



**PARTNERING  
WITH MICROSOFT**

*CloudOne Pilot Partner Program*

- **Digital Transformation Landscape**
- **MacroSoft CloudOne Solution**
- **Market Overview**
- **The CloudOne Opportunity for Partners**
- **MacroSoft's Partner Investments**
- **Financial Summary and ROI**
- **Next Steps**





## Digital Transformation Enables Businesses to:

- Achieve business goals and reduce cost
- Decrease risk
- Reduce time to market
- Harness the benefits of consolidation, cloud and big data

## What is CloudOne?

- Hyper-converged multi-function appliance
- Deployed on-premise at customer or in managed provider environment

## Key Solution Features

- Single console cloud management
- Built in security and network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- Integration framework for third party applications like IoT management
- Includes Operational Intelligence via Splunk Enterprise

## IDEAL FOR CUSTOMERS WHO NEED:

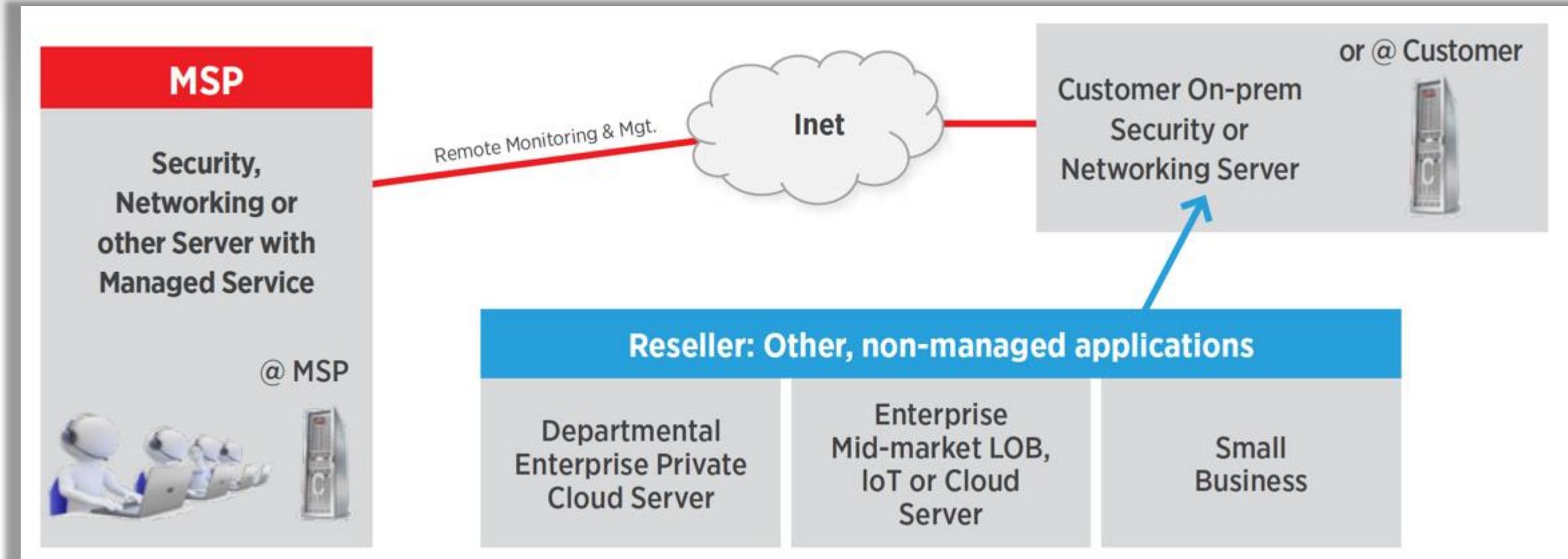
- Managed Networking and Security
- Enterprise Departmental Servers, Cloud, or IoT Application Servers
- Any Line of Business Application Server
- Backup-Disaster Recovery

## AND WHO WANT:

- Consolidated Secure Cloud Access
- To Outsource Risk
- To Control Access to SaaS Applications
- Increased Business Intelligence from Broader Data Collection

# Partner and Customer Use of the MacroSoft CloudOne Appliance

*Security as a Service, Networking as a Service, etc.*



*Existing validated reference architectures with alliance partners*

# Market Overview

## Total Addressable Market (TAM):

- 2.1 Billion over the next 5 years (14.5% CAGR)

## CloudOne's Projected Market Share:

- ~10%

## Target Customers:

- SMB (50 – 250 employees)
- Mid-Market (250 – 1000 employees)
- Departmental Enterprise

## Competition:

- Direct: Hooli (Not Channel Friendly)
- Indirect: Piecemeal solutions across multiple vendors

## Beta Customer Case Feedback:

“We consolidated our cloud access into a solution that gave us control that we didn’t have to manage. We are now able to allow LoB managers to use any cloud service without hiding it from us.”

- *Mid-market healthcare company*

“We bought into IoT but had difficulty collecting the massive amounts of data until our partner deployed CloudOne in all of our remote environments.”

- *Upper mid-market retail organization*

“I had no idea how to make any of this cloud stuff work. When our partner came to us with the CloudOne solution, they made using cloud services possible.”

