



MacroSoft

Maccelerate Program

October 19th, 2017

Agenda

- Value Proposition
- CloudOne Solution Overview
- Market Opportunity
- Your Opportunity
- Maccelerate Partner Program Investments
- Potential Revenue Opportunity & Expected ROI
- Next Steps



MacroSoft CloudOne Solution & Maccelerate Program Provides You With New Market Opportunities & Margin Rich Services, Whilst Enabling You Differentiate with New Offerings All In An Accelerated Time To Market.

Customer Value

- Intelligent Solution focused on delivering business outcomes
- Reduced operational costs, IT complexities, and risks
- Faster time to market to gain competitive edge
- Integrated security provides better visibility & threat detection
- Business Intelligence Insights to operational efficiencies

Partner Value

Compelling Customer Value Proposition

- Expand your footprint with your existing customers
- Select Partner community
- The Channel is MacroSoft's only go to market strategy

High Margin Opportunities AND Incremental Profit From

- Pre & Post Sales Services, Managed Services, Assessment/planning Services
- Application integration & development

Maccelerate Partner Program

- Low barrier to entry, ease of doing business
 - ✓ Flexible subsidized training
 - ✓ Professional Services mentoring
 - ✓ MDF
 - ✓ Performance Incentives
 - ✓ Executive Sponsor
 - ✓ Expedited Support Services

MacroSoft CloudOne Solution Overview

What is CloudOne ?

**Fully Integrated Cloud
Management & IoT
Platform**

Benefits

- Pre-integrated access to major public cloud offerings
- Manage cloud environments from a single mgmt console
- Host any customer workload moved from on-prem to a MS contract
- Perfect to place on-site in an MS contract as part of a managed security contract

Features

- Built in Security & Network
- Self Contained HW unit
- Comprehensive APIs
- Includes 1G license of Splunk Enterprise

Customer Use Cases

- Managed Security
- Managed Networking
- Cloud Server
- IoT Application Server
- LoB Application Server
- Back up Disaster recovery

Market Opportunity

MacroSoft Stands Ready to Respond with You!

- TAM \$2.1B over 5 years
- 14.5% CAGR from 2017-2022
- Ideal for:
 - SMB (50-250 employees)
 - Upper Mid Market (250-1000 employees)
 - LoB within the Enterprise
- AppV: Limited market visibility & RTM is direct sales
- Big V: Separate HW & SW solution: Cost burden on you integrate!
- Our GTM: Select, one-tier partner-led selling motion



Maccelerate Partner Opportunity

Margin Rich Services

- Pre & post-sales project based services
- **Additional Managed Services** when CloudOne is sold as a service
- 1 in 4 customers want **advanced capabilities**

Accelerated TTM

- **Pre-packaged GTM kits**
- Best Practice **Use Cases**
- Validated **reference architecture** guides
- Professional Services **mentoring**
- Up-front **MDF investment**
- **Subsidized training**

Differentiation

- Ability to **expand your offerings** through application integration & development
- Splunk Enterprise **drives incremental opportunities** i.e. Security & Business Intelligence related services
- Build **early brand leadership** with limited competition

Maccelerate Program Investment

Notable Partner Investments:

- Technical Training- 3 tech Resources
- Designated Resources focused on CloudOne

Notable MacroSoft Investments:

- Priority Tech Support Access
- Proposal Based MDF Investment
- Concierge Marketing Support
- Packaged Enablement & GTM Kits
- Access to Demo Gear & Labs

Program Requirements:

Designated Resources

- 2 x Sales Professional Accreditations
- 2 x Technical Professional Certifications
- 1 x Solution Architect

Support

- Level 1 & 2 support (min 8 x 5)

Marketing

- Joint Marketing Plan
- Q4 MDF Investment

Business requirements

- Joint Business Plan with rev target commits
- 1-2 customer references
- Joint customer calls

Program Benefits:

Business Benefits

- Deal Registration Incentives
- Sales & Technical Training achievement incentives
- Training credits
- Performance incentives
- Access NDA Webinars
- Access to Executive Sales Sponsor

Marketing

- Marketing Development Funds (\$15k)
- Marketing Concierge Based Services
- Access to Exclusive Syndicated Content
- Pre-Packaged Communications Kits
- Co-Participation in Industry Events

Enablement

- Access to Best Practice Use Cases
- Reference Architecture Guides
- Professional Services Workshops & Mentoring
- Subsidized Technical Certification Bootcamps
- On line training
- NFR Demos
- Virtual Labs
- Fast Start Onboarding Training

Support

- Priority Access to Support Services
- Priority On-line Pre-Sales Technical Support

