

Team Workshop Phase 3

Recruit a Partner to the Program

Cloud One Appliance



MacroSoft

Today's Discussion

**MacroSoft CloudOne
Appliance**

→ The Market

**→ Partner
Opportunity**

**→ Our
Investments**

→ Getting Started

Description:

- CloudOne facilitates simple & powerful Cloud management from a single management console
- Provides Security & Networking as-a-service

Feature/Function:

- Cloud Management and IoT platform
- Self- contained hardware unit
- Build in security and network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- Includes a perpetual 1G license of Slunk Enterprise

Benefits:

- Ability to deploy on premise private cloud
- Integrated access to a wide selection of public cloud infrastructures
- Manage both IoT and Cloud environments from a single management console

Use Cases:

Do You Have Customers with These Needs?

- Managed Networking & Security
- Enterprise Departmental Server
- Cloud Server
- IoT Application Server
- Any line of Business Application Server
- Backup-Disaster Recovery

The Market

Opportunity:

Market size: \$2.1B addressable market over 5 years

Growth rates: 14% CAGR from today to 2022

Target Market:

- SMB, Mid size, Enterprise department/branch

Competition: How we Differ

- **Single vendor** h/w and s/w appliance solution vs. a multi-vendor solution
 - Easy to train. Easy to onboard.
 - Services revenue focused on the 25% of customers that want to leverage the solution – no wasted time on complex deployment
- **Competitively priced, quick sales cycle** (address same problems at fraction of the cost – yet deliver solid margin)
- **100% Channel GTM**

MacroSoft go to market plans

- 100% Channel GTM model with **clear rules of engagement** and **deal reg protection**
- Our investment priorities are:
 - Infrastructure – ease of doing business
 - Training – growth through our channel
 - Demand Gen Leads – invest in partners that invest in CloudOne

Your Opportunity with CloudOne and CloudCelerate

CloudOne facilitates the deployment of private clouds, integration with public cloud infrastructure, and all associated management from a single management console.

CloudOne is flexible to meet your customers' needs as either on-premise hardware or as a managed service offering.

Win in the cloud with CloudOne



CloudOne Options

CloudOne	On-Premise	As a Service
End Customer Price	\$50,000	\$1,000
Partner Price @ 25% disc.	\$37,500	\$750
Partner Profit	\$12,500 Per opportunity	\$250 Per license per month

Your Incremental Service Opportunity

Partner Added Services (Revenue \$\$\$)	On-Premise	As a Service
Pre-Sales Consulting	\$7,500	\$4,500
Implementation	\$12,500	\$9,000
Your Mgd. Serv.	\$550 Per month	\$550 Per month

Returns on your investment

Annual Cost of Sales = \$51,500

- 15% FTE of 2 Sales Reps * 12 months @ \$125K annually = \$37,500
- 10% FTE of 1 Pre-Sales Rep * 12 months @ 100K annually = \$10,000
- 5% FTE of 1 Support Delivery Rep * 12 months @ 80K annually = \$4,000

Annual Skills Development Cost = \$2,630

- Free Web-based training
- Exam fees for 4 personnel @ \$200 per person = \$800
- Cost of non-billable hours @ \$125k per person for 4 hours each = \$1,830