- *Small, regional landscaping company*

# The CloudOne Opportunity for Partners

## MARGIN OPPORTUNITY

- **Margin Opportunity:** from 25% - 42%
- **Service Attach:** Pre- and post-sales project based services and/or additional managed services when CloudOne is sold as a service
- **Monthly Recurring Revenue:** Solution can be sold either as product or as a service. Low overhead when exercising **hardware as a service option**

## MARKET DIFFERENTIATION

- Offer your customers a simplified and secure path to accelerate digital transformation
- Base platform for land and expand service additions (integrating other applications, alliance partners\*)
- Founding CloudOne Partner
- Flexibility inherent in reduced cost of services

*\*Fortinet, Cisco, Sunguard, CA, and Blackbaud*

WHY  
MACROSOFT

## 100% CHANNEL/100% COMMITTED

Single-tier sales model for founding partners  
Full MacroSoft backing, including global CloudOne awareness campaigns

# MacroSoft's Partner Program Investments: *Building a Profitable Partnership Together*

CloudOne Pilot	Program Requirements	Partner Benefits
<b>Education</b>	Certification : 2xSales, 1xTechnical, 1xOperational (TAC)	EDU Curriculum: Role Based CBT, Online Instructor led, Incentives: Training early completion and Demand Gen activities Free startup demo unit, discounted additional units
<b>Marketing</b>	Designated marketing contact	MDF: \$7k matching Funded SME/Thought leadership programs Corporate Awareness and Branding for Customer Pull
<b>Sales</b>	First year revenue commitment: \$130,000 Executive sponsor	Executive sponsor, CAM or iCAM, RoE, Deal Registration, Service Creation and Vertical Expertise consulting
<b>Support</b>	Tier 1 Support	Expedited call routing, onsite workshops with TAC, PS shadowing for knowledge transfer

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# Road to Success

## 6 WEEKS

- Sign Agreement
- Initial business planning
- Tool and portal access
- Education and training
- Marketing development planning
- Joint value proposition

## 4 MONTHS

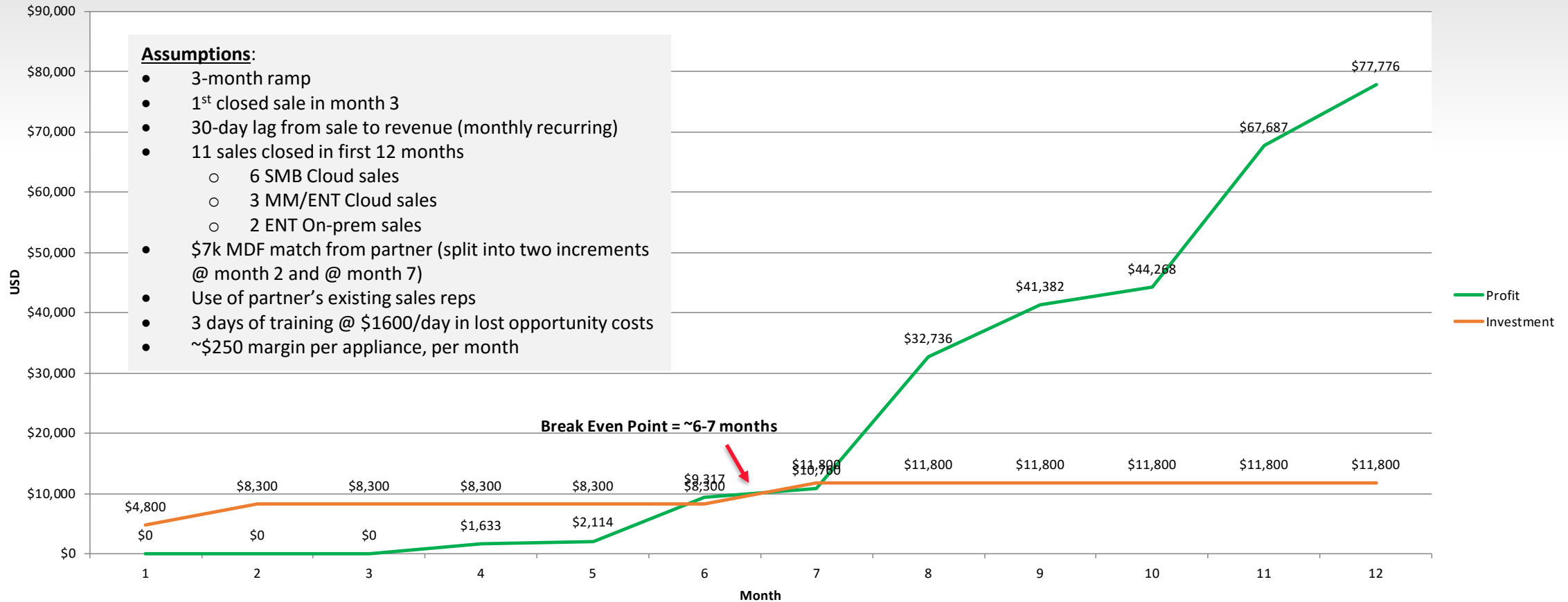
- Joint customer opportunities
- Pipeline conversion (starts month 3)
- Complete training requirements
- Demand generation with targeted marketing execution
- Monthly progress review

## 12 MONTHS

- Expanded co-led demand gen programs
- Continue pipeline growth
- Refine sales forecasting and conversion
- MacroSoft team business review (every 6 months)
- Regular sales forecasting

# Financial Summary of Investment & Return to the Partner

## Microsoft - CloudONE Partner Break Even Analysis



- **Synergy between our companies**
  - *Reach, early cloud adoption, established managed services practice*
- **Customer Demand (\$2.1B)**
  - *Gartner validation*
- **Market Viability of Solution**
  - *Beta validation*
- **Fast Time to Revenue**
  - *Based on projections from beta*
- **ROI: Low Upfront and Ongoing Investment**

