

CloudONE Partner Enablement

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Agenda



- Goals, Metrics and Budget
- Enablement Partner Program Overview
- Enablement Program Plan
 - Supporting activities 30 day / 60 day / 6 month / 12 month
 - Partner Training Requirements





Goal, Metrics and Budget

- Establish New Market Segment
- Achieve \$10M revenue in year one
- Ramp to \$150-250M over 3-5 years
- Establish 28 Hybrid Partners*7 On Premise Sales per partner

 - 20 MSP Transactions per partner

*plan for 40% failure rate

\$2M Budget Ask

- 500K Infrastructure
- 500K Marketing Dev / Demand Gen
- 400K Partner Training
- 400K Partner Marketing
- 200K Partner Early Ramp Incentives

	Q1	Q2	Q3	Q4
Partners On-boarded	8	20	28	40
Pipeline	\$3M	\$6M	\$9M	\$12M
Revenue	\$1.2M	\$3.1M	\$4.36	\$6.23

Year 1 Revenue Target: \$14.95M





Partner Enablement Overview



















Macrosoft	Partner
 Access to cloud specialists Access to architects to build optimized solutions for RFQ response Presale and tech support Services enablement 	 One sales person One pre-sales people Register all opportunities Demo unit purchase
 Technical & sales training webinars Certifications for Cloud Specialist designation 	Certify Sales & Services EngineersMeet program requirements
 Access to premium Macrosoft Cloud Resources Research papers, analytics, case studies, marketing playbooks, etc. 	
Eligible for Cloud case study and co-marketing activities	
Special F2F invite to industry events	
Access to early Cloud samples	





CloudONE Enablement Program Plan



Phase	Phase 2: Manage		
^{30 day} Onboard	^{60 day} Engage	6 month Ramp	12 month Grow
Welcome Kit	Technical Training	Supported Sales Activities	Accelerating Sales Activity
Portal Access	OnDemand Marketing Kits	Customer Assessments	Technical Expertise
Interlock	Services Catalog	Ongoing POCs	Sales Forecasting
Assign Technical Training Plan	Initial Sales Opps	Initial Customer Wins	Communication Processes
Goals and Sales Plan	Initiate Demos	Product Delivery & Logistics	Growth Strategies





Partner Training Requirements



Sales



Accredited Sales Professional

- - (WBT- 2 hrs)Selling CloudONE
 - Selling CloudONE (Video -1 hr)

PreSales



- Architect and Design (WBT 1 day)
- Demonstrating CloudONE (Virtual Lab)

Post Sales



- Professional Services Certified Engineer (ILT 2 days + 1 Day Lab)
- PS shadowing, best practices, documentation, tools etc.

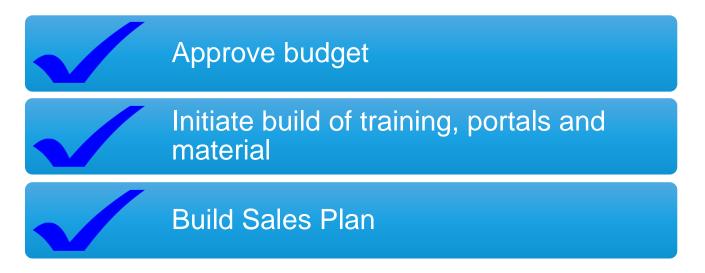


Requirements



Summary and Next Steps

- Establish New Market Segment
- Achieve \$10M revenue in year one
- Ramp to \$150-250M over 3-5 years
- \$2M to fund new Channel Program
- Year 1 Revenue target of \$14.95M







Thank you

Team 4



3-5 Year

# of Deals/Partner	7				
# of Trans/MSP	20				
Avg. VAR Deal Size	\$32,500				
Avg. MSP Deal Size	\$4,200				
	Q1	Q2	Q3	Q4	Totals
# of Partners	4	10	14	20	
# of MSPs	4	10	14	20	
# of Deals	28	70	98	140	336
# of Transactions	80	200	280	400	960
VAR Revenue	\$910,000	\$2,275,000	\$3,185,000	\$4,550,000	\$10,920,000
MSP Revenue	\$336,000	\$840,000	\$1,176,000	\$1,680,000	\$4,032,000
Total Revenue	\$1,246,000	\$3,115,000	\$4,361,000	\$6,230,000	\$14,952,000



