

MacroSoft CloudOne Appliance



FastTrak Partner Program

Brian Krause & Laura McGregor

Agenda Overview



The Market

CloudOne Appliance Solution

Your Opportunity

Path-to-Profitability

Mutual Program Expectations

Getting Started

The Market

Opportunity

Market Size

- \$2.1B total addressable market over the next 5 year

Growth Rate

- 14.5% CAGR from 2017 to 2022

Competition (*limited*)

- 1 direct competitor

Target Buyer

- SMB (50-250 employees)
- Upper mid-market (250 - 1000 employees)
- Enterprise departmental

Go-to-Market Plans

- Tier 1
- 100% channel
- No direct sales conflict
- CAM sales support
- Deal registration
- Highly focused partner community

CloudOne Appliance Solution

- Easily deployable appliance
- Single Cloud management platform
- Applicable in IoT environments

CloudOne

- Self-contained HW unit
- Built in security and network
- Pre-integrated access to Public Cloud offerings
- Comprehensive APIs
- Splunk Enterprise license

Features

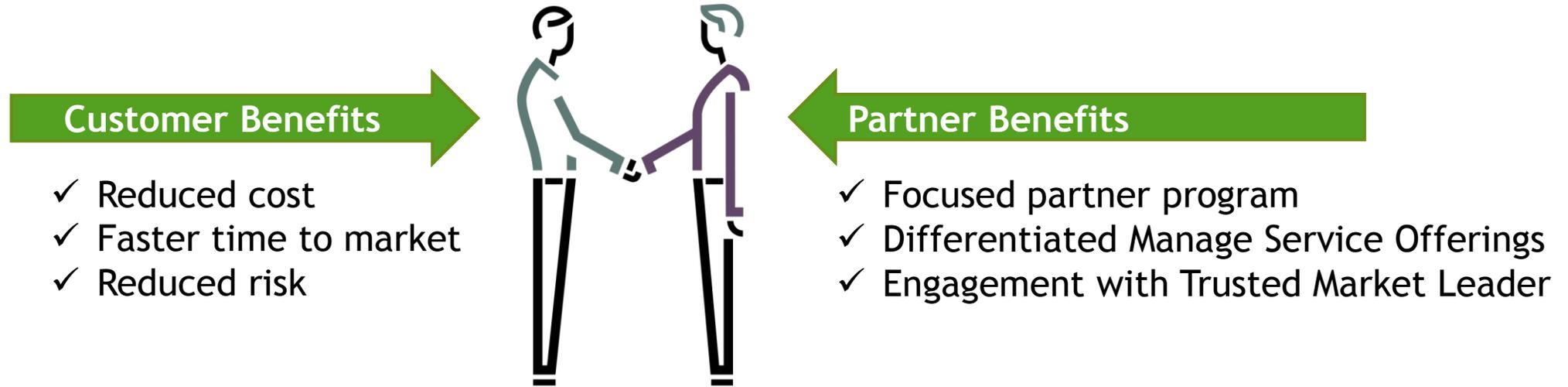
- Reduced Costs**
 - Public cloud control
 - Reduce sprawl
- Faster Time to Market**
 - Improve sales, support and customer service
- Reduced Risks**
 - Integrated security
 - Improved response time

Benefits

- Managed Networks/ security
- Enterprise Departmental/ Cloud Server
- IoT Application Server
- LoB App. Server
- Backup-Disaster Recovery

