

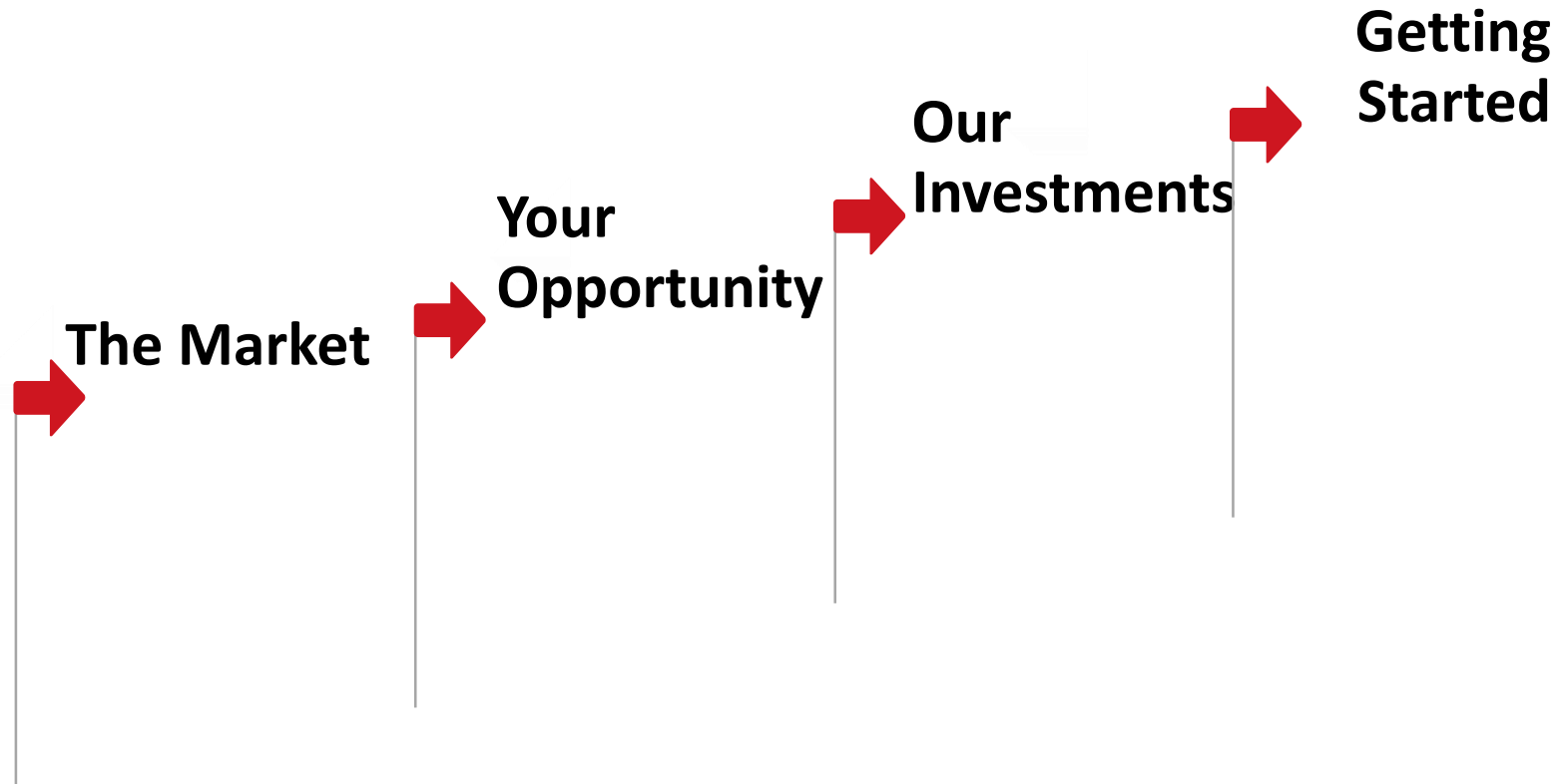


MacroSoft Cloud One Appliance

Solution & Partner UP!
Overview

Agenda

**MacroSoft
CloudOne
Appliance**



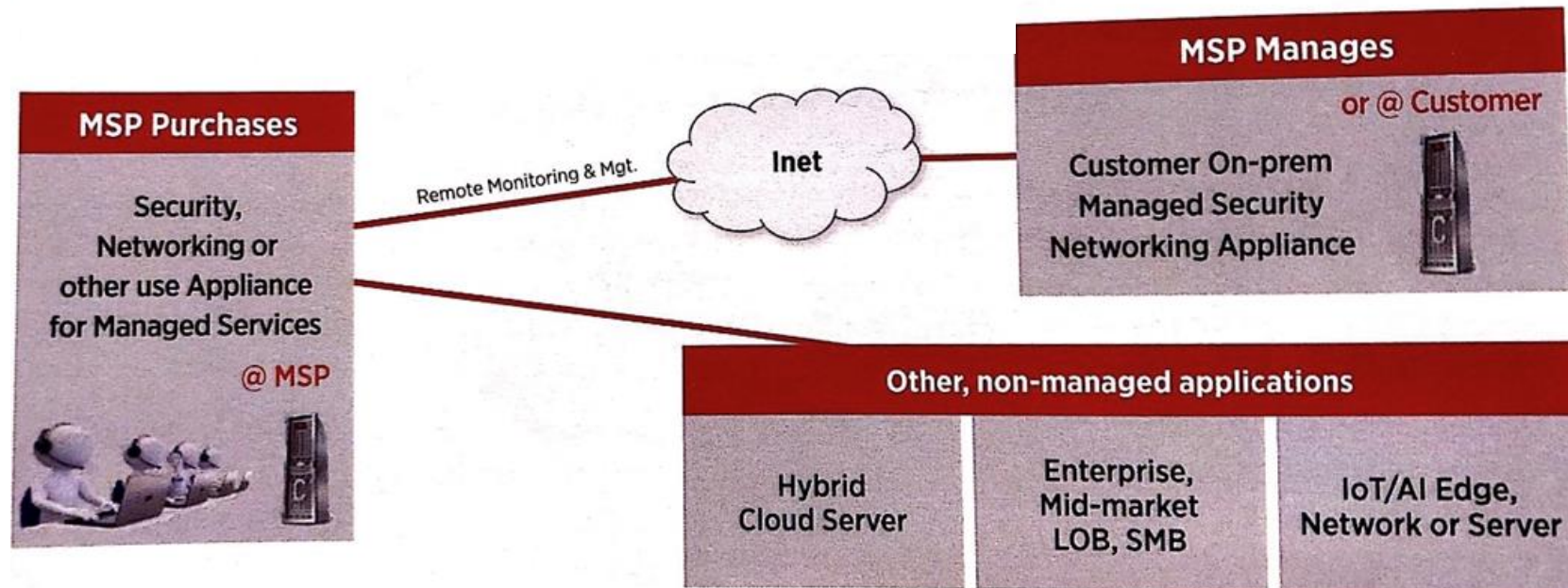
UP! Your VALUE for Customers

Customer Needs

- Managed Security or Networking
- Digital Ready Infrastructure
- Hybrid Cloud Server
- IoT/AI Server
- Back-Up Disaster Recovery
- LOB or Departmental Enterprise Server

Customer Benefits

- Reduced Cost
 - Eliminate Unnecessary Access
 - Billing and Resource Allocation Platform
 - Fully integrated
- Reduced Risk
 - Integrated Security and Threat Detection
 - Automatic Resource Requests
- Faster Time to Market
 - Increased Visibility to Critical Data
 - Improved Sales, Support and Customer Service Effectiveness



MacroSoft

Industry Leadership

Brand Recognition

Technical Performance

High Customer Satisfaction

Channel Exclusive

CRN 5-Star Winner

UP! Your Revenue with
Cloud One



Cloud One

Hardware + Software Appliance that Enhances Your Solution

Easily Manage All Cloud Environments from a Single Console ; Fully Integrated with AWS, Google, Azure

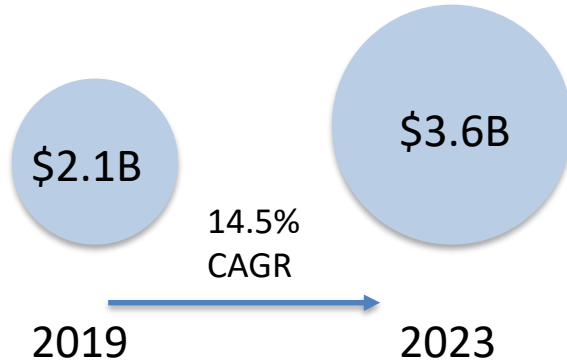
Easily Transition Customers from On-Premise to Managed Service Model

