

MACROSOFT PARTNER PLUS PROGRAM

YEAR 1 PROPOSAL

OCTOBER 18, 2017

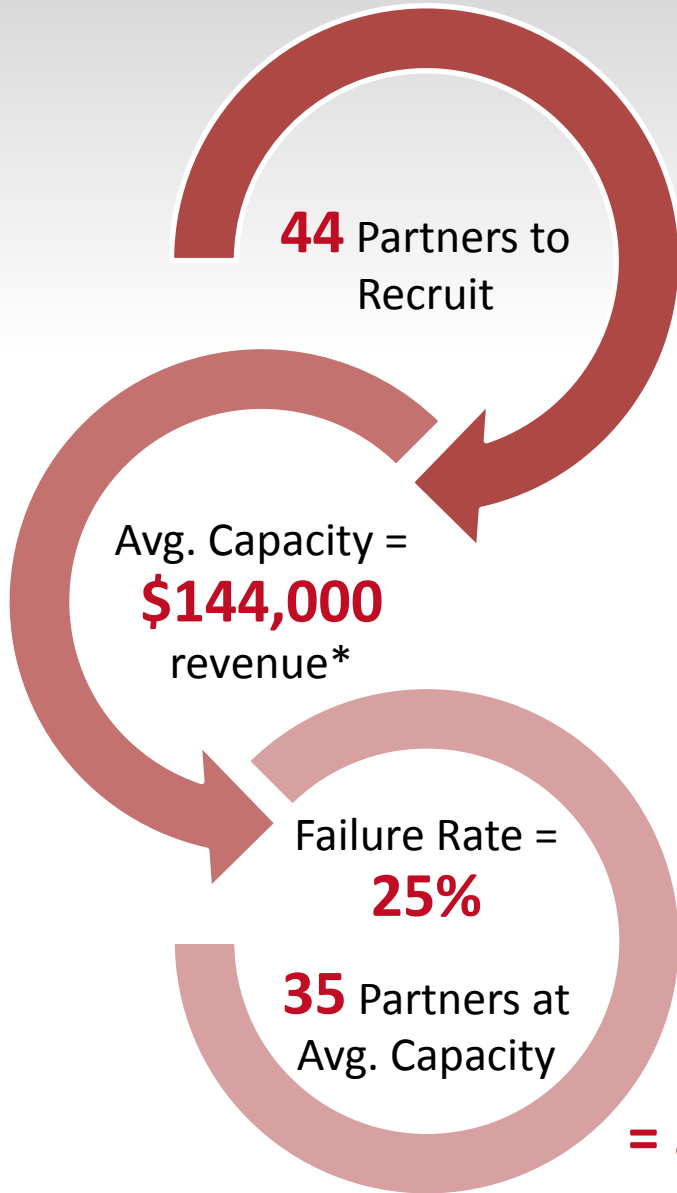
TODAY'S MEETING OBJECTIVES

Agenda: Review MacroSoft Partner Plus Program Proposal & Align on Budget

Meeting Goals:

- Discuss partner recruitment strategy
- Solidify budget allocations for Year 1
- Present Partner Program benefits & partner performance expectations
- Highlight 30-60-90 onboarding timeline
- Review success metrics
- Begin to execute!

BUDGET ALLOCATION & TARGET GOALS



\$2 Million Budget		
Category	Budgeted Amount	Key Activities
Infrastructure & Support	\$500,000	<ul style="list-style-type: none"> • Presales, Post-sales Support • Licensing Infrastructure • Eval/Demo Units
Education	\$450,000	<ul style="list-style-type: none"> • Content development • Mix of online, virtual, & in-person delivery
Demand Gen (MDF)	\$350,000	<ul style="list-style-type: none"> • Co-branded marketing materials • Event support • Lead acquisition/nurturing
Incentives	\$300,000	<ul style="list-style-type: none"> • Training SPIFFs • New Logo SPIFFs
Program Marketing	\$300,000	<ul style="list-style-type: none"> • Event sponsorships • Program collateral
Other	\$100,000	<ul style="list-style-type: none"> • Targeted partner campaigns • Flex spend

