



CloudONE Connect!

Agenda

- **Budget**
- **Benefits and Requirements**
- **Onboarding Plan**
- **KPIs**
- **Q/A**

CloudONE Connect Program Budget

Capacity to Program Revenue Goal

- **30** partners to recruit in first year
 - 21 needed to be productive for revenue target
- Typical Partner Productivity: **\$240,000 net (first year)**
- First year revenue goal: **\$5,000,000 net**

Program Element	Budget Amt (\$K)
Incentives (OPEX only)	275
Demand generation funds (Includes all MDF)	390
Program or other partner marketing excluding MDF	275
Infrastructure and support (includes portal)	540
Education budget	440
Other	80
Total Allocated	2,000

CloudONE Connect Benefits and Requirements

Partner Profile:

History of success with SMB, upper mid market, and enterprise departmental customers

At least **50% revenue from services**

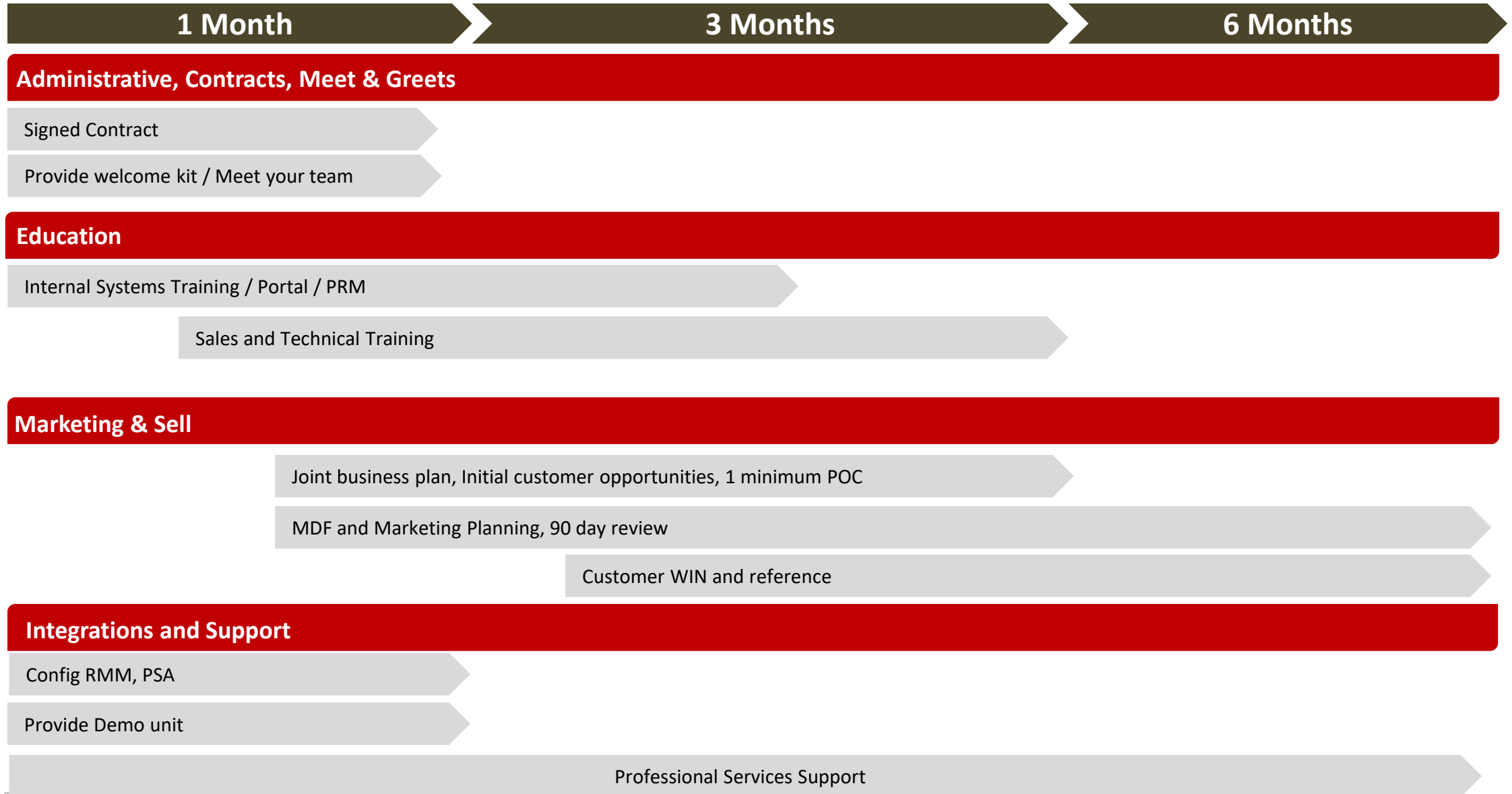
At least **\$3M+ with annual growth of 10%+**

Offer at least **two cloud services**, partnership with at least **one public cloud**

Benefits	Requirements
Deal Registration	Signed contract
Free Sales, Technical, Operations Training	Sales (2), Technical (2) Certifications
Marketing: MDF, Logo usage, co-branded marketing campaigns, content	Designated Marketing staff, completed business plan
Demonstration Appliance	Signed Contract, Completed Marketing plan
Priority Support and Professional Services	Signed Contract
Lead distribution program	TBD
Reseller locator listing	Sales (2), Technical (2) Certifications
Performance Incentives	Sales Target attainment (quarterly)

Yearly attainment target: \$240,000

CloudONE Quick Connect Onboarding Plan



CloudONE Connect KPIs

	Q1	Q2	Q3	Q4
Partners On-boarded	10	20	25	30
Pipeline	\$4M	\$10M	\$12M	\$20M
Revenue	\$1.5M	\$2.5M	\$3.36	\$5M

Activity	Goal	YTD	Notes
Partners Recruited (completed onboarding)	30		
Sales Training (2/partner)	60		
Pre-Sales Tech Training (2/partner)	60		
Partner Marketing Headcount	30		
Demo Unit	30		
Joint Business Plan	30		
Demand Generation Inc MDF	\$390K		
Customer References	21		
Deal Registrations	1000		
Won Deals	504		

Questions?