

Team Workshop

Recruit a Partner to the Program

Cloud One Appliance



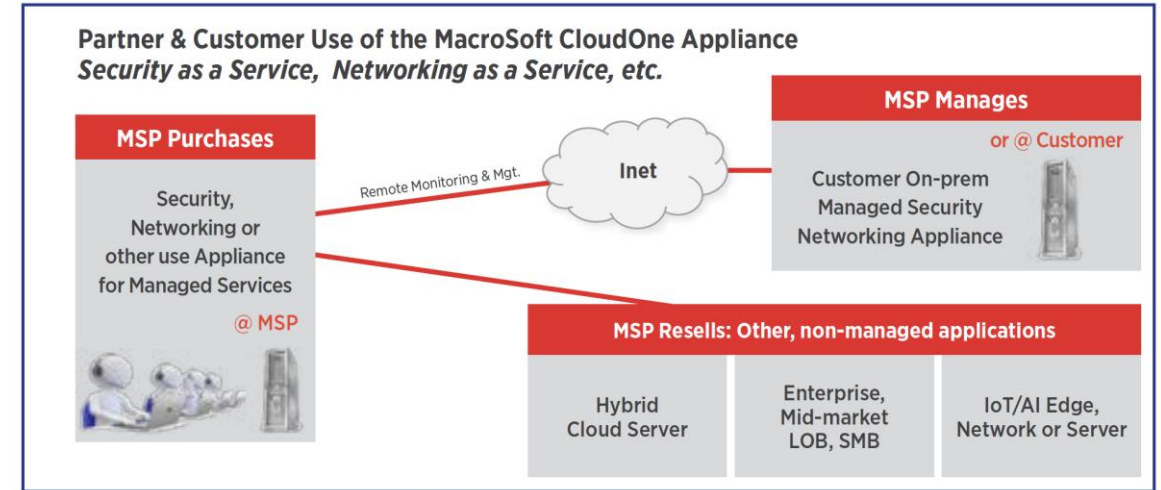
We know your customers are looking for ...

Managed security, Hybrid cloud servers, IOT/AI servers, Backup-disaster recovery capabilities

CloudOne is an integrated hardware and software appliance designed for managed service offerings, with flexibility to be hosted by partners or via on-premise with your customers.

Key Solution Features:

- Self-contained single footprint unit
- Embedded security and analytics with perpetual 1G Splunk license
- Comprehensive APIs
- Pre-integrated access to most major public cloud offerings (for ease of data migration)



Benefits:

- Cost reduction (through controlled access to public cloud system, sprawl reduction and lower cost of basic IT due to pre-integrated approach)
- Faster time to market (improved team effectiveness due to broader access to customer and sales info)
- Reduced risk (better network visibility and threat detection, automated resource allocation, reduced down time)

We've been working with beta customers, solving their problems with CloudOne from the same background such as AeroFarms ...

- Problem: How to achieve higher crop yields while conserving natural resources and safer product
- Solution: Created edge-to-core-to-cloud coverage with edge gateways and ruggedized tablets. Sensors capture operating and environmental data for monitoring and analysis.
- Benefit: 300x productivity using 95% less water and no pesticides!!