MACROSOFT PARTNER PLUS PROGRAM

PARTNER PROFILE

- Previous VAR experience, but moving to MSP model (35% HW, 25% SW, 40% Services)
- Healthy customer base in SMB/Mid-market
- Sales organization with minimum of 10 reps
- Annual revenue of \$3M+; annual growth ~10%+

	Sales	Marketing	Enablement	Support	Other
Program Benefits	<ul style="list-style-type: none"> • Dedicated CAM • Territory Plan Template • Training/new logo SPIFFs • Special Pricing approval process 	<ul style="list-style-type: none"> • Dedicated FMM • MDF accrual as % of sales • Co-brandable materials • Online marketing credential 	<ul style="list-style-type: none"> • Role-based curriculum • On-site, Partner bootcamps for technical teams • Portal access/virtual sandbox 	<ul style="list-style-type: none"> • 24X7 support line/inbox • Dedicated Channel SE's • Eval/Seed Unit availability 	<ul style="list-style-type: none"> • Partner Advisory Board Program • Product Beta opportunities
Partner Performance Expectations	<ul style="list-style-type: none"> • Designated sales rep(s) covering MacroSoft • Territory Planning Reviews quarterly 	<ul style="list-style-type: none"> • Drive 1 lead gen event per quarter • Co-sponsor 2 industry events per year 	<ul style="list-style-type: none"> • 2 sales reps & 1 SE complete accred/certification within 30 days • Engage in 1 partner bootcamp 	<ul style="list-style-type: none"> • Identify Vendor Manager to oversee relationship • CSAT of 99%+ 	<ul style="list-style-type: none"> • Identify Executive to participate in PAB

ONBOARDING TIMELINE

30 Days

- **Operations/Support** : Sign contracts & assign system logins → include login to New Hire portal
- **Sales**: Identify Partner Admin (Vendor Manager), and partner sales reps, presales reps, services reps for database; establish weekly meeting cadence
- **Training**: Complete Foundational training (Sales, Presales); schedule onsite bootcamp
- **Marketing**: Build 6-month plan in Territory Plan
- **Incentives**: Roll out training SPIFF to presales teams

60 Days

- **Sales**: First Territory Plan review; complete first customer PoC
- **Training**: Onsite bootcamp held & demo units installed; minimum of one technical rep fully Certified
- **Marketing**: Review/lock in on Marketing Plan; allocate MDF funds
- **Incentives**: Roll out training SPIFF to for new logo acquisition

90 Days

- **Operations/Support**: Facilitate 90-day health check
- **Sales**: Close first deal! Minimum of 3 other deals in pipeline
- **Marketing**: Execute first co-branded field event; identify joint industry event/trade show

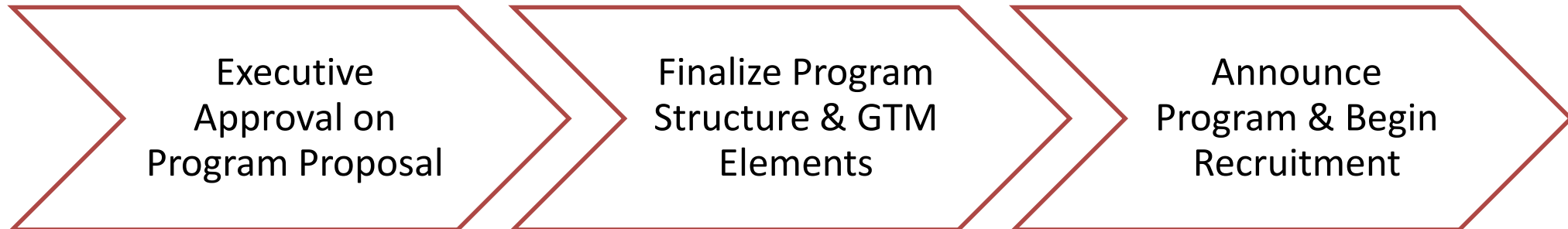
SUCCESS METRICS & NEXT STEPS

YEAR 1 EXPECTATIONS

	Y1	
Total Partners Signed	44	
Productive Partners*	35	
Partners Reps Accredited (Sales)	70	
Partner Reps Certified (Technical)	35	
On-Prem Revenue	\$3,937,500	} \$5,040,000
MRR Revenue	\$1,102,500	

* Partners completed contracting, training and other program requirements.

NEXT STEPS





QUESTIONS?