

The logo consists of a white oval with a thin red border, centered on a red background with diagonal white lines. Inside the oval, the text "MacroSoft Cloud One" is on the top line and "Lightning program" is on the bottom line, both in a bold, black, sans-serif font.

**MacroSoft Cloud One  
Lightning program**

# Today's Meeting

## Agenda:

- Budget review and partner capacity planning
- Program elements
- On boarding timeline
- Measures of success
- Q & A

## Meeting Goal:

- Goal of today's meeting is to update management on our progress before recruitment of partners commences.
- We are requesting your support and commitment to our onboarding partners and launch plan.

# \$2M Partner Program Budget Background

## Capacity to Program Revenue Goal

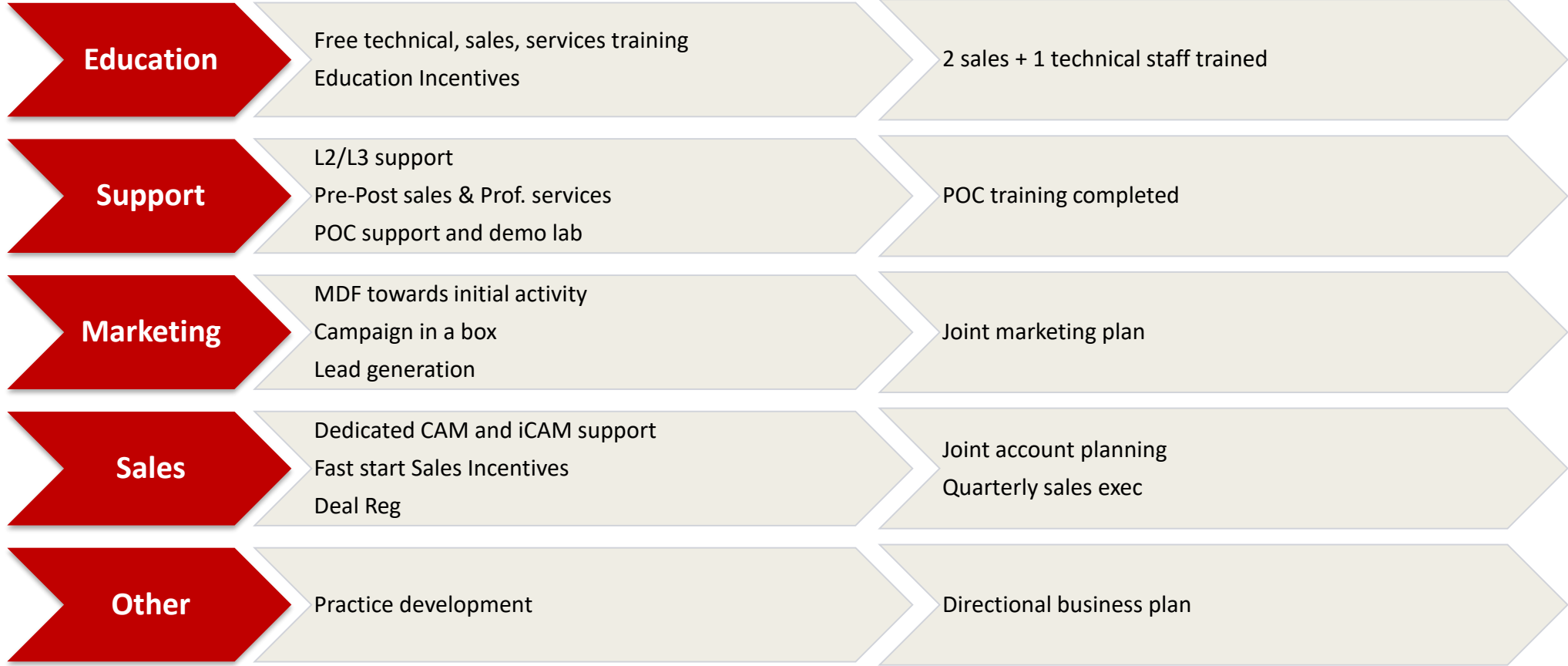
- 36 partners to be recruited
- Typical Partner Productivity of \$180k
- \$5M First year revenue goal for the MacroSoft Program