Use Cases

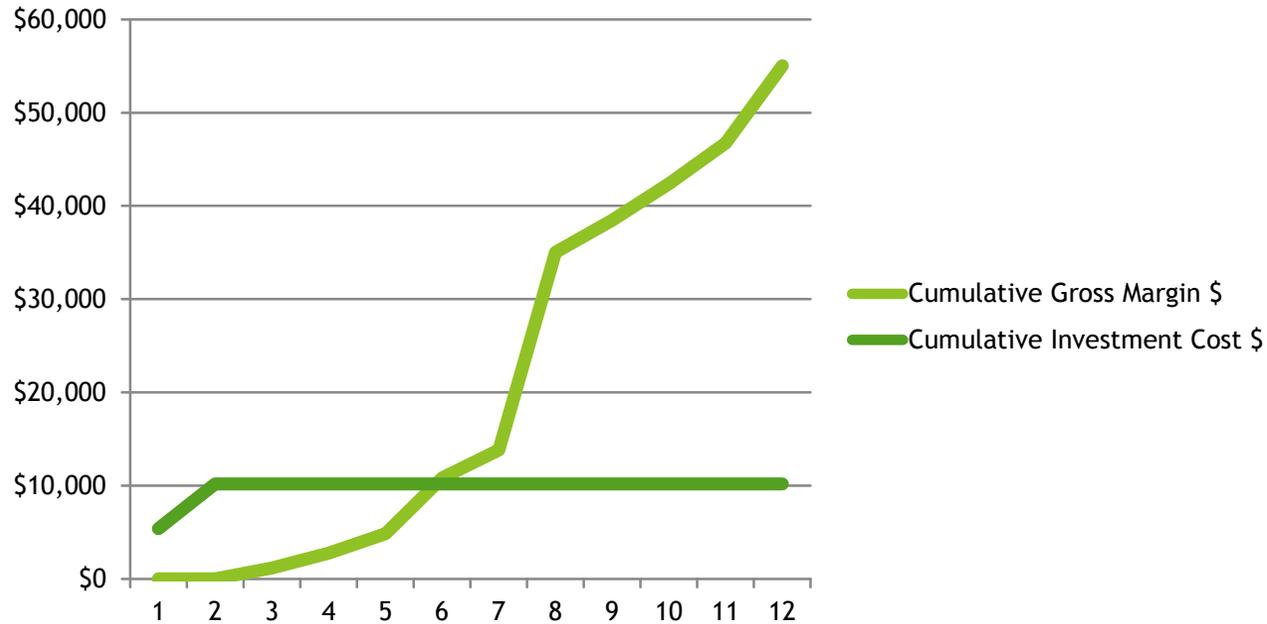
Your Opportunity



Flexibility to Respond to Customer Needs

Your Services Opportunity	MacroSoft On-Prem	MacroSoft as a Service
Pre-Sales Consulting	\$7,500	\$4,500
Implementation Services	\$12,500	\$9,000
Additional Managed Services	~ \$550 per month/per system	~ \$550 per month/per system
Resell Appliance On-Prem	\$50,000 (25% Partner Discount)	\$1,000/Month

Path-to-Profitability



- **Break Even = 6 months**
- 3 months to revenue
- Selling a mix of SMB, mid-Market, Enterprise departments

Assumptions:

25% Discount,
No Rebates,
3 Designated Sales
Staff, 2 Technical
Certified,
Opportunity Cost to
Train Included

Profit Potential

SMB Service	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Pre-Sales Consulting	NA	0	0			\$0
MacroSoft Service (\$1K/month)	MRR	\$1,000	0	25%	\$250	
Implementation	OTC	0	\$3,600	32%		\$1,152
Managed Services (\$550 @36 months)	MRR	\$550		42%	\$210	
	Total Rev & Profit Estimate	\$1,550	\$3,600		\$460	\$1,152

Mid-Market, Dept Enterprise Service	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Montly Profit	OTC Profit
Pre-Sales Consulting	OTC	0	\$5,400	32%		\$1,728
MacroSoft Service (\$1K/month)	MRR	\$1,000	0	25%	\$250	
Implementation	OTC	0	\$9,000	32%		\$2,880
Managed Services (\$550 @36 months)	MRR	\$550		42%	\$210	
	Total Rev & Profit Estimate	\$1,550	\$3,600		\$460	\$4,608

Dept Enterprise On-Prem	Monthly or OTC	Monthly Revenue	OTC Revenue	GM	Montly Profit	OTC Profit
Pre-Sales Consulting	OTC	0	\$7,500	32%		\$1,728
MacroSoft Appliance	OTC	\$0	\$50,000	25%	\$0	
Implementation	OTC	0	\$12,500	32%		\$2,880
	Total Rev & Profit Estimate	\$0	\$70,000		\$0	\$18,900

Mutual Program Expectations



Program Benefits

Training

- No cost training (Sales, SE, MSP Installer/Admin)
- Discounts for additional training

Support

- Demos on Demand and Eval units
- Priority Access to 24x7 Support
- Support Community

