



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

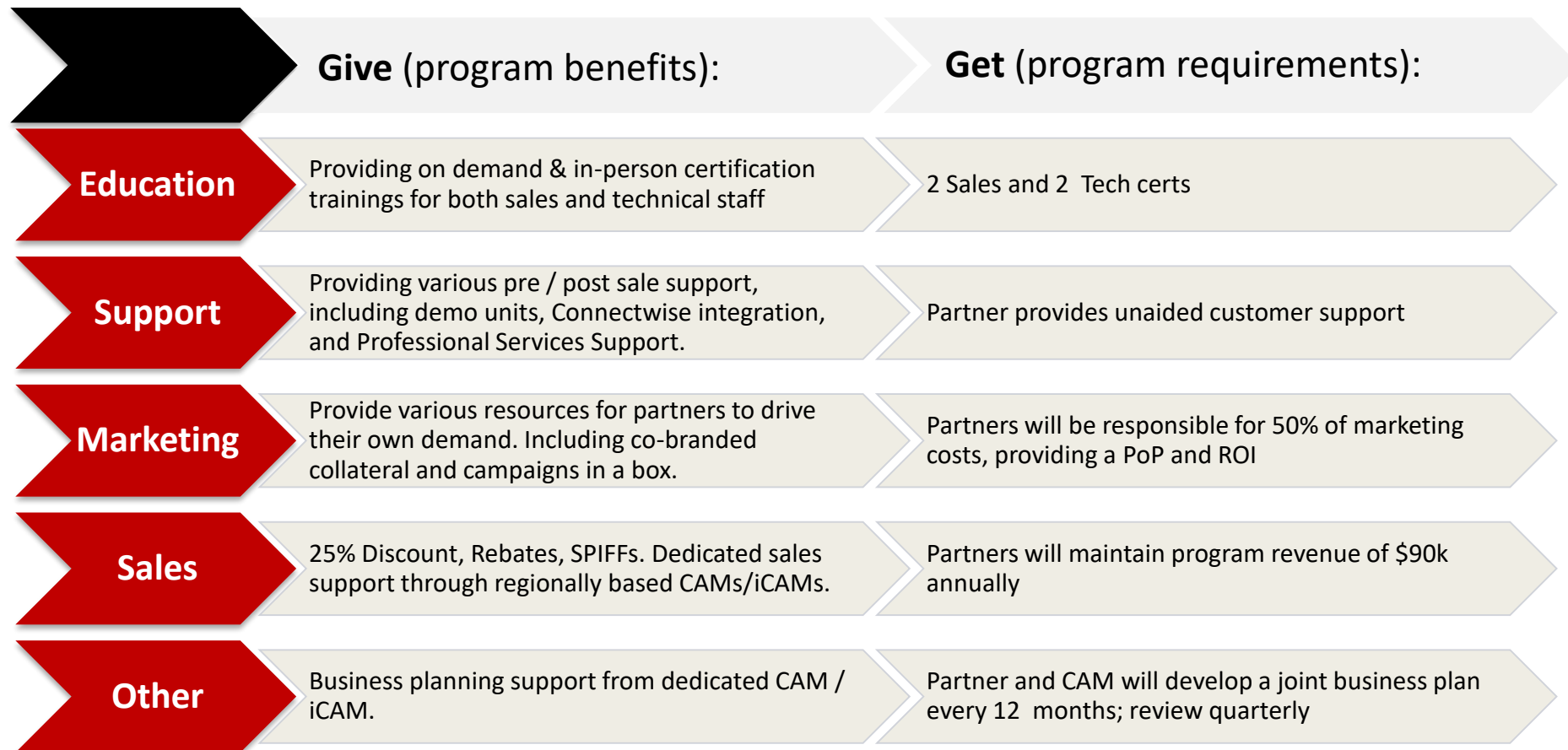
- Capacity Plan for how many partners to recruit
- How this many partners, through Typical Partner Productivity, will make the stated Revenue Goal

