Build the Partner Program & On-boarding Plan
Phase 2

Today's Meeting

Agenda:

Meeting Goal:

➢ Goal of today's meeting is to update management on our progress before recruitment of partners commences.

➢ This meeting is a success if…management understands the partner profile, partner program, program elements, on-boarding program how they will support your revenue goal and measure of success

$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- Partner Recruitment 75 Total
  - 20 Existing
  - 55 Net New
- Typical Partner Productivity
  - Weighted revenue goals $130,000
  - Existing Partners are expected to outperform new partners.
- First year revenue goal
  - $5M Quota
  - $5.4M Stretch Goal

Budget Allocation

Budget Allocation	
Incentives (OPEX only)	$524
Demand generation funds (Includes all MDF)	$458
Program or other partner marketing excluding MDF	$229
Infrastructure and support (includes portal)	$359
Education budget	$329
Other	$101
Total	**$2M**

Background...in prior meetings we were granted a $2M budget, this is how we will use the budget

to achieve the revenue goal

- Capacity Plan
- Links to Revenue Goal

	Recruit:	failure rate	lost partners	Total Successful	Annual Revenue	
Current partners	20	30%	-6	14	150,000	2100000
New partners	55	50%	-27.5	27.5	120,000	3300000
	75		-33.5	41.5	$130,120	**5,400,000**

Ideal Partner Profile

- ## Partner Type
  - Regional/Local Solution Providers
  - Existing Public cloud provider relationships (AWS, Azure, Etc)
  - Offer two cloud services
  - Application Dev Skills preferred
  - Dedicated Sales, Pre and Post capable technical staff, NOC

- ## Revenue and Growth
  - Minimum $3M annual
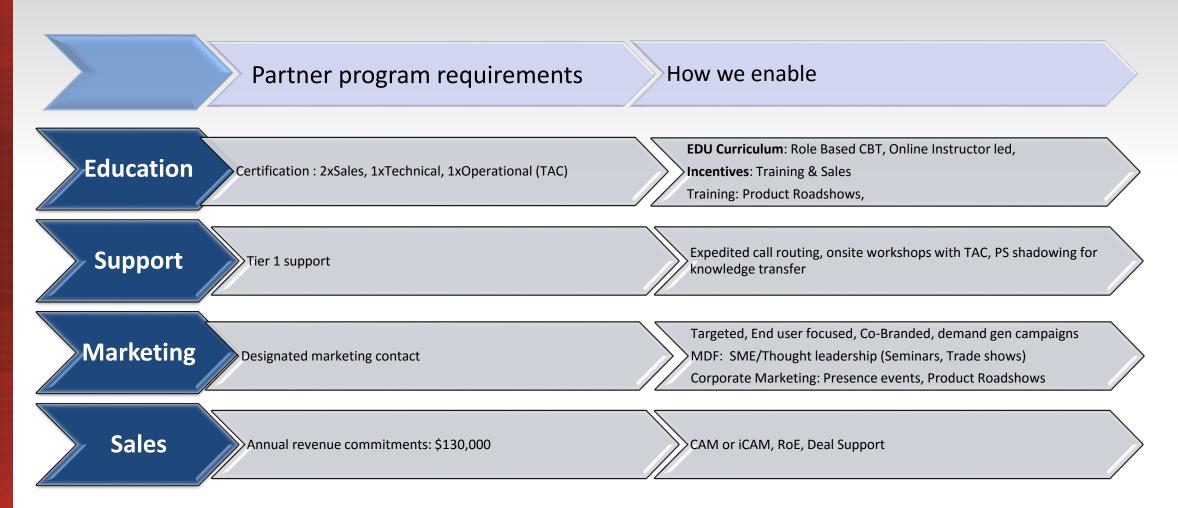 - Growing greater than 10% annual.

- ## Revenue Mix
  - At least 35% Hardware, 25% Software, 40% Services
  - At least 20% Managed Services

- ## Customer Mix
  - SMB and Mid Market

Program Elements

	Partner program requirements	How we enable
Education	Certification : 2xSales, 1xTechnical, 1xOperational (TAC)	**EDU Curriculum**: Role Based CBT, Online Instructor led, **Incentives**: Training & Sales Training: Product Roadshows,
Support	Tier 1 support	Expedited call routing, onsite workshops with TAC, PS shadowing for knowledge transfer
Marketing	Designated marketing contact	Targeted, End user focused, Co-Branded, demand gen campaigns MDF: SME/Thought leadership (Seminars, Trade shows) Corporate Marketing: Presence events, Product Roadshows
Sales	Annual revenue commitments: $130,000	CAM or iCAM, RoE, Deal Support

SME support for Service Creation, Vertical Expertise consulting,

Partner On-Boarding Timeline

| Immediate | Near-Term | | Longer-term |

30 DAYS

- Introduction to CAM, technical, support
- Create portal account
- Understand tools available to you
- Sales Training completed (incentives if w/in 30 days)
- Clearly defined joint value proposition
- Initiate technical training
- Schedule joint customer meetings
- MDF plans

60 DAYS

- Technical and operations training requirements met
- Sales planning and targeting
- Joint customer meetings
- Scheduled Product Demo/Price Quote from leads – expect to see initial sale
- Continue joint customer meetings
- Success metrics defined

6 MONTHS

- Continue joint sales activities/ product demos
- Monthly recurring revenue (MRR) deals close
- Identify additional resources to continue sales growth
- Initial business review with Macrosoft sales and channel teams, review programs successes, challenges, gaps, forecast

12 MONTHS

- Strategies for growth for continued success
- Expanded co-led demand gen programs
- Continue pipeline growth
- Sales forecasting
- Macrosoft team business review (every 6 months)

Metrics

Activity	Goal	YTD	Notes
Partners Recruited	75		
Active Partners (made a sale)	42		
Sales Training	84		
Pre-Sales Tech Training	42		
Operations Training	42		
Demo Unit	42		
Joint Business Plan	42		
MDF per partner (7K ea.)	$300K		
Marketing Activities (1 per quarter per partner)	504		
Joint Sales Calls (1 per month per partner)	2016		
Customer Wins	$5.5M		

Notes:
- Monthly updates
- Quarterly reviews, course corrections

Summary

What we talked about:
- Budget allocations
- The ideal partner profile
- Partner Program
    - program elements
    - Partner commitments
- CloudOne "Supersonic" On-boarding plan
- Metrics and reporting schedule

Next steps:
- Canvas Existing Partner Base
- Make adjustments based on feedback
- Final review and approval