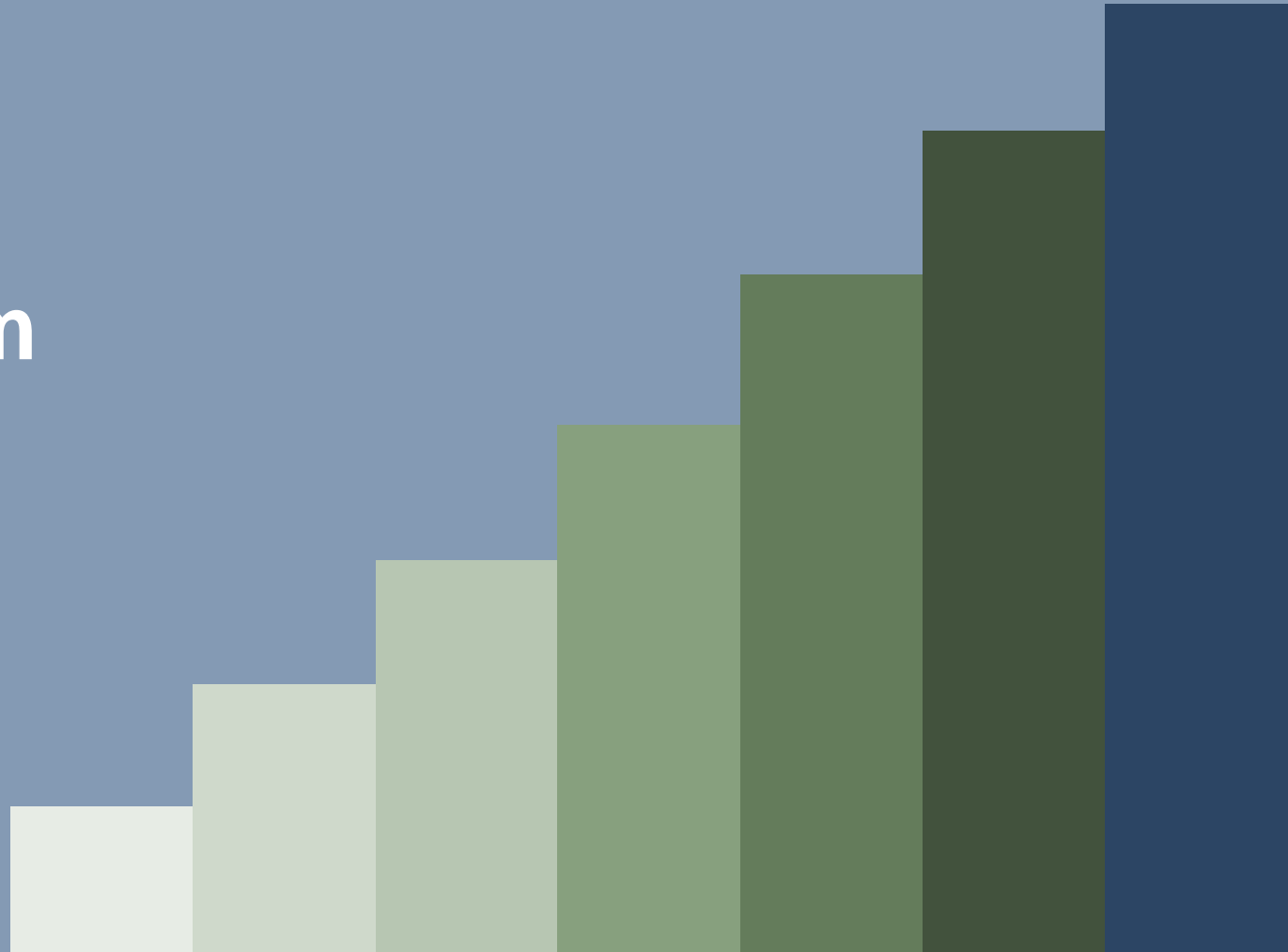


# CloudONE

## Rev-up Partner Program

October 19, 2017

Fast Path to Cash



**Target Market:**  
Discrete Manufacturers

**Competitive Outlook:**  
Fractured

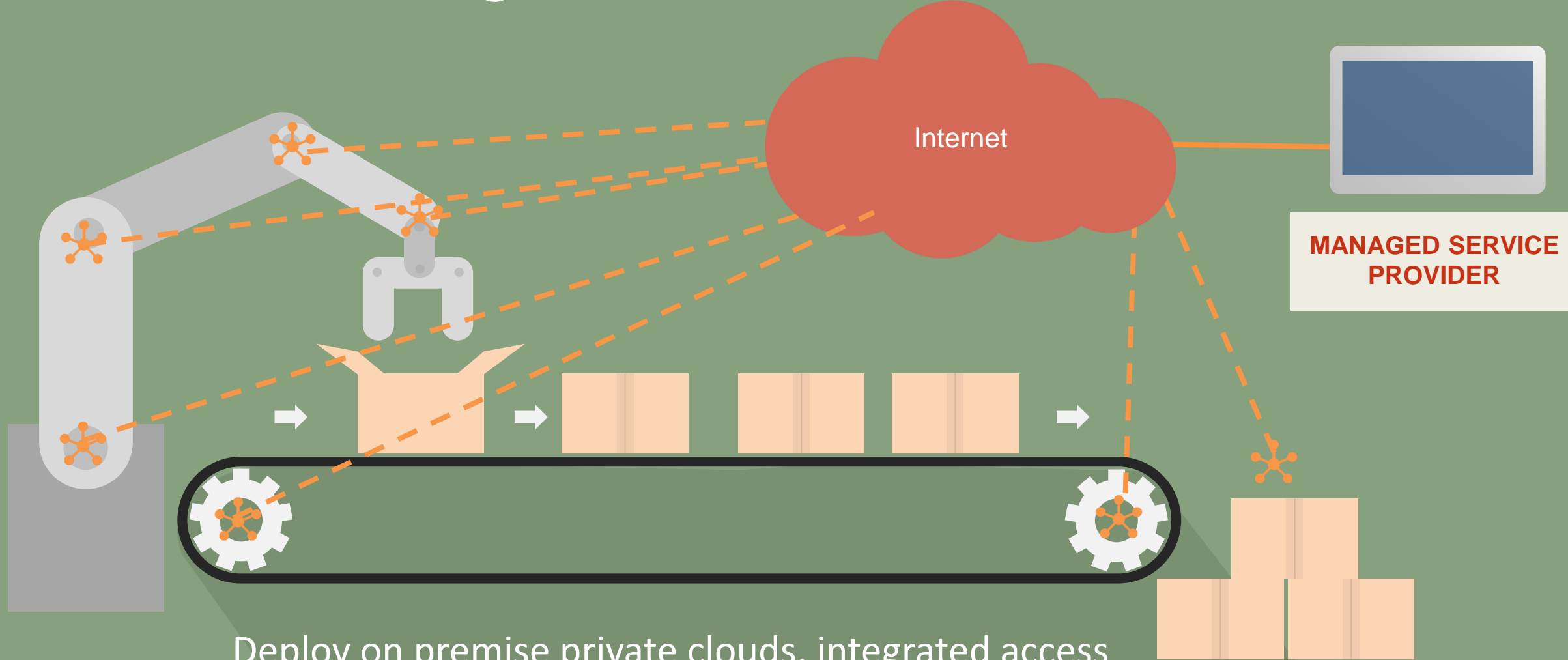
**Market Potential:**  
IoT Analytics \$21.4B by 2020



## Popular Use Cases

- ▶ Lower Operational Costs
- ▶ Improve Customer Retention
- ▶ Improve Customer Service
- ▶ Improve business process efficiency
- ▶ Differentiate from competition

# CloudONE - Turning Machine Data into Answers



Deploy on premise private clouds, integrated access to a wide selection of public cloud infrastructures, manage IoT environments, and manage all cloud

# MacroSoft CloudONE

Rev -up your managed service revenue

## The Features



- 1G license to Splunk
- Comprehensive API's
- Cloud Management & IOT platform from a single console
- Pre-integrated access to most cloud offerings
- Self – Contained hardware units