Program Elements

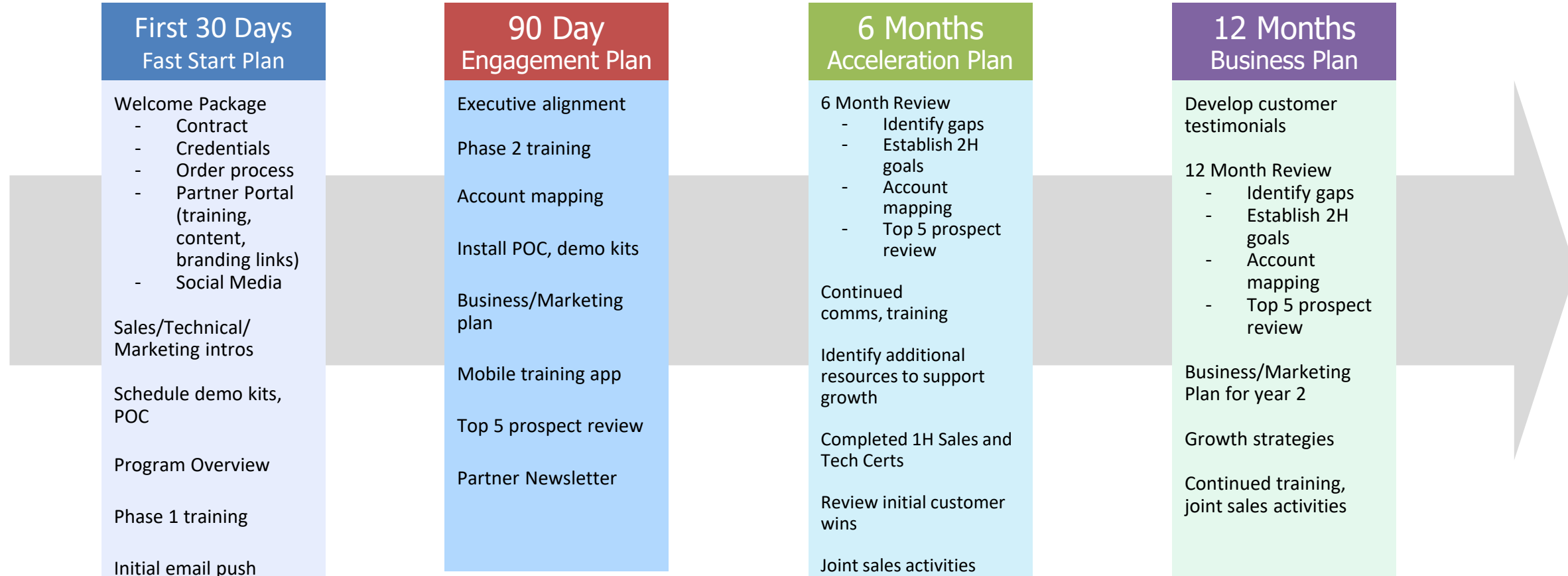
Ideal Partner Profile:

Regional MSP/VARs with experience with:

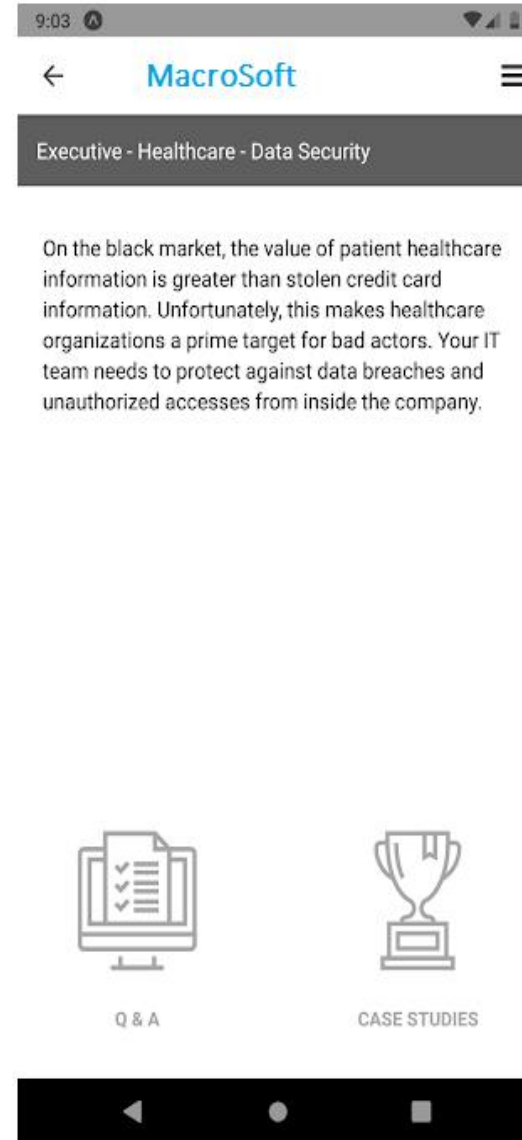
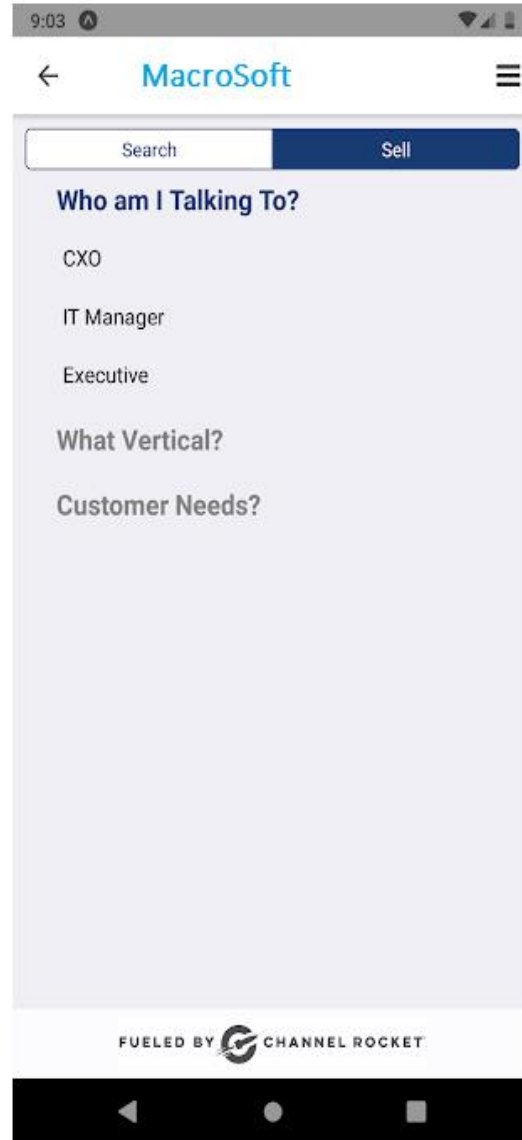
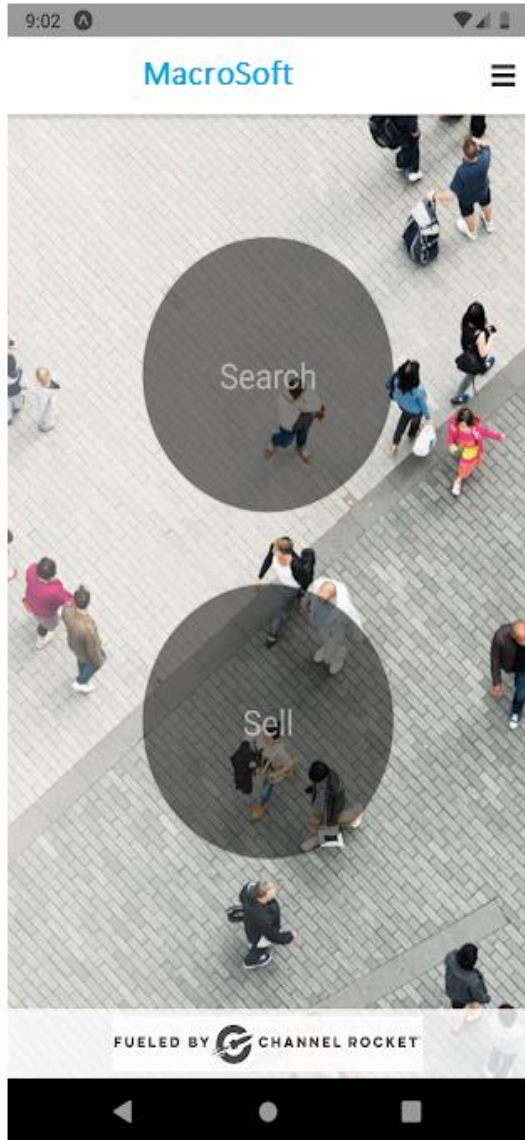
- Offering at least 2 cloud services (with 1 being public)
- Experience selling HW, SW, and cloud solutions
- Dedicated sales, technical and marketing resources



Partner Onboarding Process - 12 months



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	Tradeshaw 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 !!!!!