Significant Service Revenue Opportunity

Open APIs and ConnectWise Integration

Fast Growing Market Opportunity

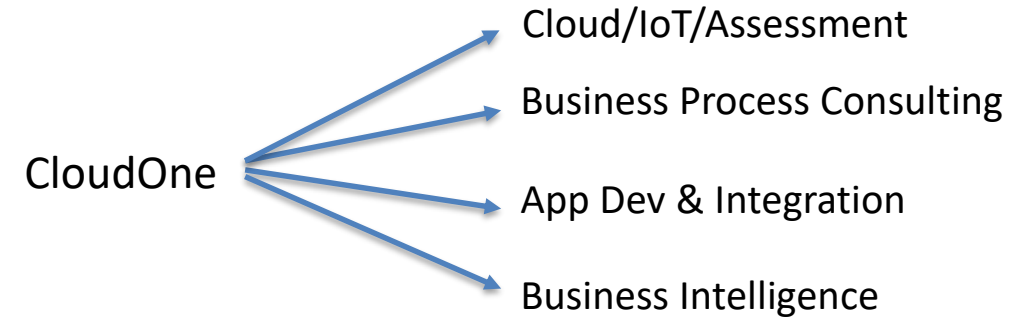
TAM



Target Customer

Customers moving workloads to managed service contracts, either off premise or on-premise

Future Opportunity



Approximately 1 in 4 customers will be interested in additional capabilities

MM Competition

1 competitor, direct centric, ill defined partner program, & limited market visibility

Our solution is 100% partner, pricing parity with competition, no channel conflict / diluted margins

Partner Centric GTM

Pure partner play with high touch sales, technical, training, and marketing support from MacroSoft

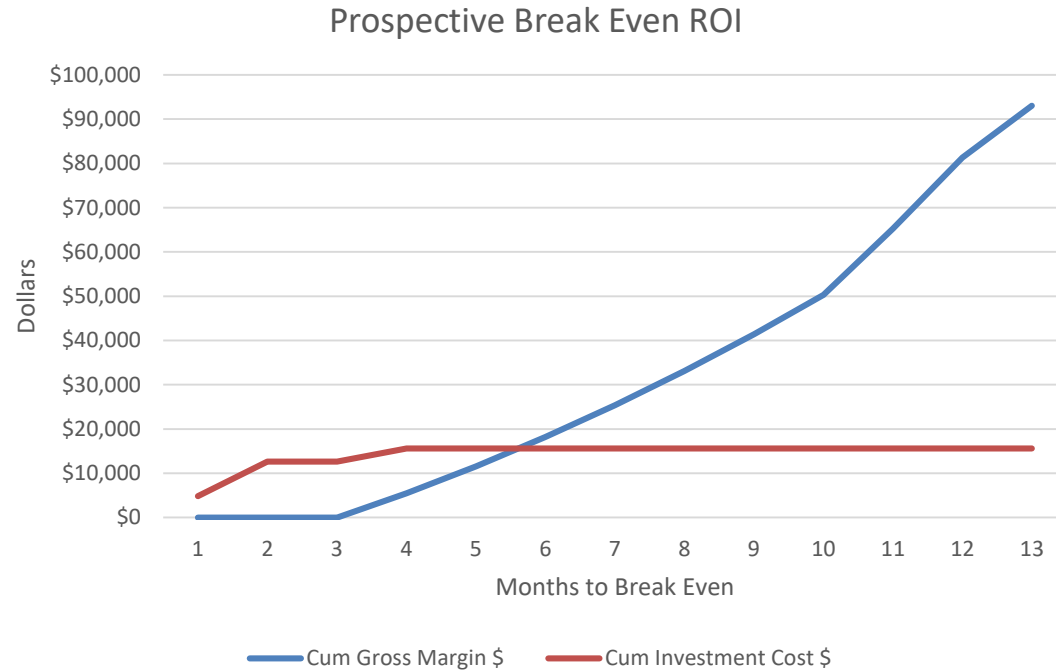
Your Profit Potential

Profitability Model of our Cloud One Application

Mid Market	One Time Charge	
	Revenue	Profit
Pre-sales consulting	\$ 5,400	\$ 1,890
Implementation	\$ 9,000	\$ 3,600
Total Rev & Profit Estimate	\$ 14,400	\$ 5,490

Mid Market	Monthly	
	Revenue	Profit
CloudOne Service	\$ 1,000	\$ 250
Managed Services	\$ 750	\$ 315
Total Rev & Profit Estimate	\$ 1,750	\$ 565