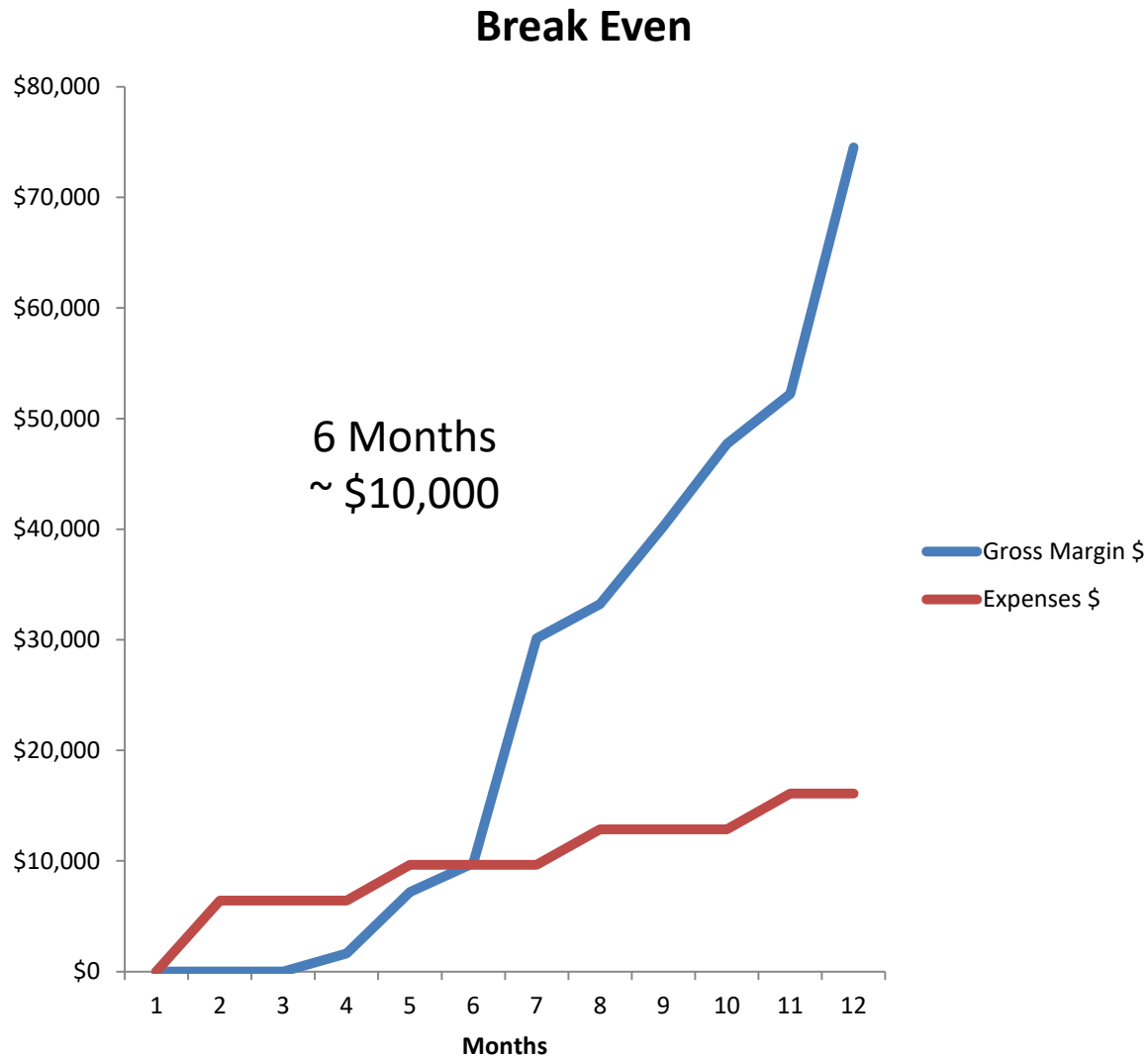




Market Landscape

- **2.1B addressable market over the next 5 years**
- **Growth rates 14.5% CAGR from today to 2022**
- **Target buyers:**
 - SMB (50-250 employees)
 - Upper mid market customers (250-1000 employees)
 - Departmental usage in enterprise customers
- **Competition:**
 - Appliance vendors and Larger Hardware/Software vendors
 - Channel conflict – direct vs channel
 - Their offering consists of separate components that must be integrated
- **MacroSoft go to market plans:**
 - Channel Only Products
 - Ideal partner profile
 - Brand Strength and Market Presence

Profit Potential



- Accelerate revenue through MRR model – **LOW ENTRY BARRIER!**
- Minimizing opportunity costs of training through short efficient online offerings
- 50% MDF match allows you to increase number of activities
 - Low cost compared to ROI
- Does not include incentives (deal reg, vouchers, etc.)