## Budget Allocations

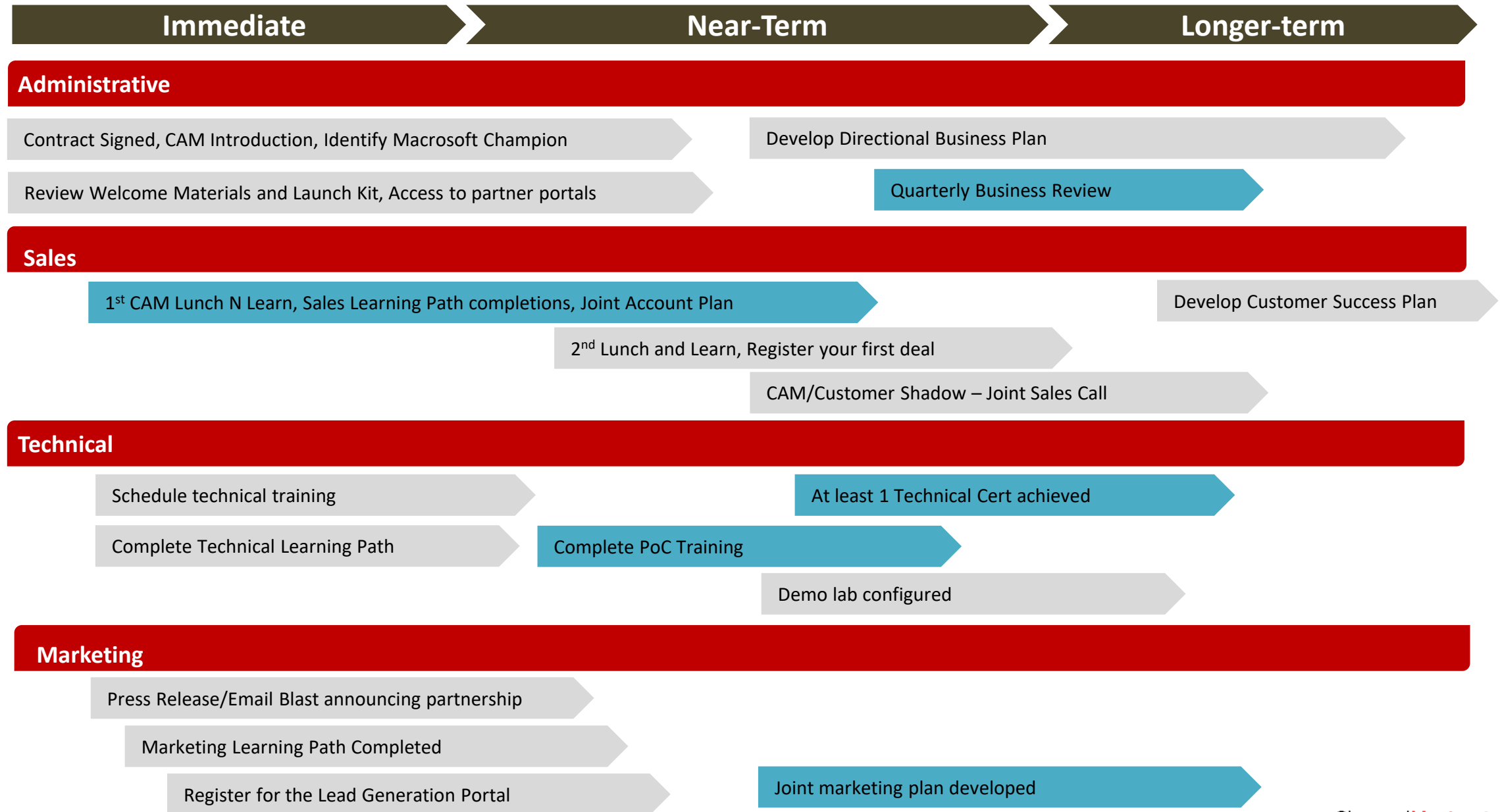
- \$500k Education
- \$500k Support
- \$400k Demand Gen
- \$300k Programs
- \$200k incentives
- \$100k Others

- Targeted partner recruitment
- Differentiate by having a superior partner program
  - Better education
  - Provide operational efficiencies

# Program Elements



# CloudOne Lightning Program



# Measures of Success

- Kickstart with 15 partners from pilot program
- Targeting major/large partners

	Q1	Q2	Q3	Q4
Partners On-boarded	15	25	30	40
Pipeline	\$3M	\$4.5M	\$6M	\$10M
Revenue	\$0.5M	\$1M	\$1.5M	\$2M
Partner productivity	\$40K	\$40K	\$50K	\$57K

Activity	Goal	YTD	Notes
Partners Recruited;	50		
Active Partners (made it to Lift Off);	30		
Sales Training (2/partner)	60		
Pre-Sales Tech Training	30		
Marketing Training	30		
Demo Unit	30		
Joint Business Plan	30		
Marketing Activities (1/partner/year)	84		
POC implementation	125		
Customer Wins	\$5M		

- Sales/marketing/technical activities to quickly enable partners' GTM

Thank you!

Any questions?

# Next Steps

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1. Do you support our plan?
2. We need an executive sponsor for our top 5 partners. Who wants to volunteer to be that person?
3. Can we schedule our QBRs now?