

Cloud One Appliance



MacroSoft



Today's Meeting

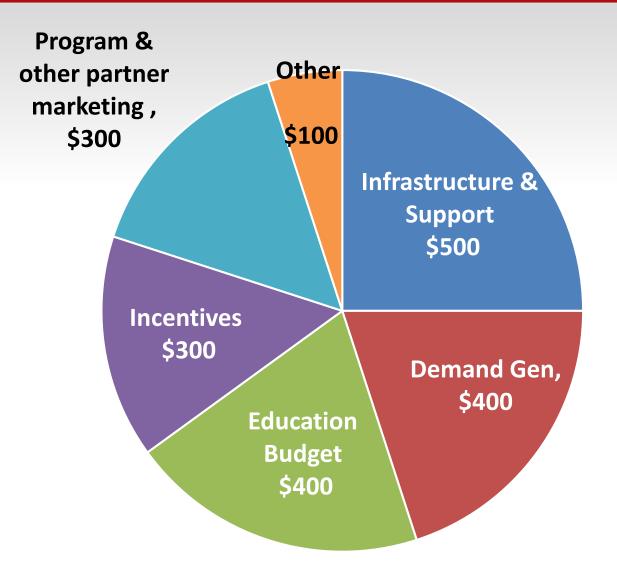
- ➤ Goal of today's meeting is to provide you an update of our Cloud One Appliance Partner Program plan and progress before recruitment of partners commences.
- > By the end of this meeting, you should understand the...
 - Partner Profile
 - Budget Recap: \$2M
 - Partner Program & Elements
 - On-boarding Program
 - ➢ Path to Revenue Target
 - Success Criteria



\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- # of partners to recruit: 60
- Typical Partner Productivity \$140,000
- First year revenue goal: \$5M represented by:
 - On-Prem: \$1.5M
 - MRR: \$3.5M



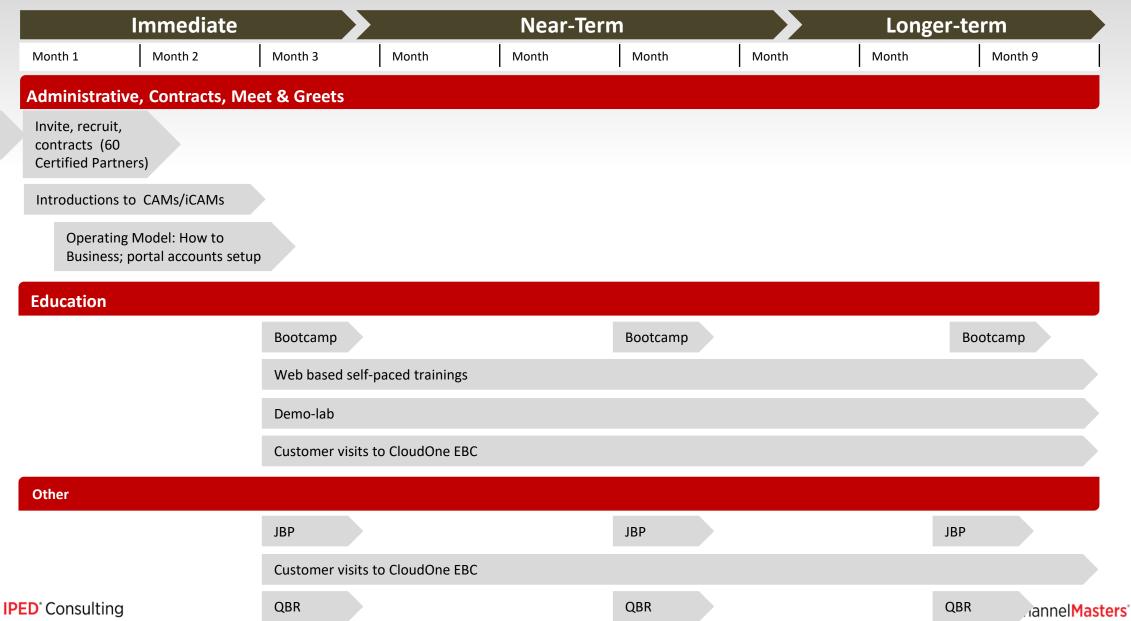


Program Elements

Ideal Partner Profile: Hybrid MSP/VAR, SMB-Mid Market Focused, Average Deal size ~\$50K with sales support and marketing resources.

	Invest (program benefits):	Return (program requirements):
Education	 Free virtual sales, tech. sales, & ops training Hands-on/on-site training using eval. Units POCs & customer references 	Technically competent and highly skilled partner (sales & technical) ecosystem capable of independent sales & support.
Support	 24x7 dedicated support line for Certified Partners. 8x5 for non-Certified Partners Streamlined partner portal to manage opportunities 	High customer C-SAT, scale, and increased market coverage.
Marketing	 Vendor-hosted lead-generation campaigns & lead routing preference to Certified Partners. Marketing automation platform Proposa & lead routing preference to Certified Partners. I-based MDF. 	 Faster lead conversion to bookings, pipeline contribution. Increased impressions & customer databases.
Sales	 CAM/iCAM-coverage (by investment & performance) Growth-based incentives for MRR Deal registration for on-premis. 	 Net new revenue stream. Faster time to market.
Other	 Third-party industry validation. Streamlined partner portal to manage opportunities 	 Independent market credibility with partners and end customers. Accelerated adoption of program.

On-boarding Timeline – Brand it



Launch

Event

Measures of Success

	Q1	Q2	Q3	Q4
Partners On-boarded	15	25	10	10
Pipeline	\$2.5M	\$3.0M	\$4.0M	\$5.0M
Revenue	\$0.5M	\$1.0M	\$1.5M	\$2.0M

Activity	Goal	YTD	Notes
Partners Recruited; 60	60		
Pipeline Contribution	See Above		
Sales Training (2/partner)	60		
Pre-Sales Tech Training	36		
Marketing Training *	36		
Operations Training	30		
Demo Unit	30		
Joint Business Plan	30		
MDF (\$14k/partner)	\$420K		
Marketing Activities (40/partner/year)	1440		
Joint Sales Calls (1/month/partner)	360		
Customer Wins	\$10M		



Summary or Close

Our Ask: Sign-off to proceed with plan.

Next Steps:

- Socialize Internally
- Train CAMs/iCAMs
- Begin partner recruitment
- Launch campaigns



Capacity Planning

Solution	ASP	Typical Sold/Year	Sub-Total
On-Premise	\$50,000	3	\$150,000
Monthly Recurring	\$1000 /month for 6 months: \$6,000	6	\$36,000
Total Average Partne	\$186,000		
Less Partner Discount @ 25%			\$46,500
Net Partner Productivity / Year			\$139,500

Annual Quota	\$5,000,000
Failure Rate	40%
Partners Required @ \$139.5K to reach \$5M	36
Partners Likely Not To Execute in Year 1	24
Total Partners to Recruit	60

