

MacroSoft +
MediTek, Inc.

CloudOne



The single cloud infrastructure
for the small business.

Meet CloudOne – your next best seller

Your Target Customer



300 employee+ medical device company

Mix of public and private, third party and proprietary cloud applications – intranet, extranet, Office 365, CRM.

Use Cases:

- Hybrid Cloud Implementations
- Integration to Public Cloud Systems
- Simplified Access to Corporate Cloud Based Data
- Application Development Environment

Benefits

- **Reduced costs** because of department level billing allocation
- **Faster time to market** sales and support team effectiveness – easy access to customer and sales information
- **Reduced risks** support time dramatically improved – less down time!

Typical sale

- 90 – 120 day sales cycle
- \$20 - \$60k average sale (depending on user count) to customer
- your implementation attach rate: 50%
- Your pre-sales consulting attach rate is 40%

Opportunity!

**\$2.1B over 5 years,
15% growth**

Why MediTek is the right partner

- Expertise in managing private and public cloud
- Success in selling combo hardware, software and cloud solutions.
- Proven customer acquisition in the SMB and Upper Mid Market
- Dedicated marketing support with strong campaign success record.
- Strong sales and technical training capabilities (pre-sales and post-sales)

Our Relationship – What MacroSoft will do for you!

Our investment

- Dedicated Resources
 - Technical support
 - CAM
 - Inside Channel Development teams
 - Partner Portal
 - Lead Management
 - Deal Registration
 - Access to our CRM
 - Sales & Technical Enablement Resources
- No conflict – our direct sales teams will not compete with you!
 - Deal reg protects you from the competition
- Infrastructure Support
 - Demo, Support Structure, Assistance
- Education
 - Full Scale Sales Training
 - Consulting and implementation training and certification via Prometric
 - You get the BATPHONE!
- Demand Generation – when the timing is right!
 - Joint marketing is key to long term success
- Incentives – BDF, Rebates, long term goals
- Programs – Road Shows, Advertising,
 - We'll focus on few but biggest bang for the buck

Your investment

- One certified sales person
- One certified technical person
- Strategic account planning
- Co-marketing

How you make money

On Premise

6 On Premise Deals closed in the first year

Expected Total Partner Sales \$380K

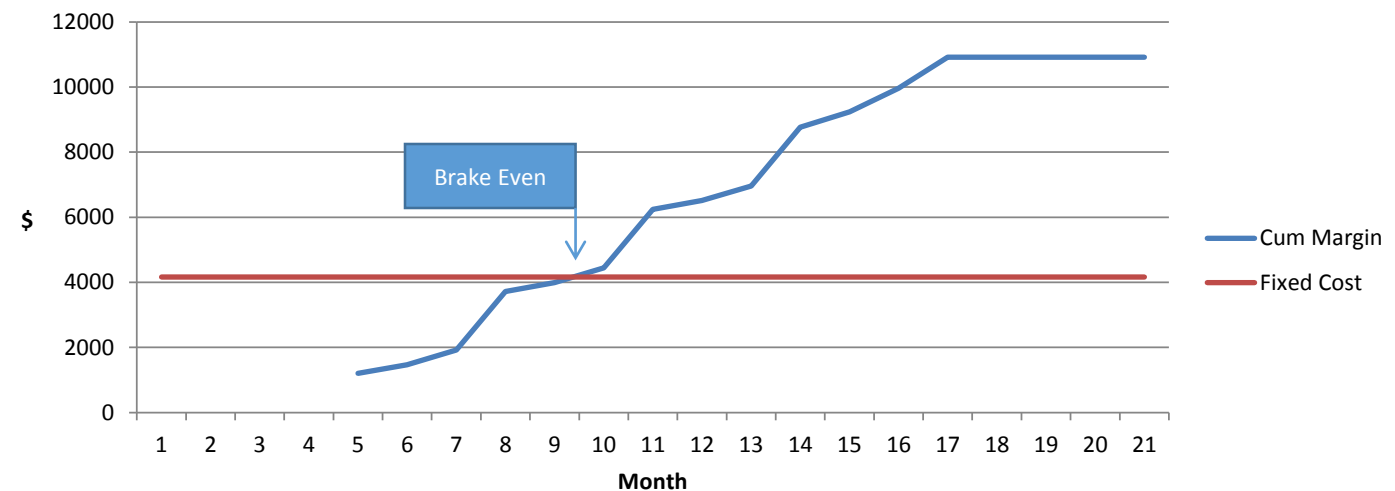
Expected Total Partner Profit: \$124K

- \$200K in Product
- \$80K in pre-sales consulting
- \$100K in post sales implementation
- Product / Pre Sales Consulting / Implementation Mix
 - 53% / 21% / 26%

	End-user price	Margin	Partner Profit
Product	\$200K	35%	\$70K
Pre-Sales consulting	\$100K	30%	\$30K
Post-Sales implementation	\$80K	30%	\$24K
Total	\$380	33%	\$124K

Subscription / as a Service

- 8 Subscription Deals closed in the first year
- Expected Brake Even after 9 Months
- Does NOT include your managed, hosting or cloud services



Next steps

- Sign the Partner agreement
- Identify and align MediTek and MacroSoft resources for training and enablement (2 weeks)
- Work together to calculate your break even
- Deliver CloudOne Demo equipment (2 weeks)
- Joint Customer planning (3 – 4 weeks)