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Partner Profile & Engagement Model

- Capacity to Plan Revenue Goal
- Budget Allocations

2

Partner Program

- Benefits
- Requirements

3

Next Steps

- Timeline for Execution

Goal to gain agreement on proposed partner program and \$2M spend

Partner Program Engagement Model

Capacity to Program Revenue Goal

- 60 of partners to recruit
- Typical Partner Productivity - \$129K
- First year revenue goal - \$5M



Program Budget Allocations

Infrastructure and Operations	\$480K
Education	\$420K
Demand Gen/MDF	\$380K
Incentives	\$325K
Program/Marketing	\$300K
Other	\$95K
Total	\$2M

Partner Profile

Hybrid Partner with the following attributes:

- \$3M revenue
 - 35% HW
 - 25% SW
 - 40% Services (50% from managed services)
- Regional solution provider with managed services capabilities
- Focus on SMB, Mid-Market, with departmental access in Enterprise space
- Minimum of 2 Cloud offerings
- Established relationship with at least 1 Cloud provider

Program Elements

Program Benefits

Sales

- Value Pricing Incentives & SPIFFS
- Deal Protection through Opportunity Registration
- Managed Service Offering (How to monetize guide)
- Channel Account Manager
- Account Planning

Marketing

- Partner Portal
- Packaged Marketing campaigns, collateral and assets
- Concierge Services (*top tier benefit*)
- Access to MDF
- Listing in Partner Locator tool

Education

- Zero cost introductory Training (Sales, SE, MSP Installer/Admin)
- Discounts for additional training

Support

- Demos on demand/Access to eval units
- First level priority Access
- Support Community
- Solution Collaboration

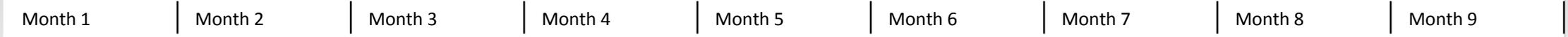
Additional

- Big Bets Partner Acceleration
- Proposal based access to incremental marketing or business development funds

Program Requirements

- Sign partner contract
- Submit joint business plan (JBP) for MDF planning
- \$3M in revenue
- 3 Sales certification
- 2 Technical certifications
- 1 Marketing/Principal

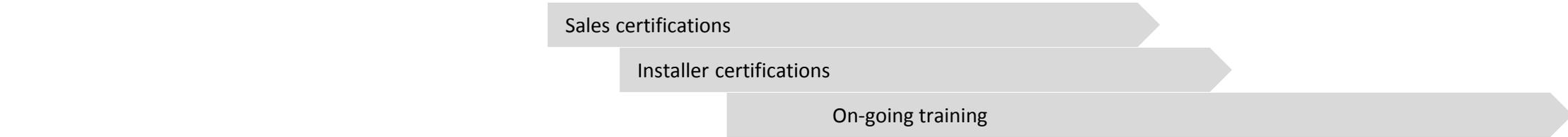
MacroSoft: FastTrack to Success



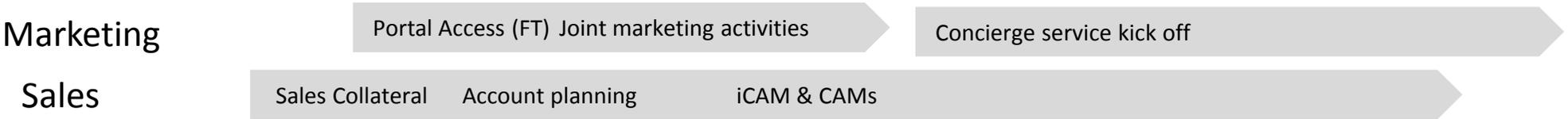
Administrative, Contracts, Meet & Greet



Education



Marketing & Sell



Other



Key Performance Indicators

	Q1	Q2	Q3	Q4	Total
Partners On-boarded	6	12	18	24	60
Pipeline	\$195k	\$1.2m	\$2.6m	\$11m	
Revenue	\$65,000	\$387,000	\$870,000	\$3,678,000	\$5,000,000

Activity	Goal	Notes
Partner Recruitment	60 partners	
Active partners	40 partners	
Sales Training	180 individuals	3 sales per partner
Pre-Sales Tech Training	60 individuals	1 technical per partner
MSP Install Training	60 individuals	1 post-install per partner
Marketing Training	60 partners	Component of fast track guide
Joint Business Plan	40 partners	Completed within 12 months of partner on-boarding
MDF	90%	utilization of earned funds
Marketing Activities	120 total	2 per partner per year, aligned to JBP
Joint Sales Calls	180 total	3 per partner

Next steps...



Simple Program with
Clear Incentives

SIMPLICITY



Compelling
Opportunity

**ACCELERATED
REVENUE**



DIFFERENTIATION