

Cloud One



MacroSoft

Today's Agenda

**Why
MacroSoft**

**Market
Opportunity**

**Cloud
Edge™
Program**

**Road to
Revenue**

**Getting
Started**

Why Partner with MacroSoft

- 45 best-in-class Partners
- Relationship with Public Cloud Provider
- Focused on Managed Services Offering for SMB, Mid-Market
- Expand Managed Service Offering
 - Security as a Service
 - Visibility as a Service
 - IoT Solution as a Service



MacroSoft Cloud One Solution

Cloud One Appliance

Self Contained Hardware Unit with Built in Security, Software and Networking

Best in Class Platform for Operational Intelligence

Differentiating Features

Pre-integrated Access to all Major Public Cloud Offerings

Comprehensive APIs

Splunk® Enterprise Embedded License

Lower Total Cost of Ownership

Customer Use Cases

Visibility as a Service

Simple Transition to the Cloud

Turnkey Solution for Faster Time to Market

Reduced Risk

Market Opportunity

Addressable Market

- Market size \$2.1B TAM over next 5 years
- Growth rates 14.5% CAGR from today through 2022

Target Buyers

- SMB 50-250 employees
- Upper Mid-Market 250-1000 employees
- Departmental Enterprise

Competition

- One major appliance vendor plans to offer direct to customer solution
- Two large vendors put the burden of integration onto the partner or customer

MacroSoft Go To Market Plan

- Tier 1 relationship
- **100% Channel Model**
- Strategic high touch engagement



Cloud One Services Opportunity

Addressing As A Service Flexibly and Competitively

Flexible Business Model
Cloud One Appliance



On Premise @ Customer

MRR at Customer or Partner site

Revenues	Gross Margins
\$50,000	\$12,500 @ 25% discount
\$1,000/month	\$250 @ 25% discount

Services Opportunity	Cloud One on Premise	Cloud One as a Service
Pre-sales consulting (OTC)	\$7,500 @ your GM	\$4,500 @ your GM
Implementation Services (OTC)	\$12,500 @ your GM	\$9,000 @ your GM
Additional Managed Services	\$550 per month / per system @ your GM	

- Place Cloud One on premise at the customer as a stand-alone box in either OTC or MRR
- Consume Cloud One on MRR to expand Managed Services offering with business relevant IoT solutions at the edge
- Visibility as a Service, Networking as a Service, Security as a Service

MacroSoft Partner Cloud Edge Program


Ignite Your Service Cloud Offerings and Expand Your Customer Base

Partner Benefits

- Free Training: Sales, Technical and Operational
- Free Demo Units
- Quick Ramp with Funnel Leads
- Incentives (Training/Enablement, Performance-Based)
- Dedicated CAM for Strategic Sales Engagement
- Jumpstart Demand Generation with Free Marketing Concierge and Proposal-based MDF
- Professional Services Automation and MRR tool
- Preferred Partner Support

Partner Requirements

- Enroll in the Cloud Edge Program
- Achieve Cloud Edge Competency: 1 Sales, 1 Technical, and 1 Operations
- Designated Marketing Resource
- Participate in joint sales/territory business planning



**Exclusive Channel
Partner Offering**

Your Profit Potential

Sales Assumptions

- Leverage existing salesforce
- Close 2 On Premise deals, either MM or Ent
- Close 8 MRR deals, 5 in MM & 3 in SMB
- \$111K potential for first year Cloud One net revenue
- **Profit Potential: \$86K by end of FY**

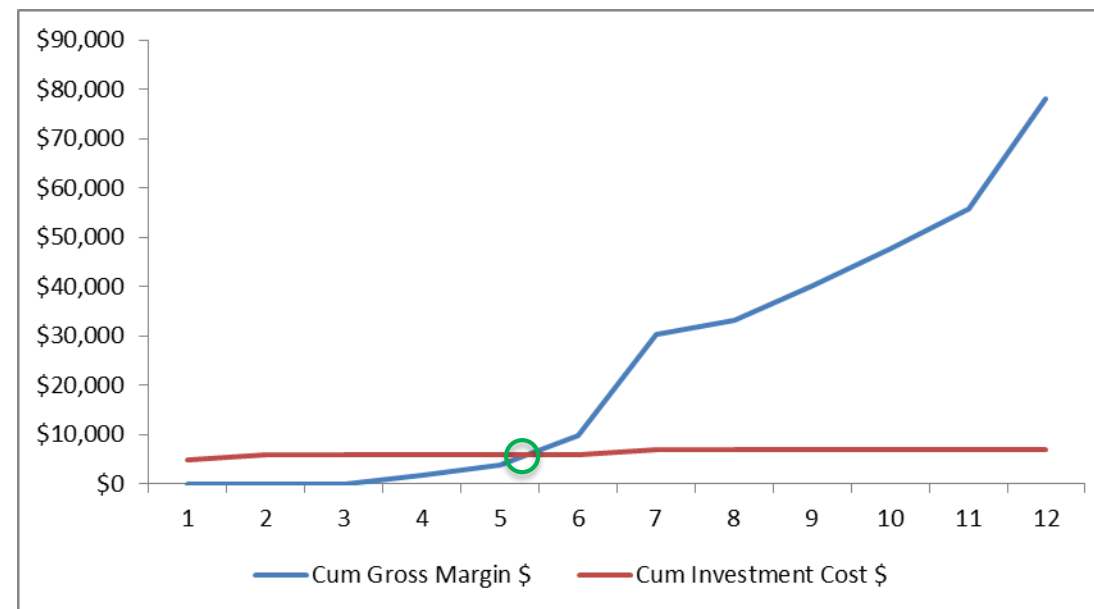
Partner Cost Assumptions

- Training Opportunity Cost: \$4,800
- MDF Matching: 2 \$1K increments
- **Total investment: \$6,800**

Time Assumption

- 12 Months, 2 ramping up

Break Even = 5 months*



Roadmap to Revenue

You are here!



Jump Start

- Executive Alignment
- Contract
- Logistics
- Sales Introductions
- Training Plan
- Systems Alignment

Empower

- Complete Training
- Joint Sales Plan
- 1st Deal Identification
- Joint Marketing Plan

Accelerate

- Joint Sales Activities
- Demand Generation
- Sales Incentives
- POCs with Customer
- Initial Customer Wins

Grow

- Scale Sales Activity
- Growth Strategies
- Sales Incentives
- Customer References
- Business Reviews

30 days

60 days

90 days

Ongoing

Thank You!