MDF (1:1 match) = \$2,000

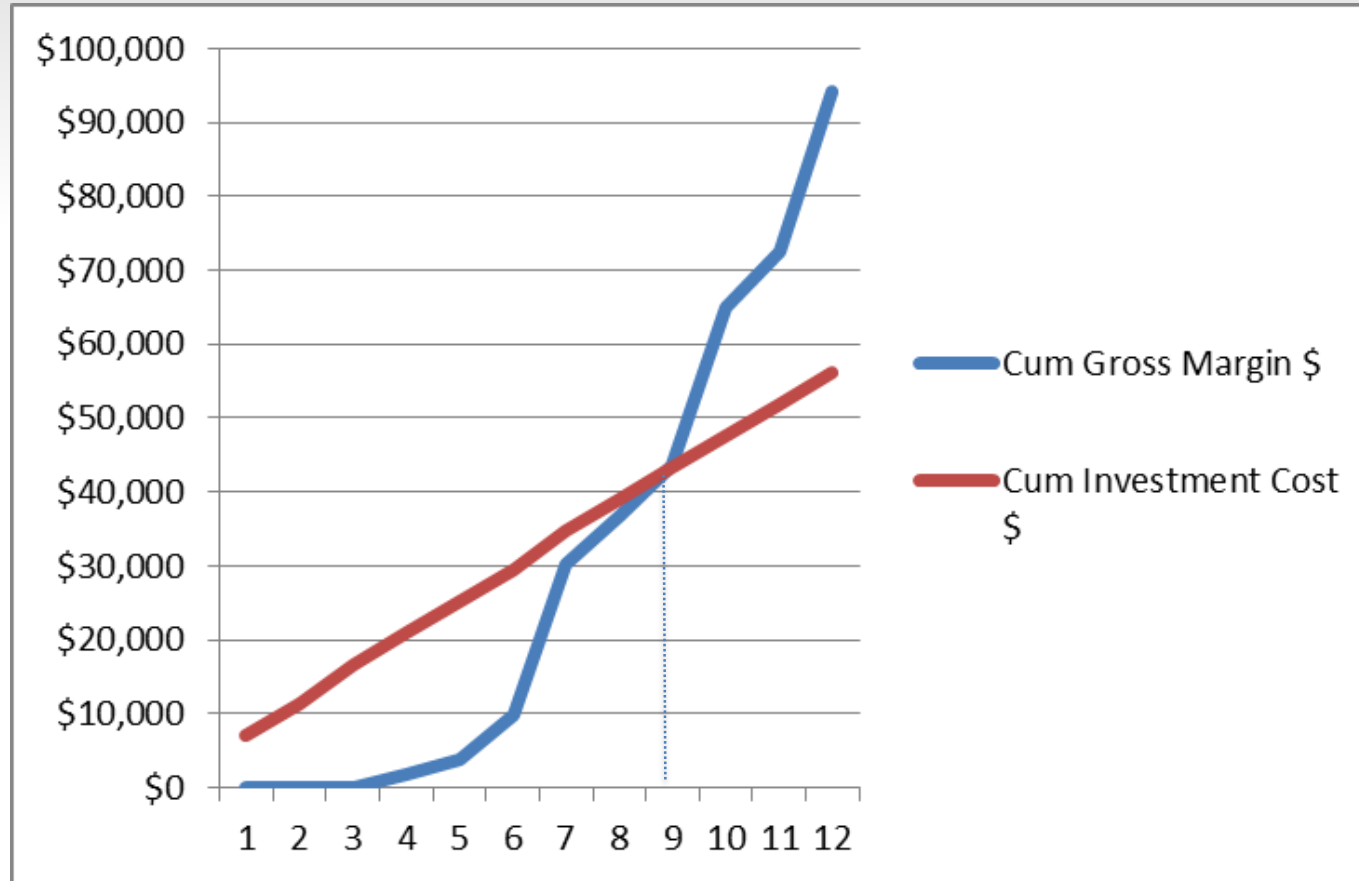
Total Investment: \$56,130

Year 1 Sales Goal: 1 deal per month for 9 months = 9 deals

- 3 On-Prem deals to Mid-market Customers:
- 2 MRR deals to SMB Customers
- 4 MRR deals to Mid-market Customers

GM Opportunity: \$ 94,752

Break-even on investments



- Break-even in 8 months
- Exponential growth thereafter

Our Program Investment

Our Ask of You:

- Identify target customers who can benefit from CloudOne
- Allocate sales & technical resources to build your skillset & drive customer interest
- Invest the time to become your customers' trusted advisor

