



MacroCloud – Team 2

Today's Meeting

Agenda:

- Budget
- CloudOne Program Elements
- On-Boarding
- Measures of Success
- Path to Revenue
- Close
- Q&A

Meeting Goal:

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

\$2M Partner Program Budget Background

Capacity to Program Revenue Goal

- Target # of partners to recruit – 59
- Expect 45 to make revenue of \$111,000 (Net)
- First year revenue goal for the MacroSoft Program
- \$5,000,000 (Net)

Budget Allocations

- \$ allocated by category from Phase 1
 - Infrastructure and Support - \$500K
 - Education - \$400K
 - Demand Gen - \$380K
 - Incentives - \$355K
 - Programs (excluding MDF) - \$255K
 - Other - \$110K

Program Elements

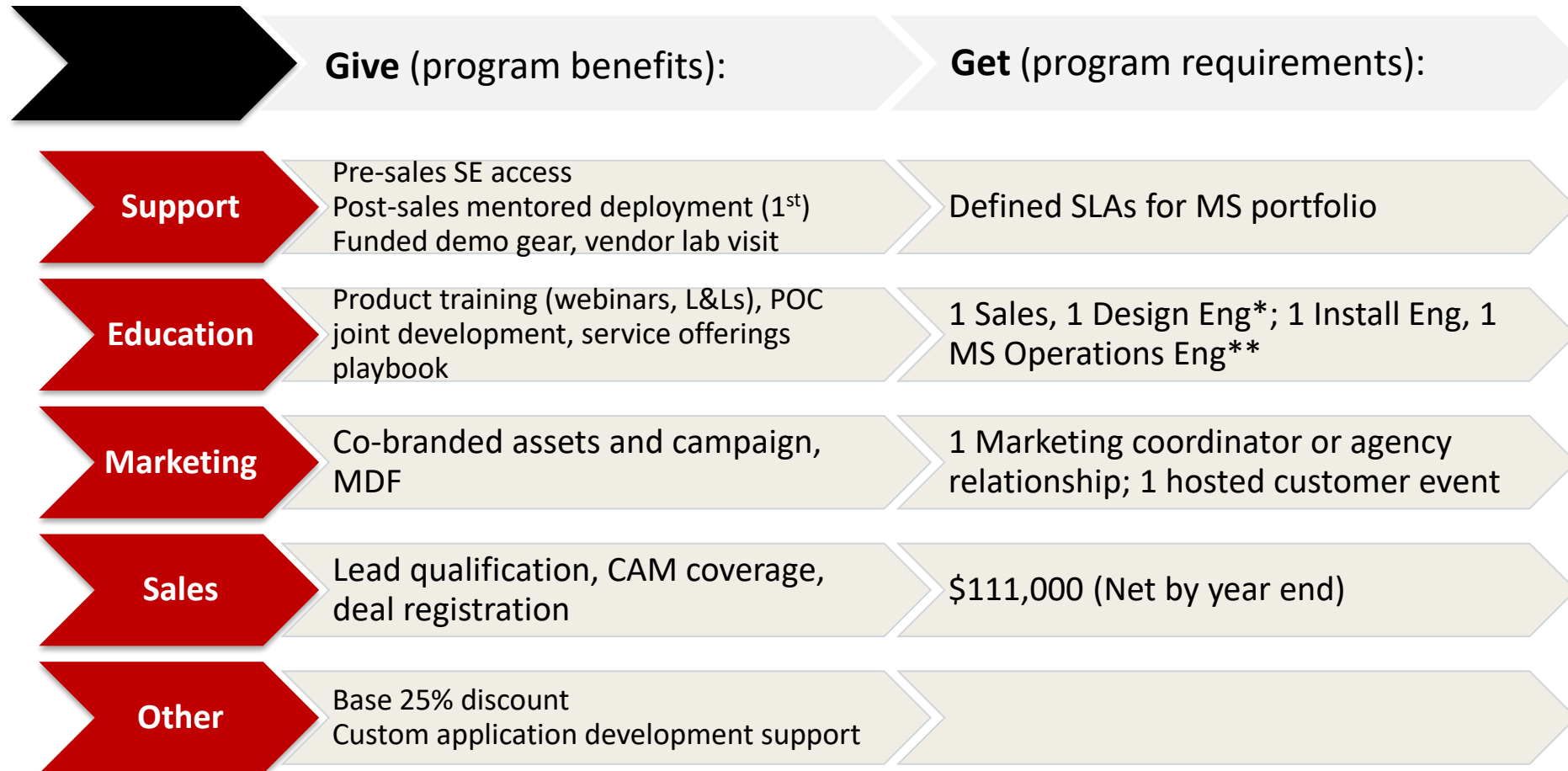
Ideal Partner Profile:

\$3M+ with 10% growth with cloud and MSP capabilities

Targets SMB, upper mid market, enterprise departmental customers

Has dedicated marketing and enablement teams

Partners with at least 1 public cloud provider



Quick CloudOne Onboarding Program



Administrative, Contracts, Meet & Greet

Partnership logistics, legal contracts, shared systems access

Relationship building: Meet Account Manager, select partner staff for training

Education

Pre- & post-sales technical webinars; Demo Kit delivery; field tech support of integrated product POC; vendor lab visit & access to product developers; complete certifications

Sales positioning Lunch & Learns; Quick start services offerings playbook; Vertical/Industry Solutions knowledge share

Marketing & Sell

MDF usage plan & execute marketing strategy; launch Campaign in a Box;

PS Mentor deployment: dedicated pre- & post sales support

Executive Check-In; 5 closed deals

Finalize Business Plan

Pipeline build lead distribution

Target account planning; Customer-facing webinar; joint customer POCs; in-person co-sell

Measures of Success

Activity	Annual Goal	Per Partner Goal
Partners Recruited	59	
Active Partners	45	
Sales Training	45	1
Tech Training	90	2
Ops Training	45	1
Demo Kit	45	1
Joint Business Plan	45	1
MDF	\$380K	\$8,500
Marketing Activities*	1,350	30
Joint Sales Calls	600	1/month
Customer Wins (Net \$)	\$5M	\$133K
Managed Services	45	1
Funded Heads	45	1

*Marketing activities includes low cost events such as webinars

Path to Revenue

	Q1	Q2	Q3	Q4
Recruitment Rate	30%	50%	10%	10%
Partners Recruited	18	30	6	6
Successful Partners	13	21	4	4
New Partner Revenue (Net)	0	1.7M	2.8M	532K
Partner Funnel/Pipeline	5.1M	8.4M	1.6M	1.6M

Summary or Close

1. Our asks - Support our initiatives and be available for partner reviews

2. Q & A