## The Benefits



- Reduced Costs
- Faster Time to Market
- Easy to Integrate = Reduced Risks

# Your Investment + Your Revenue

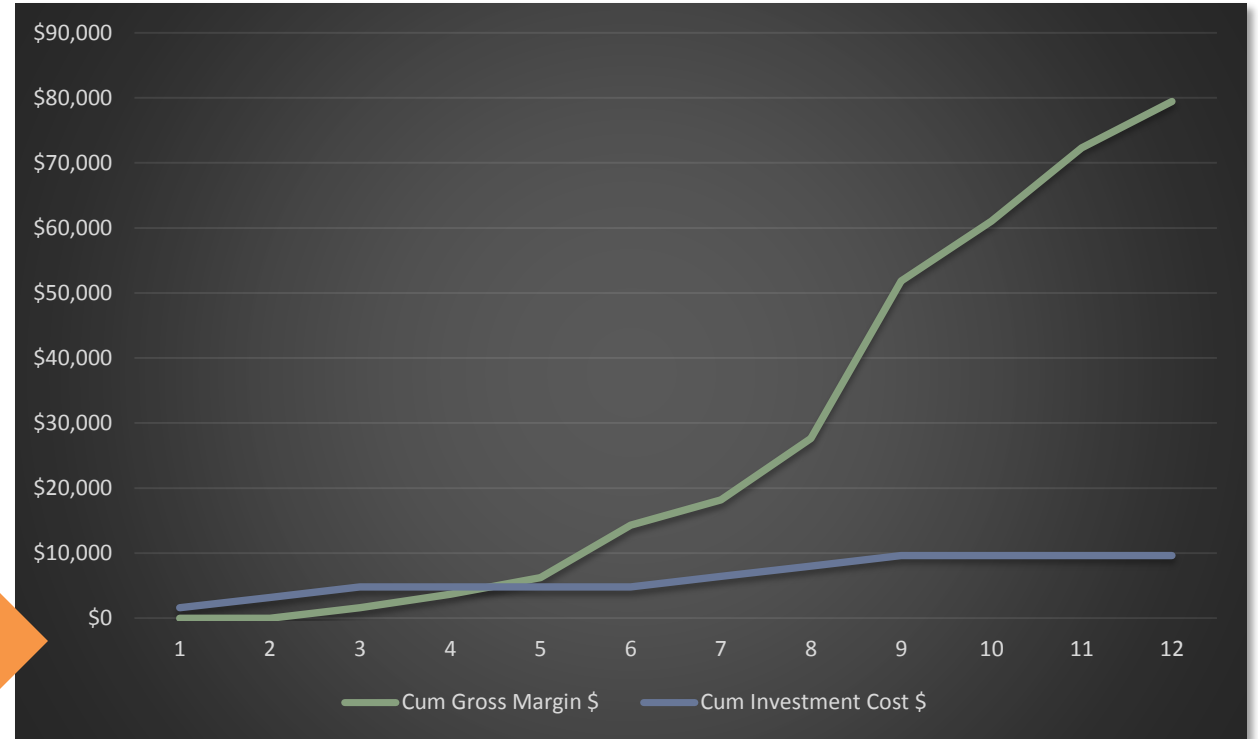
## Certification

- We ask for 1
- We modeled 6

## Deal Mix - Model

- 10 SMB Services
- 3 Mid-Market
- 1 Enterprise

**\$ You break even @ Month 5!**

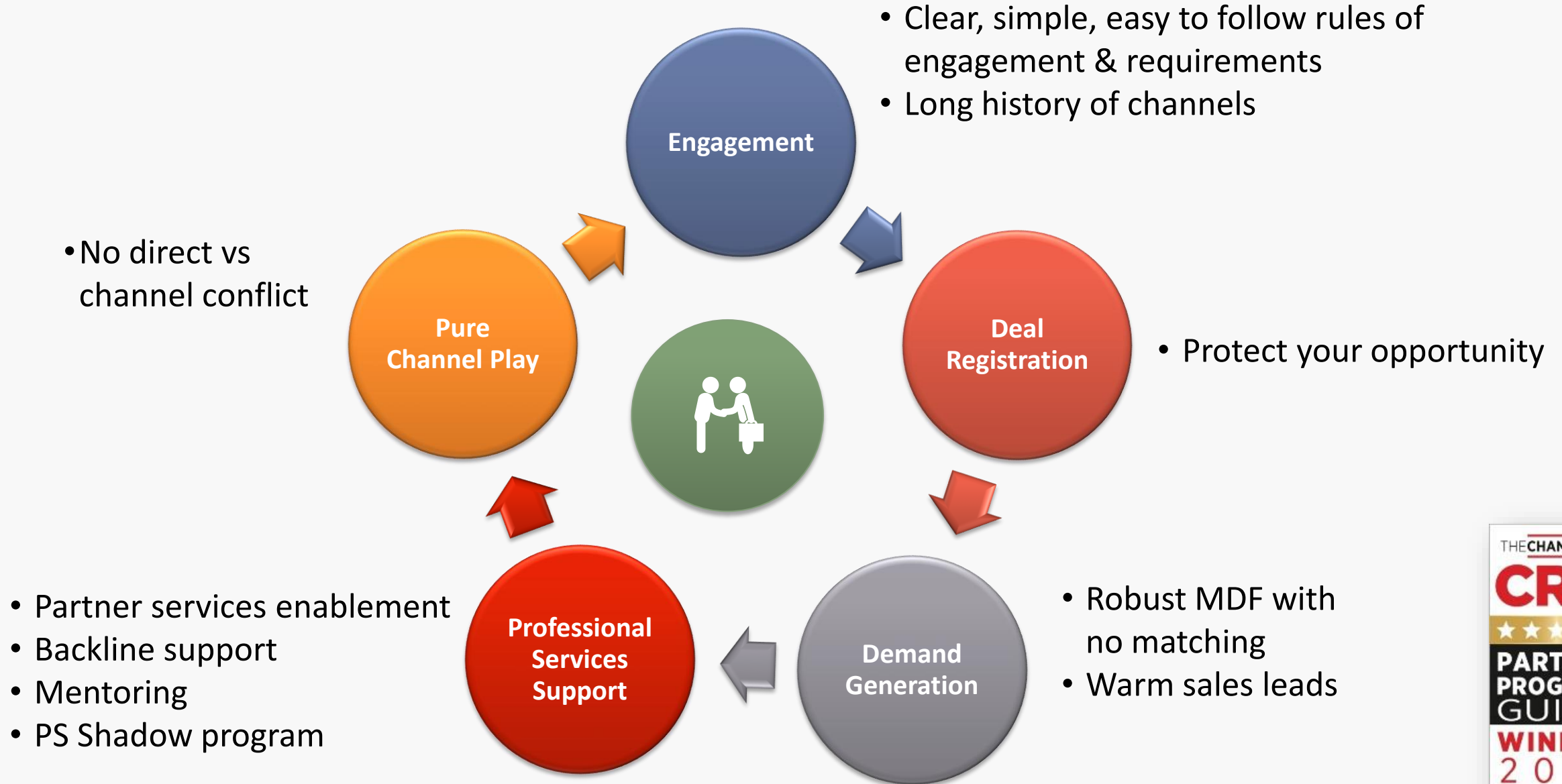


SMB Service	GM	Profit
MRR – Month 1	25%	\$250
Implementation	32%	\$1,152
MRR @ 36 Months	42%	\$210

Mid-Market Service	GM	Profit
MRR – Month 1	25%	\$250
Consult + Implement	32%	\$4,608
MRR @ 36 Months	42%	\$210

Enterprise	GM	Profit
Pre-Sales Consult	32%	\$2,400
Implementation	25%	\$12,500
MRR @ 36 Months	32%	\$4,000