Partner Program

Partner benefits

- Mentored deployment
- No charge Pre and Post Technical Support
- No charge training & certification
- Quick Start Managed Services Playbook
- Demo Appliance
- 25 points
- MDF

Partner requirements

- Documented Managed Services Portfolio with defined SLA
- 1 Sales Training, 1 Pre-Sales Design Engineer, 1 Post-Sales Install Engineer & 1 MS Operations Administrator
- Goal List Pricing Revenue \$133,000 by year end

Single-tier channel ready solution: that offers you the opportunity to:

- Build New Service Solutions
- Increase Managed Service opportunities

Leveraging your experience with managed networks and digital readiness transformation, combining it with our CloudOne product and program, you are perfectly positioned to expand your market with us. We hope you see the potential in partnering that we do ...

Gross Margin Model

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Jan	Train - Admin, contracts, portal														
Feb	Train - sales and technical training, Sell														
Mar	Sell, Close														
Apr	Sell, Implement, Invoice SMB, close			\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
May	Sell, Implement, Invoice MM Enterprise, close				\$5,089	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Jun	Sell, Implement, Invoice SMB, close					\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Jul	Sell, Implement, Invoice enterprise on prem, close						\$18,900	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Aug	Sell, Implement, Invoice SMB, close							\$1,633	\$481	\$481	\$481	\$481	\$481	\$481	\$481
Sep	Sell, Implement, Invoice MM Enterprise, close								\$5,089	\$481	\$481	\$481	\$481	\$481	\$481
Oct	Sell, Implement, Invoice MM Enterprise, close									\$5,089	\$481	\$481	\$481	\$481	\$481
Nov	Sell, Implement, Invoice SMB, close										\$1,633	\$481	\$481	\$481	\$481
Dec	Sell, Implement, Invoice enterprise on prem, close											\$18,900	\$0	\$0	\$0
Jan	Sell, Implement, Invoice SMB												\$1,633	\$481	\$481
Monthly Gross Margin \$				\$1,633	\$5,570	\$2,595	\$20,343	\$3,076	\$7,013	\$7,494	\$4,519	\$22,267	\$5,000	\$3,848	\$3,848
Monthly Investment Costs \$	\$0	\$6,420	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0
Use existing sales reps															
Education opportunity cost		\$3,200													
MDF Match		\$3,220			\$3,220			\$3,220		\$3,220		\$3,220		\$3,220	
	\$0	\$6,420	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0	\$0	\$3,220	\$0
Cum Gross Margin \$	\$0	\$0	\$0	\$1,633	\$7,203	\$9,798	\$30,141	\$33,217	\$40,230	\$47,724	\$52,243	\$74,510	\$79,510	\$83,358	\$87,206
Cum Investment Cost \$	\$0	\$6,420	\$6,420	\$6,420	\$9,641	\$9,641	\$9,641	\$12,861	\$12,861	\$12,861	\$16,081	\$16,081	\$16,081	\$19,302	\$19,302

1 Year Profit = \$67,904
5x ROI

**Assumptions are partners 1st year, 10 total deals closed, 80%/20% SaaS/On Prem, 50% vendor MDF match, education at \$200/hour does not include deal reg*

