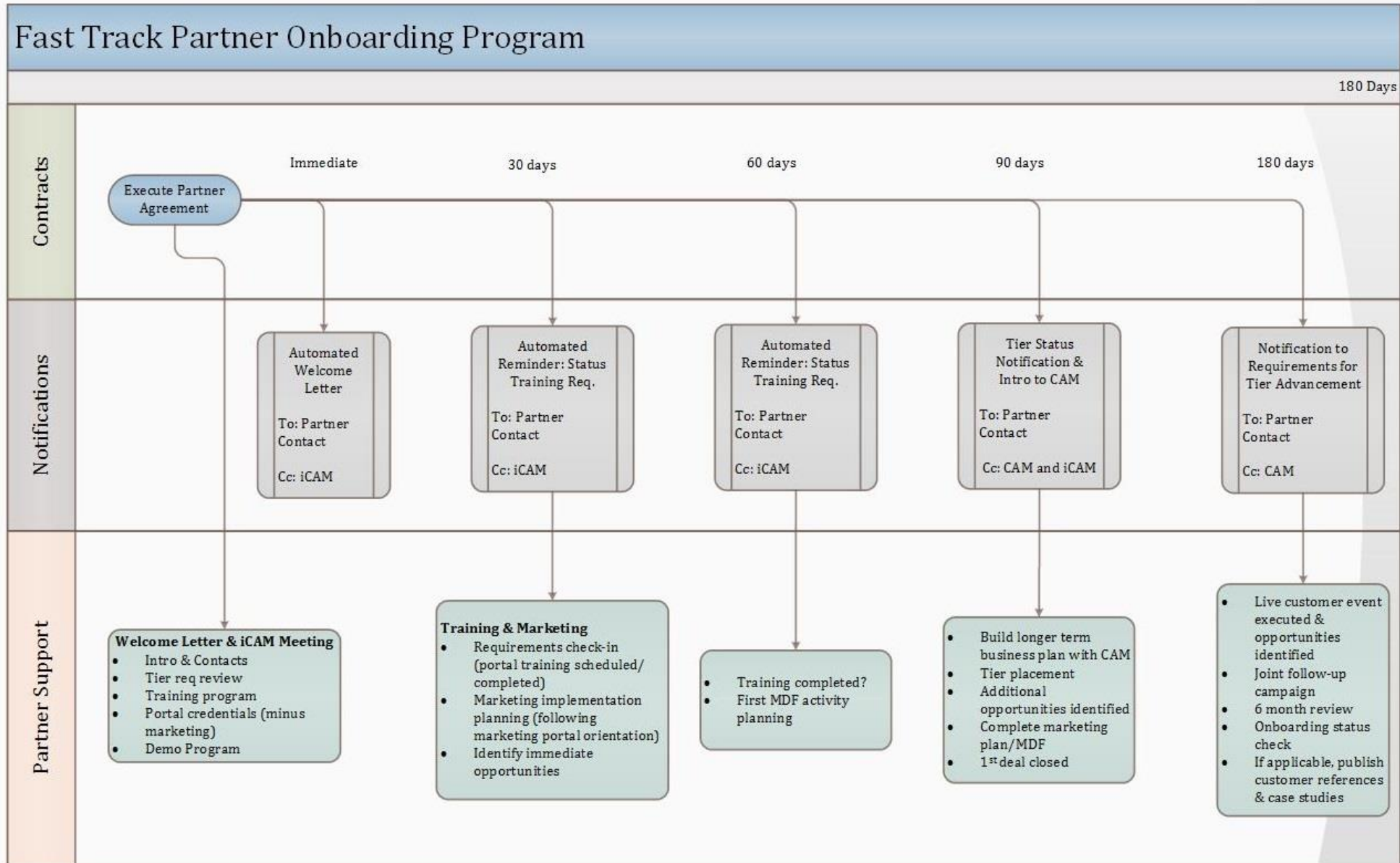
Education & Training

- Gold Tier Designation
- Onboarding Program
- On-Demand Online Training
- Regional roadshows

MacroSoft CloudOne Appliance Fast Track Program



Onboarding Program and Structure



Measuring Success

Description	Q1	Q2	Q3	Q4	Total
Partners On-boarded	10	15	30	35	90
Pipeline in Millions	\$3.6	\$6.3	\$7.5	\$8.9	\$26.3
Revenue	\$1.1	\$2.7	\$2.9	\$3.3	\$10.0

Activities	Goals			
	Platinum	Gold	Total	YTD
Partner Recruiting	20	70	90	
Active Partners	15	50	65	
Sales Training	45	50	95	
Tech Training	75	100	175	
Go-To-Market Brief	15	20	35	
Marketing Orientation	15	50	65	
On-Site Demo Unit	15	5	20	
MDF Activities	40	70	110	

1. Executive Approval on Framework and Metrics

2. Gain Partner Feedback

- partner segmentation
- survey of existing partner base
- Partner Advisory Board

3. Building out Programs