# Rev-Up with Us



# Better Together

## Ground Floor Opportunity

- Small set of partners get exclusive access to customer demand

## Customer Stickiness

- Become of Indispensable to your customer
- Splunk and IoT Partners



## Expand Services

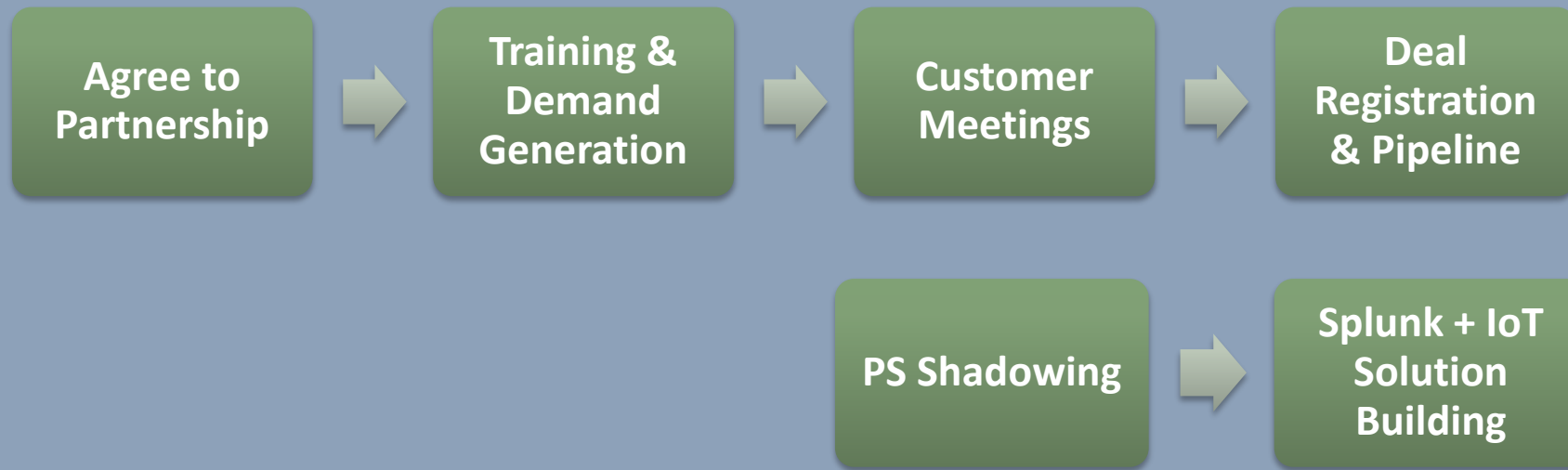
- Pre-sales
- Post Sales
- Managed Services
- IoT Device Connectivity

## Customer Options

- Standard up front sale
- Recurring revenue



# Rev-Up Revenue...*FAST*



**Today!**

**30 Days!**



# Off and Revving!

Looking ahead 1 year...

- ✓ Top Tier Partner Status
- ✓ Member Partner Advisory Council
- ✓ Marquee Billing on the Partner Locator
- ✓ 1 year head start on your competition



# Back-up

	12	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Jan	Hire, Train, Sell															
Feb	Sell															
Mar	Sell, Close, SMBaaS (1)			\$1,612	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Apr	Sell, Close, SMBaaS (1)				\$1,612	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
May	Sell, Close, SMBaaS (1)					\$1,612	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Jun	Sell, Close, SMBaaS (1) + Mid-Market (1)						\$6,680	\$920	\$920	\$920	\$920	\$920	\$920	\$920	\$920	\$920
Jul	Sell, Close, SMBaaS (1)							\$1,612	\$460	\$460	\$460	\$460	\$460	\$460	\$460	\$460
Aug	Sell, Close, SMBaaS (1) + Mid-Market (1)								\$6,680	\$920	\$920	\$920	\$920	\$920	\$920	\$920
Sep	Sell, Close, SMBaaS (1) + Enterprise (1)									\$20,512	\$460	\$460	\$460	\$460	\$460	\$460
Oct	Sell, Close, Mid-Market (1)										\$5,068	\$460	\$460	\$460	\$460	\$460
Nov	Sell, Close, SMBaaS (1) + Mid-Market (1)											\$6,680	\$920	\$920	\$920	\$920
Dec	Sell, Close, SMBaaS (1)												\$1,612	\$460	\$460	\$460
Jan	Sell, Close, SMBaaS (1)													\$1,612	\$460	\$460
	Monthly Gross Margin \$	\$0	\$0	\$1,612	\$2,072	\$2,532	\$8,060	\$3,912	\$9,440	\$24,192	\$9,208	\$11,280	\$7,132	\$7,592	\$6,440	\$6,440
	Monthly Investment Costs \$	\$1,600	\$1,600	\$1,600	\$0	\$0	\$0	\$1,600	\$1,600	\$1,600	\$0	\$0	\$0	\$0	\$0	\$0
	Use existing sales reps															
	Education opportunity cost	1600	1600	1600				1600	1600	1600						
	MDF Match															
		\$1,600	\$1,600	\$1,600				\$1,600	\$1,600	\$1,600	\$0	\$0	\$0	\$0	\$0	\$0