

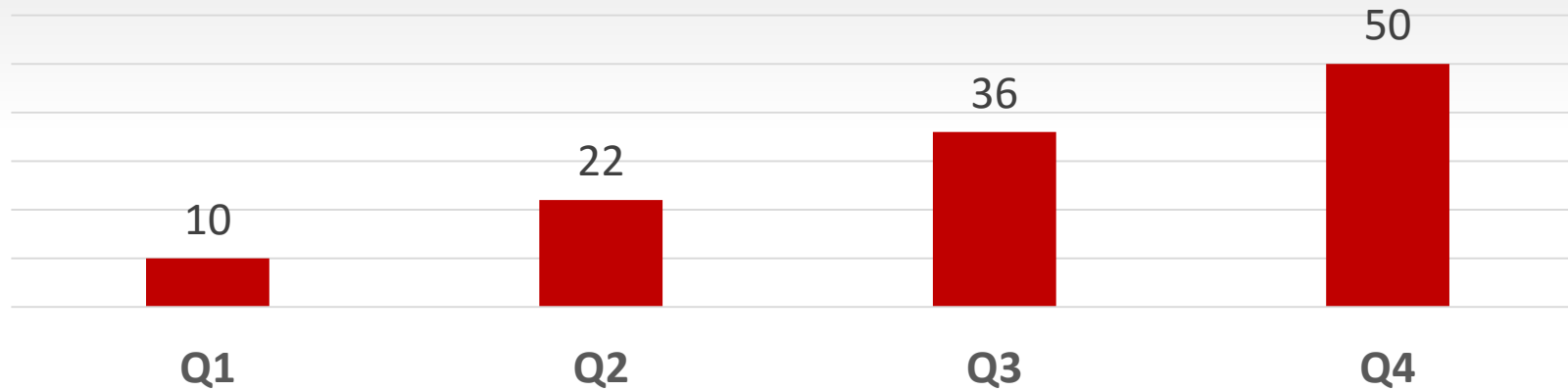
TEAM 1

1. Capacity planning
2. Partner qualification
3. Program components
4. Onboarding components
5. Success measurements
6. Budget Review

Partner Qualification

- VAR with MSP aspirations for services
- Solution-focused partner with trusted advisor status
 - Sales staff
 - Technical staff
- Partnership with at least one cloud provider and offer two cloud services
 - Ability to integrate into MSP architecture
- Existing marketing and demand gen programs
- \$3M+ annual revenue

Target # of Active Partners



- Each CAM needs to recruit 2-3 new partners each quarter to hit our 50 partner target

Y1 Partner Forecast

36	<i>Average Active Partners (35% failure rate)</i>
X \$106.5k	<i>Average Net Revenue per Partner (2 on-prem, 7 MRR)</i>
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\$5,112,000	<i>Forecasted Net Revenue</i>

CloudOne Partner Program Requirements

Tier	Annual Revenue	NFR Unit	Sales Certifications	Technical Certifications	Dedicated Contact	Joint Business Plan	Signed Contract
CloudElite	\$160K	Y	2	2	1	Y	Y
CloudSelect	\$50K	Y	1	1	1	N	Y

CloudOne Partner Program Benefits

Tier	NFR Unit	CAM Access	ICAM Access	Assigned SE	MDF	Staffing Assistance
CloudElite	Cost	Y	Y	Y	\$10k	Y
CloudSelect	Cost + 10%	N	Y	N	\$5k	N

WhiteGlove Onboarding Plan: 30 Day

- Contract Signed
- Alignment with the CAM or ICAM
- Assignment of the dedicated partner contact
- Identify and schedule the training contacts
- Sales
- Technical
- Onboarding Webinar – 15 Min automated
- Marketing discovery – Understanding capabilities and planning
- Initial target accounts Identified
- Appropriate Technical support in line in place
- Draft Business Plan

WhiteGlove Onboarding Plan: 90 Day

- Training completed appropriate to Tier
- Marketing plan for 6 months completed (\$10k or \$5k)
- Three POCs in progress
- NFR in use – Demo and Sandbox
- Joint solution architecture with reference architecture built
- Lead routing in place with ICAM/CAM
- 2nd Draft of the business plan complete

WhiteGlove Onboarding Plan: 180 Day

- Six month Review
- Customer Reference
- Partner Press Release
- Closed 1/3rd of required revenue based on tier (\$15k/55k)
- Updated marketing plan for next six months and review
- Identify additional resources for growth
 - “Other” bucket potential

CloudOne Partner Program Success Measurements

(figures are cumulative)

Performance Metrics	Q1	Q2	Q3	Q4
# of Partners Recruited	10	22	34	50
# of Partners through Onboarding	8	17	26	36
# of Sales Certifications	40	80	120	140
# of Technical Certifications	40	80	120	140
# of Demo Units Deployed	3	15	32	44
\$ MDF Spent	\$40k	\$100k	\$160k	\$250k
\$ Pipeline	\$1M	\$3M	\$6M	\$10M
\$ Net Revenue	\$500k	\$1.5M	\$3.0M	\$5M

Partner Program Budget

Category	Activities	Budget
Incentives	Training SPIFF, Deal Registration	\$260k
Demand Gen	Proposal-based MDF, Competitive Education, Partner-to-Customer Collateral, Industry Thought Leadership	\$500k
Partner Marketing	Industry Events, CRN, Digital Campaigns	\$300k
Infrastructure and Support	Portal, Content Development, Tech Support and Enablement	\$480k
Education	Sales and Technical Certification Development, Value Prop Development	\$400k
Other	Staffing Assistance, Consulting, TBD	\$80k
TOTAL		\$2000k

1. Approval of plan
2. Connect with internal stakeholders