Build the Partner Program & On-boarding Plan

Phase 2 Template Team 1

Today's Meeting

Objective: \$5M in annual revenue

Overview

- Successful history with the channel
- > Leveraging a new organization to drive partner focused go to market
- > Attacking a space with rapid success opportunity and first mover advantage

Agenda

- Budget Overview
- Program Design
- Partner Journey
- Strategic Capabilities
- Success Metrics



\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- # of partners to recruit: 79
- Typical Partner Productivity IN \$ DOLLARS: \$90K
- First year revenue goal for the MacroSoft Program: \$5M

Budget Allocations

- \$480K Support
- \$450K Education
- \$460K Demand Gen
- \$200K Incentives
- \$344K Partner Program & Marketing
- \$66K Other

Background...in prior meetings we were granted a \$2M budget, this is how we will use the budget to achieve the revenue goal

- Capacity Plan for how many partners to recruit
- How this many partners, through Typical Partner Productivity, will make the stated Revenue Goal



Program Elements

Ideal Partner Profile:

Regional MSP/VARs with experience with:

- Offering at least 2 cloud services (with 1 being public)
- Experience selling HW, SW, and cloud solutions
- Dedicated sales, technical and marketing resources

	Give (program benefits):	Get (program requirements):
Education	Providing on demand & in-person certification trainings for both sales and technical staff	2 Sales and 2 Tech certs
Support	Providing various pre / post sale support, including demo units, Connectwise integration, and Professional Services Support.	Partner provides unaided customer support
Marketing	Provide various resources for partners to drive their own demand. Including co-branded collateral and campaigns in a box.	Partners will be responsible for 50% of marketing costs, providing a PoP and ROI
Sales	25% Discount, Rebates, SPIFFs. Dedicated sales support through regionally based CAMs/iCAMs.	Partners will maintain program revenue of \$90k annually
Other	Business planning support from dedicated CAM / iCAM.	Partner and CAM will develop a joint business plan every 12 months; review quarterly

Partner Onboarding Process - 12 months

First 30 Days Fast Start Plan

Welcome Package

- Contract
- Credentials
- Order process
- Partner Portal (training, content, branding links)
- Social Media

Sales/Technical/ Marketing intros

Schedule demo kits, POC

Program Overview

Phase 1 training

Initial email push

90 Day **Engagement Plan**

Executive alignment

Phase 2 training

Account mapping

Install POC, demo kits

Business/Marketing plan

Mobile training app

Top 5 prospect review

Partner Newsletter

6 Months **Acceleration Plan**

6 Month Review

- Identify gaps
- Establish 2H goals
- Account mapping
- Top 5 prospect review

Continued comms, training

Identify additional resources to support growth

Completed 1H Sales and **Tech Certs**

Review initial customer wins

Joint sales activities

12 Months **Business Plan**

Develop customer testimonials

12 Month Review

- Identify gaps
- Establish 2H goals
- Account mapping
- Top 5 prospect review

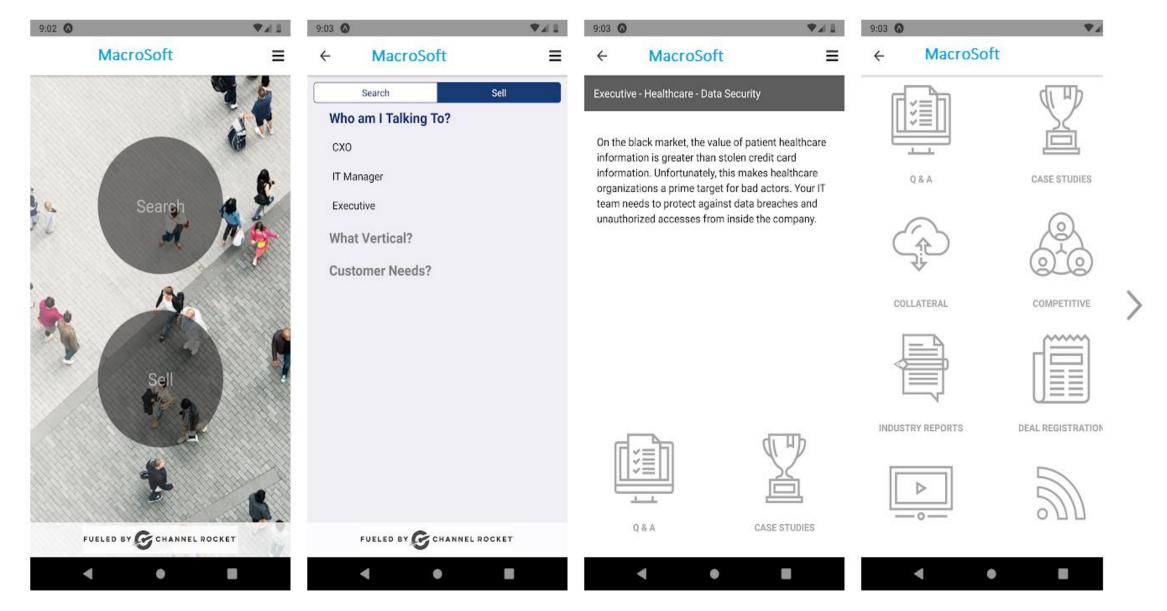
Business/Marketing Plan for year 2

Growth strategies

Continued training, joint sales activities



Mobile App Preview



Measures of Success

	Q1	Q2	Q3	Q4
Partners On-boarded	79	0	0	0
Pipeline	\$2M	\$3M	\$5M	\$10M
Revenue	\$.5M	\$.75M	\$1.25M	\$2.5M

Category	Activity	Goal	Notes
Ecosystem	Partners Recruited	79	All in Q1
Ecosystem	Active Partners (made it to Lift Off)	56	~10 deals in year 1
Education	Sales Training (8/partner)	632	Mix of on-site, webinar, account planning; led by CAMs / PS
Education	Sales Training	158	2 certifications per partner in the first half of the year
Education	Pre-Sales Tech Training (11 tactics/partner)	869	Mix of on-site, webinar; led by CAMs / PS
Education	Pre-Sales Tech Training	158	2 certifications per partner in the first half of the year
Education	Joint Business Plan	79	
Education	CSAT	8	NPS
Support	PSAT	8	NPS
Support	PRM and App Activity	1 / wk	Login activity, asset usage and clicks; Once per week
Support	Demo POC	316 / yr	Driven by PS team

Category	Activity	Goal	Notes
Marketing	MDF Proposal Base	200K	50/50 MDF Split with POP submitted for reimbursement
Marketing	Webinar Registrations	1200	1 webinar / month, 100 registrations / webinar
Marketing	Tradeshow Booth Scans	1600	8 shows @ 200 / show
Marketing	Email Open Rate	15%	
Marketing	Email Click through Rate	2%	
Marketing	Website visits	6K / yr	5-6x visits / opportunity; product landing page
Sales	Joint Sales Calls	2 / mo / partner	~7 partners per CAM
Sales	Opportunities	2,240	Assume 25% close ratio
Sales	Customer Wins	560	10 / partner
Sales	Time to close	< 90 Days	Sales cycle
Sales	Deals/Partner	10	Targeting 10/partner
Sales	Rev/Partner	\$9K	Net ACV



LET'S GO!!!!!

