



Team Workshop Phase 2

Recruit the Right Partners

CloudOne Overview

MacroSoft CloudOne Appliance is the next generation single cloud or IoT infrastructure solution required by SMB, upper mid market and enterprise departmental customers.

It provides the ability to deploy on premise private clouds, integrated access to a wide selection of public cloud infrastructures, and the ability to manage all of their cloud environments from a single management console.



Benefits:

- Comprehensive cloud management platform
- Self contained hardware unit
- Built in security network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- User Tested: 19 out of 20 beta testers validated

Why Are We Here?

- End User Tested and Validated
- Technical Team Approved
- Targeted launch campaigns with strategic partners
- Designed for managed services offering
- New service offering creating a differentiator for you

CloudOne Sales Benefits

Why should you sell?

- Rapid Sales Cycle:
 - 30-60 days for mid-market
 - 30-90 days for enterprise
- Deployment Options to fit all your customers needs:
 - On-Prem and MSSP
- Service Add-on Opportunity: MacroSoft is 25% but added services could make you up to 42% Margin

:

The Market Opportunity

Target customer

- SMB (50-250 employees)
- Upper mid market customers (250-1000 employees)
- Usage in enterprise departmental customers

Growth:

- \$2.1B TAM over the next 5 years
- 14% CAGR (2015-2020)

Competitive:

- 1 competitor

Your Investment

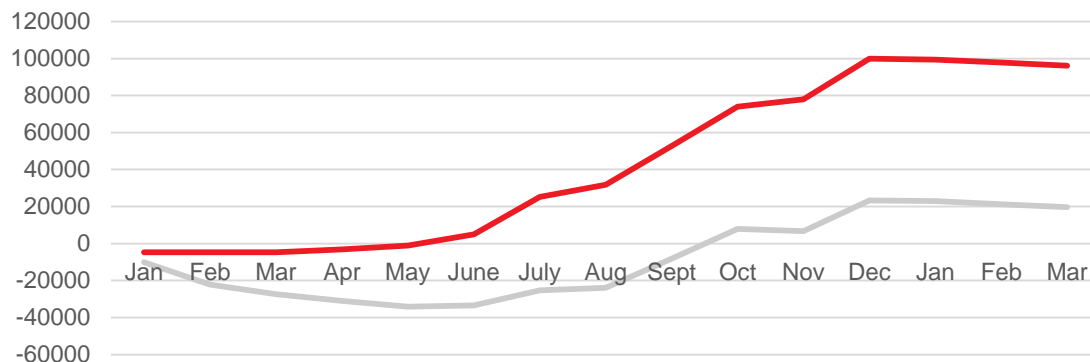
- **Half a Sales Rep**
 - \$125,000 full time (\$10,417/mo)
- **Technical Education Cost**
 - \$4,800 \$1600/day @ 3 days
- **Marketing**
 - \$7,000 MDF, two increments available, matched \$ set aside

Our Investment

- **Half a Sales Rep**
 - \$125,000 full time (\$10,417/mo)
 - *Funded for 12 Months as a Premier Partner*
- **Technical Education Cost**
 - \$4,800 \$1600/day @ 3 days
 - Waive cost and come onsite for training
- **Marketing**
 - \$7,000 MDF, two increments available, matched \$ set aside
 - *Funded for 12 Months as a Premier Partner*
- **Sales Team Partnership with a dedicated CAM**
- **Technical Starter Kit**
- **Portal**
- **End User Lead Gen**
- **Dedicated Technical Support**

Investment & Return

Breakeven Analysis

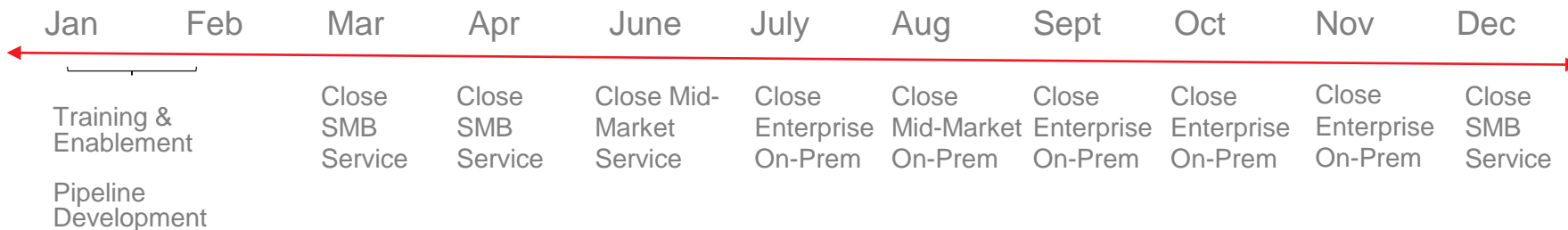


Over \$600
K
in Year 1

Includes >
20K MRR

Expected Sales Timeline:

— Standard — Premier Partnership



Next Steps

- Signed Agreement
- Access to the portal
- Schedule onsite technical and sales training
- Allocation on MDF funds