Financial Summary of Investment & Partner Return



Profit Potential of **\$93,000** first year based on our financial assumptions

Financial Assumptions

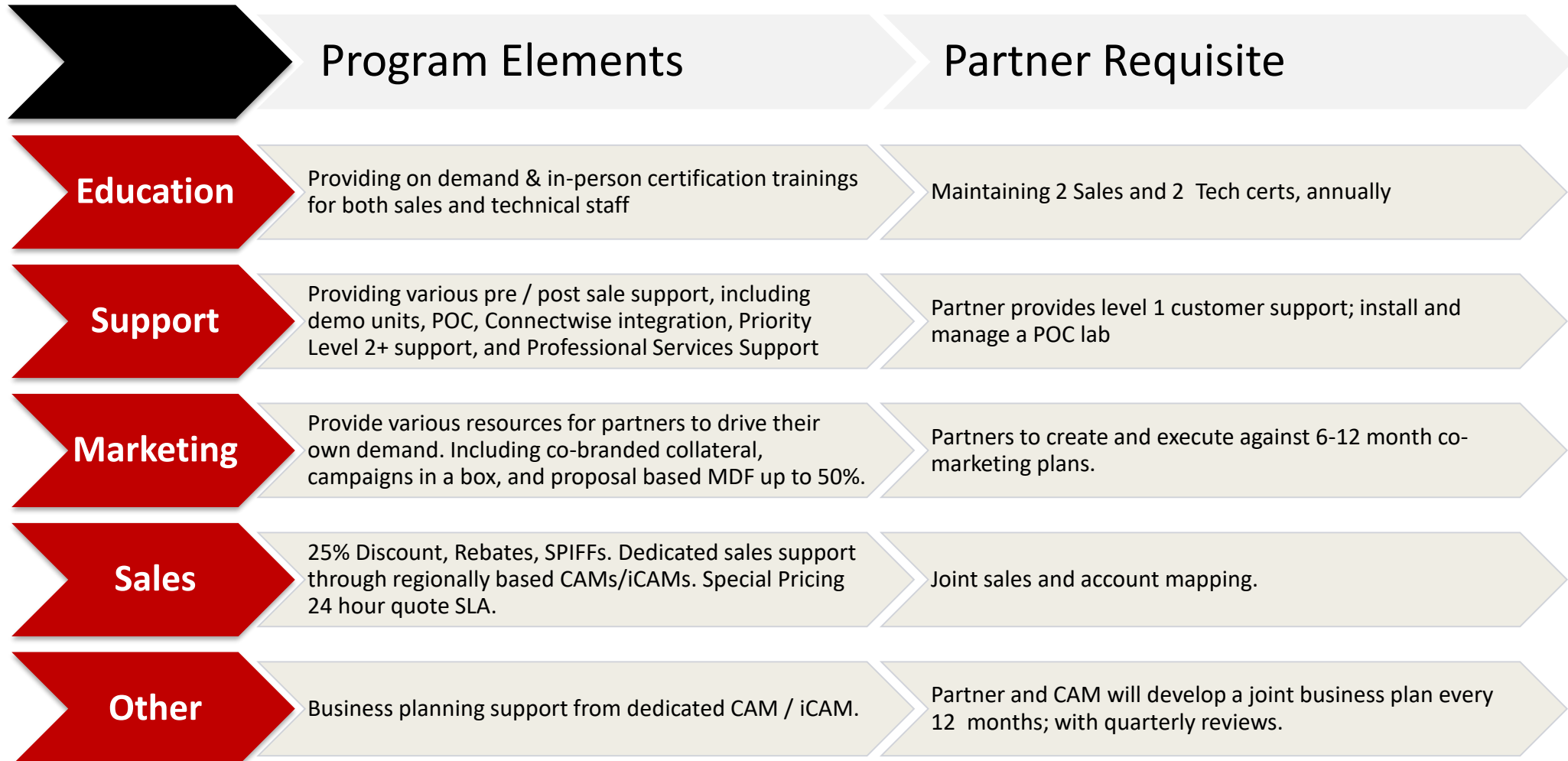
- Two (2) months to Staff, Train, and Sell
- Then close 1 deal for the 1st 8 months
- Double Your sales the following 2 months

