

Cloud One



Channel Soft Program

Easily Manageable and Profitable

MacroSoft Inc

Today's Meeting

Agenda:

Meeting Goal:

- Goal of today's meeting is to update management on our progress before recruitment of partners commences.
- Goal is to achieve 10 Million USD with 73 partners .

Capacity to revenue Goal - 2M Partner Program Budget Background



- 61 partners to recruit (163K)
 - Productivity = 7 Deals per rep per year
 - 1.5 average rep per partner
 - 20 % On Prem and 80 % Subscription
 - 20 % Enterprise Departmental deal and 80 % SMB and MM

\$ 10MM

Program Elements



Give (requirements):

Get (benefits):

Education

2 Sales Reps
2 technical resources

- Free in region training (instructor led)
- Certification Certificate

Support

- Managed service offering (s)
- Field customer calls

Pre- Sales Support
Post – Sales support
Demo Gear

Marketing

Pre-approved marketing plan
Marketing resource (internal or external)

Concierge program access *
MDF Funds \$5K
Pre- packaged product campaigns
Qualified Leads

Sales

- 165 K minimum 12 months Product sales
- Account planning
- On-going pipeline management

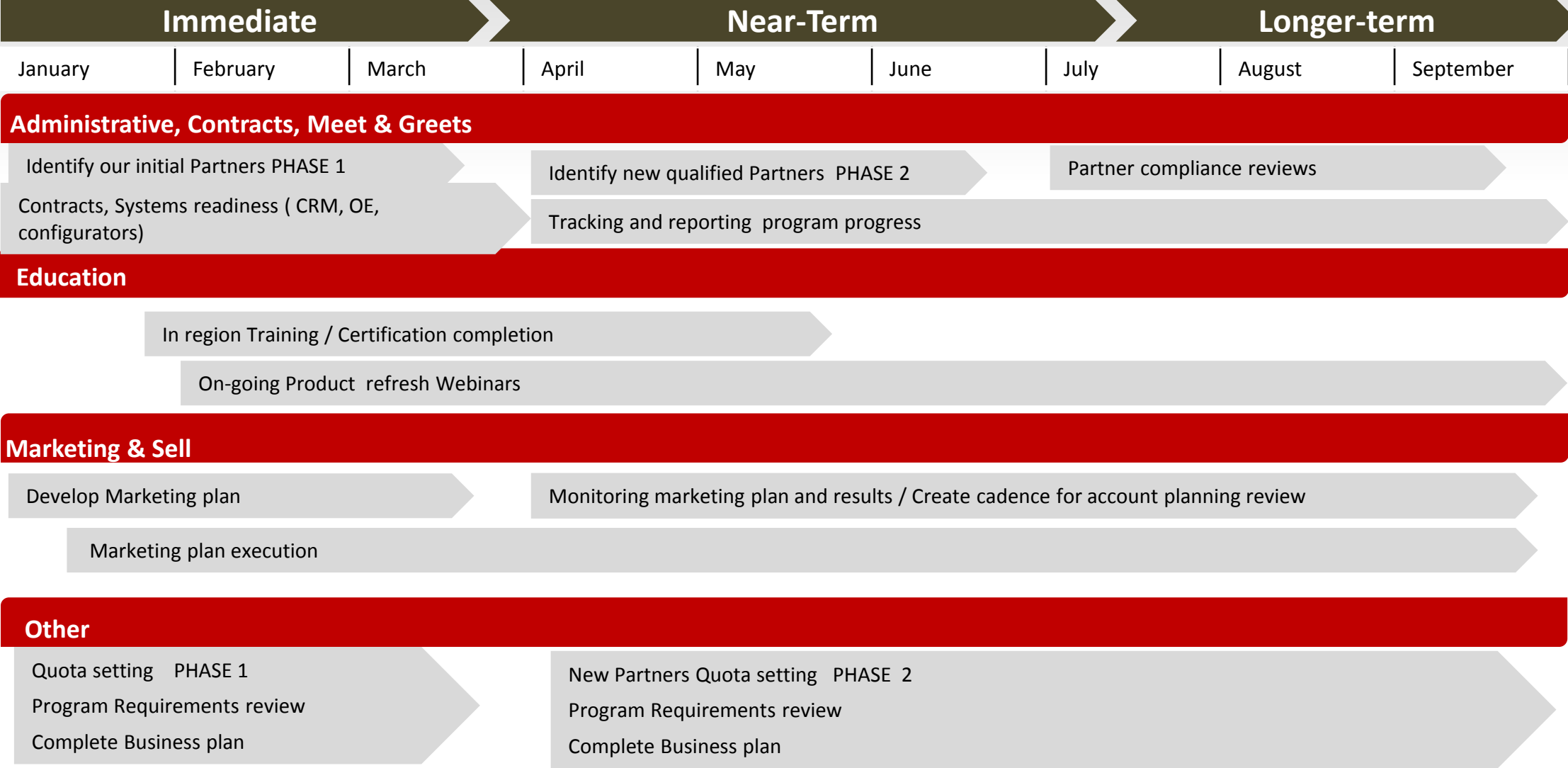
Professional services free access
(up to 12 Hrs /Qrt)
Designated CAM

Incentives

- 1 transaction within 30 days after training certification

- 10% Jump Start rebate post sale (hardware only)

On-boarding Timeline – Brand it



Assumption : Content and certification program developed

Our KPI's for success !!!!

FY 17 Program Dashboard						
Activity	Goal	Q1	Q2	Q3	Q4	YTD
Partners to recruit	92					
Productive Partners	61					
# of sales resources trained	184					
# of Technical Resources Certified	184					
Demo gear deployed	92					
MDF Marketing Funds \$	310					
10% Jump Start Rebate	163K					
Account Planning & pipeline review 1 per quarter per partner	92					
Total Revenue	10MM					

1. Approved !
2. Launch Program
3. Sell !!!



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