Sales

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

Marketing

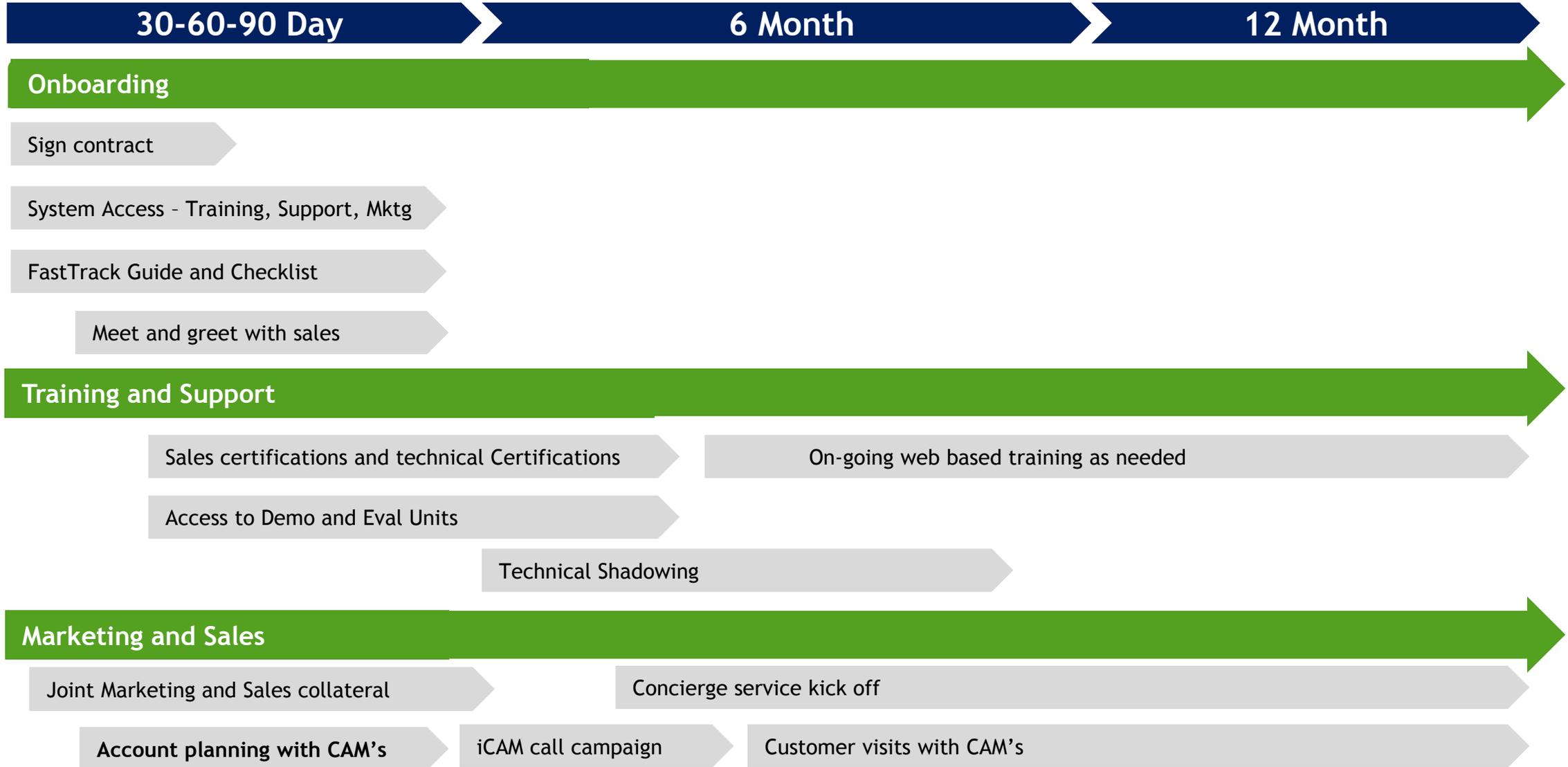
- Access to MDF
- Partner Locator listing
- Partner Portal
- Packaged Marketing campaigns and collateral
Concierge Services



Program Requirements

- Signed Contract
- 3 Designated Sales
- 2 Technical Certifications
- Submit Joint Business Plan
- Drive joint revenue of \$129k

Getting Started



Ready to Join the FastTrack?



- Partner Agreement
 - Sales Training
 - Technical Training

Thank you!