Service Attach Opportunity

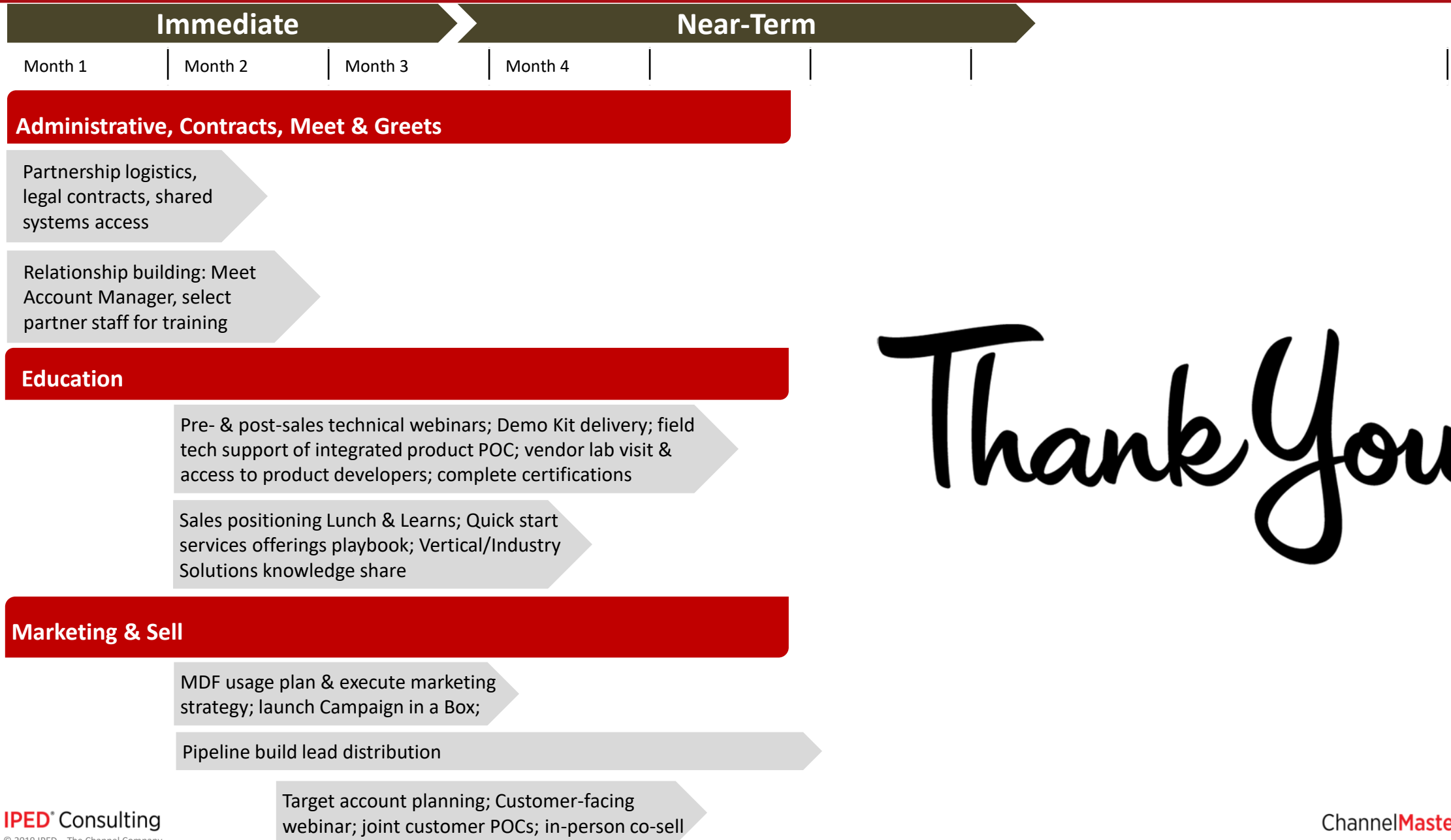
Services Opportunity	CloudOne SaaS (SMB)	CloudOne SaaS (MM/Enterprise)	CloudOne On Prem	GM*
Pre-Sales Consulting (OTC)	N/A	\$5,400	\$7,500	32%
CloudOne Service (MRR)	\$1,000	\$1,000	N/A	25%
CloudOne Appliance (OTC)	N/A	N/A	\$50,000	25%
Implementation (OTC)	\$3,600	\$9,000	\$12,500	32%
Managed Services (MRR)	\$550	\$550	N/A	42%
Totals	\$1,550 (MRR), \$3,600 (OTC)	\$1,550 (MRR), \$14,400 (OTC)	\$70,000 (OTC)	

ACV Value	CloudOne SaaS (SMB)	CloudOne SaaS (MM/Enterprise)	CloudOne On Prem
ACV**	~\$7,000	~10,500	~18,900

**Based on IPED data*

***Based on GMs*

Quick CloudOne Onboarding Program



Thank You