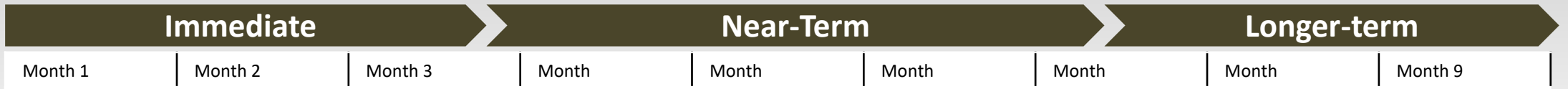
Our Commitment to You:

- No Cost Education & training to ramp quickly & accelerate time to market
- White glove partner management approach for early adopters
- Infrastructure & support to build your teams' skillset
- Marketing resources and leads to build your pipeline

Our Opportunity for You:

- New market opportunity & customers
- Increased MRR
- Managed services growth

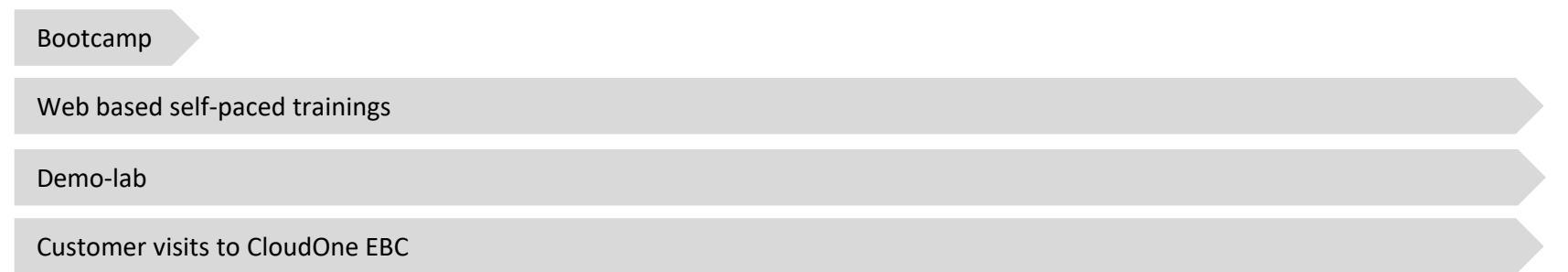
CloudCelerate – Onboarding Path



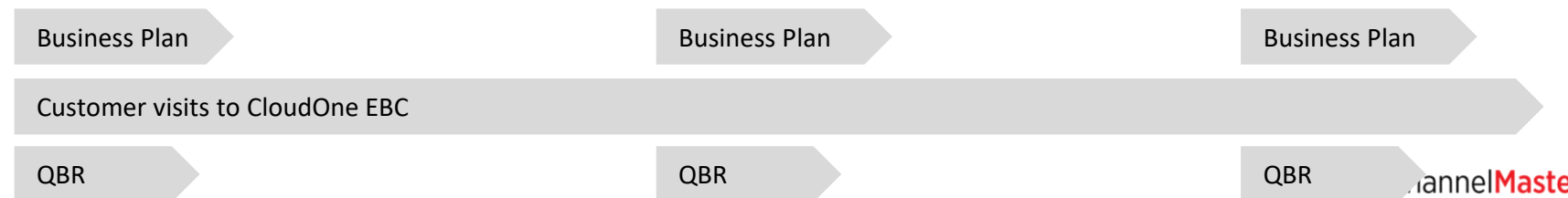
Administrative, Contracts, Meet & Greet



Education



Other



Journey Through CloudCelerate

Today!

30 Days!

Join our Partner
Community

Tools, Resources and Contracts

- Complete Microsoft Partner Contract
- Set-Up Partner Portal
- Sales, technical, and Operational training

MDF & Marketing

- Introduction to the Microsoft Concierge- co-branded assets
- Demand Generation & Business Plan
- MDF: Proposal, Needs, and Expectations

Pipeline Development

- Deal Registration Review
- How do I Sell to my current Install Base?
- How do I find new customers?
- Channel-Ready promo's for promoting growth, review



Let's partner to win business with CloudCelerate!

- Revenue opportunity of \$185,000 in year 1
- 25% margin with incremental opportunity through your managed services
- No hard cost to you to invest
- <9 month ROI