Partner Investments

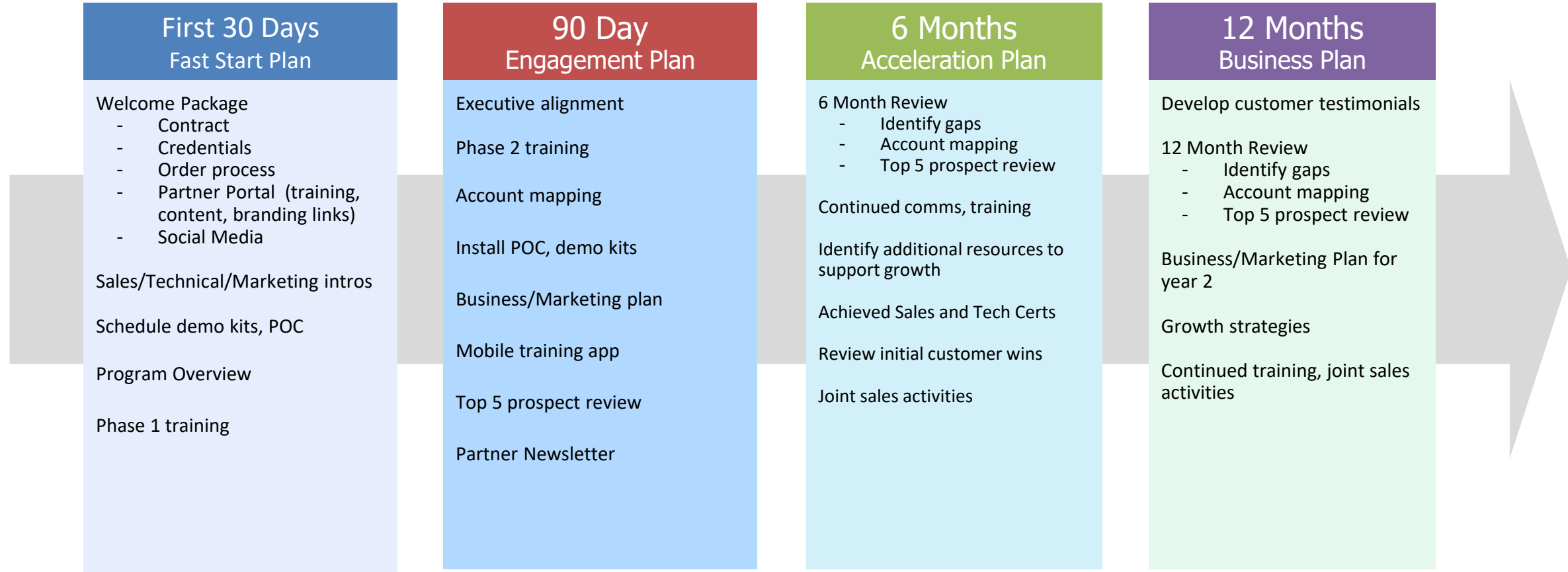
- Train 2 Tech (Opportunity Cost):
 - \$9600 in lost billing/for 2 techs @ \$1600/day @ 3days/ each per technician
- Matched Marketing Dollars:
 - \$6,000 MDF available over the 1st 2 quarters

