MacroSoft Cloud One Appliance

Solution & Partner UP! Overview

Agenda

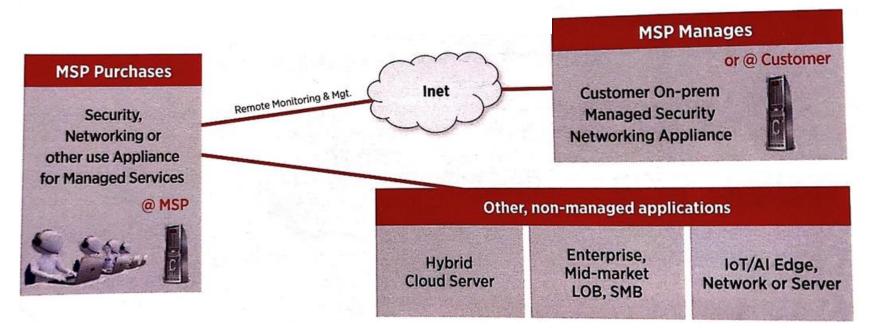


Customer Needs

- Managed Security or Networking
- Digital Ready Infrastructure
- Hybrid Cloud Server
- IoT/Al 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



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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 <u>Your</u> Solution

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

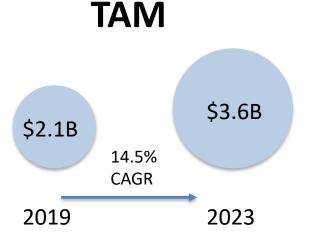
Easily Transition Customers from On-Premise to Managed Service Model

Significant Service Revenue Opportunity

Open APIs and ConnectWise Integration



Fast Growing Market Opportunity



Target Customer

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



Business Intelligence

Approximately 1 in 4 customers will be interested in additional capabilities

MM Competition

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

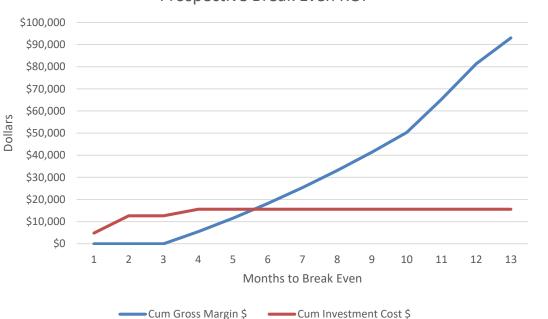
Our solution is 100% partner, pricing parity with competition, no channel conflict / diluted margins

Partner Centric GTM

Pure partner play with high touch sales, technical, training, and marketing support from MacroSoft Profitability Model of our Cloud One Application

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

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



Prospective Break Even ROI

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

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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.



	Program Elements	Partner Requisite		
Education	Providing on demand & in-person certification trainings for both sales and technical staff	Maintaining 2 Sales and 2 Tech certs, annually		
Support	Providing various pre / post sale support, including demo units, POC, Connectwise integration, Priority Level 2+ support, and Professional Services Support	Partner provides level 1 customer support; install and manage a POC lab		
Marketing	Provide various resources for partners to drive their own demand. Including co-branded collateral, campaigns in a box, and proposal based MDF up to 50%.	Partners to create and execute against 6-12 month co- marketing plans.		
Sales	25% Discount, Rebates, SPIFFs. Dedicated sales support through regionally based CAMs/iCAMs. Special Pricing 24 hour quote SLA.	Joint sales and account mapping.		
Other	Business planning support from dedicated CAM / iCAM.	Partner and CAM will develop a joint business plan every 12 months; with quarterly reviews.		

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

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
- Account mapping
- Top 5 prospect review

Continued comms, training

Identify additional resources to support growth

Achieved Sales and Tech Certs

Review initial customer wins

Joint sales activities

12 Months Business Plan

Develop customer testimonials

12 Month Review

- Identify gaps
- Account mapping
- Top 5 prospect review

Business/Marketing Plan for year 2

Growth strategies

Continued training, joint sales activities

Mobile App Preview