General

- Partner Portal Access
- Partner Newsletters
- Partner Locator

Potential Revenue Opportunity

Feedback from Pilot Implementation

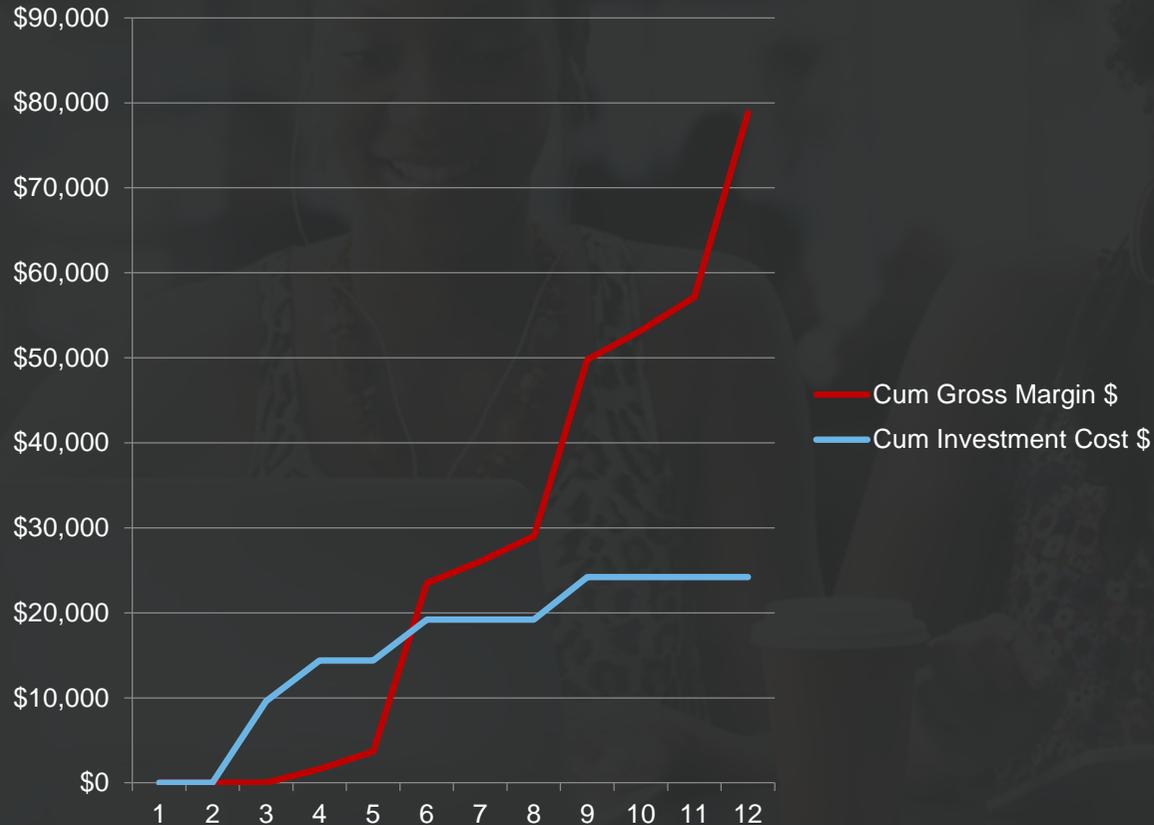
SMB Deal	Revenue Opportunity
MacroSoft Product	\$1000 monthly
Services Opportunity	
Pre-sales Consulting	Non-billable
Implementation	\$3600 OTC
Additional Managed Services	\$550 monthly

Enterprise Deal	Revenue Opportunity
MacroSoft Product	\$50,000
Services Opportunity	
Pre-sales Consulting	\$7,500 OTC
Implementation	\$12,500 OTC
Additional Managed Services	Varies

Additional services opportunity for partners that have these capabilities:

- Cloud/IoT assessment planning services
- Business Process consulting
- Application integration and development
- Business intelligence

Potential ROI



Potential 6 month
break-even opportunity

Revenue Assumptions:

- 25% margin estimate on product resell
- 1 opportunity closed per month
- First deal closes within 90 days
- Average deal size on premise is \$70k
- Average deal size MMR is \$1.5K + \$3.6K OTC

Investment Expectations:

- 2 Technical Resources (3 day education session)
- 1 Solution Architect (two 3 day education sessions)
- Matched MDF in Q4 (\$5k)- MacroSoft to invest \$15k in approved marketing activities

Fast Start – Ramp to Revenue !



1st 30 Days

- Partner agreement finalized
- Team Introduction
- Business process training
- Identify 2 sales reps for training
- Identify 2 SE's for bootcamps
- Schedule training

- Build joint business plan
- Submit MDF plan
- Demo kits onsite and installed; with scheduled onsite engineer to implement and train

MacroSoft Designated Resources to Expedite Getting the Partnership Underway!