Partner UP! Program Elements

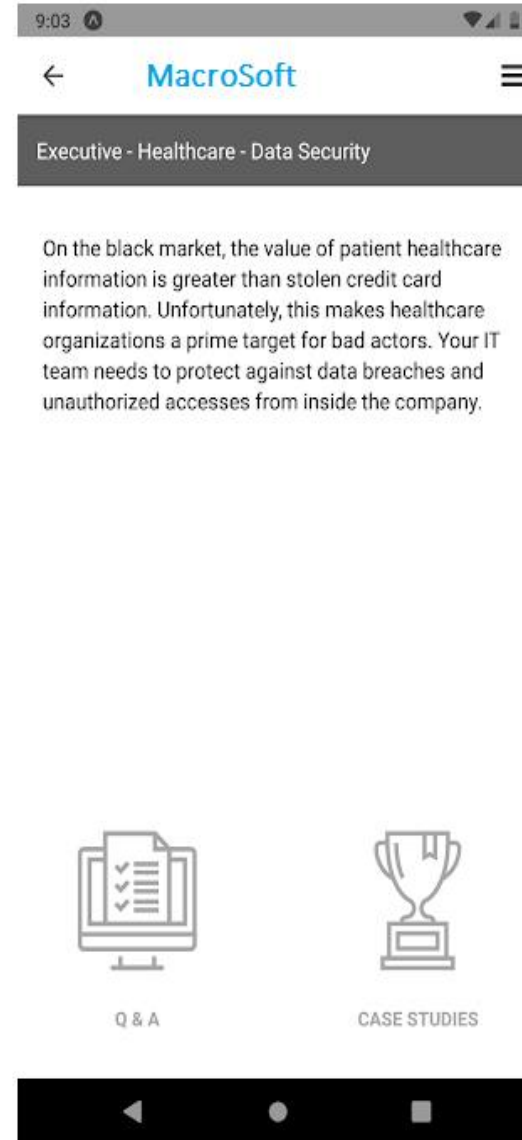
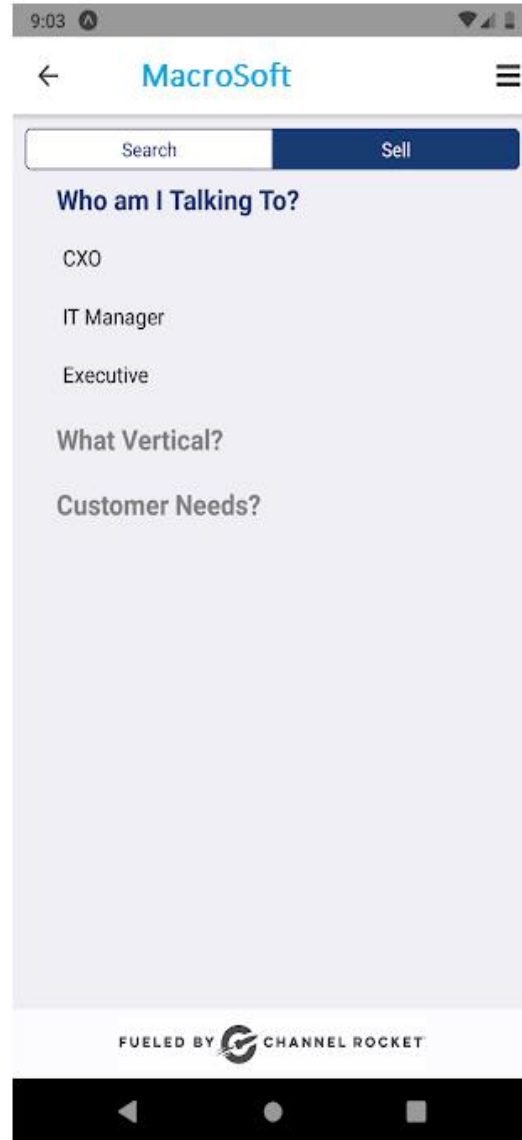
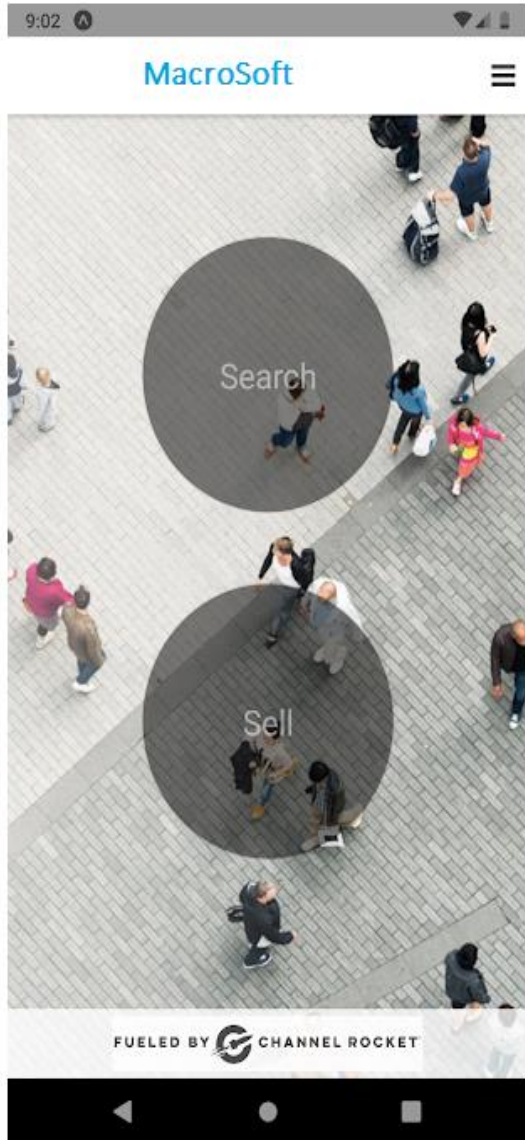
Partner UP! Program encompasses a single tier channel model that hones in on the resources that will have high value impact to enable, drive demand, and increase revenues for our valued partner community. Partners can benefit from increasing their MRR as well as capture new markets or customers.



Partner UP! Onboarding Process



Mobile App Preview





Thank You