

Stratus CloudOne Partner Enablement Plan Phase 3





Objectives of Today's Session

- Provide an overview program progress to date
- Receive sign off for enablement launch plan
- Position Stratus CloudOne as top of mind with Sales Leadership

Current Status

- Established a viable enablement launch plan
- Received buy in and support from the following key stakeholders
 - ✓ Sales Leadership
 - ✓ Corp and channel marketing teams
 - ✓ Education development team
 - √ Technical support team
 - ✓ Partner advisory council
- Obtained program implementation resources







Enablement Program – Capacity Planning → Success Metrics

Revenue Goal: \$10m

<u>Total # of Deals required:</u>

Traditional - On Prem: 292 Deals \$9.5m

Cloud: 78 Deals **\$500k**

(assumptions: 75% of customers select On Prem/ 25% select Cloud)

Total # of Partner Recruits Required: 74

(assumptions: partners avg 1 deal per month, and 50% failure rate of onboarded partners)

Total # of Success Partners Recruited: 37

(10 months of revenue after partner onboarding, 37 successful partners required)

Monthly Dashboard Metrics

Tracking performance against capacity plan:

- # of active selling partners
- # of partner sales and technical trained





Partner requirements to participate in Stratus Partner CloudOne Program

Attend Training

- Online sales training for 2 people
- 3 day Technical training 1 person
- POC shadowing

Marketing

Host 2 MDF activities in first 6 months

Planning and tracking

- Develop joint business plan
- Commit to Quarterly reviews

Partner Revenue goal - \$270,000

Our Benefits:

- Create Market Awareness
- Create technical ability to deliver the solution
- Allows us to capture market share
- Pipeline visibility
- Access to install base
- Enables our \$10M goal





Lightning Bolt Stratus Partner CloudOne Enablement – Ramp Plan



- Executive meetings-build plans
- Identify sales rep for onsite sales training
- CAM kick off email to field
- Partner portal logins
- Deal Registration Access
- Account mapping field sales
- Schedule the first customer introduction seminars
- Access marketing kits

60-days

- Complete online training
- Storm Chaser POC Deployment Program – Partner SE shadowing Macrosoft SE
- MDF planning and budgeting
- Provide partner 4 opportunities first customer call
- Set up direct line technical support
- Ship demo kits

90-days

Acceleration

- Send out joint press release
- Offer marketing concierge service
- Business plan review
- Complete POC training
- 1st POC Training \$250 SPIF

Partner Checkpoint

Partner Checkpoint Partner Checkpoint



Partnering for Success – Stratus Partner CloudOne Program Benefits

Investments Demand Generation Training and Enablement



Sales Tools and

Support

- 6% rebate for each appliance sold
- \$14K in MDF match
- Funded 50% Sales Rep

- Targeted advertising
- Tradeshow participation
- Joint seminars
- Lead generation
- Marketing collateral

- Technical training
- On-site sales training
- Competitive selling workshop
- Web-based training

- Sales playbooks
- Web portal
- Deal registration
- Competitive selling tools
- Direct access to technical support
- Professional services concierge
- Dedicated CAM





Summary and Next Steps

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Created a benefit rich partner program

- Enables partners
- Speed to market
- Increase revenue

Next Steps for the Program Team

- Host Channel Account Managers and Technical Services Team Kick Offs
- Allocate MDF
- Update partner portal
- Pitch to partners and on-board
- Analysis and deploy executive dashboard



