



MacroSoft CloudOne Lightning Program

Agenda

1 Introductions

2 Customer Challenges

3 Our Solution

4 Market Opportunity

5 Your Opportunity

6 Our Investment in You

7 Next Step

Customer Challenge



Hardware-as-a-service offering providing a single management console for all cloud environments

FUNCTIONS & FEATURES

- Built-in security and network
- Pre-integrated access to AWS, Azure, Google Cloud
- Open APIs

CUSTOMER USE CASES

- Hybrid Cloud Server
- IoT/AI Server
- Backup-Disaster Recovery
- LOB/Enterprise Server

SIMPLICITY

- One management console for everything
- Pre-integrated public cloud approach

FLEXIBILITY

- Applicable to customers of all sizes
- Partner / Customer Management choice
- Any cloud capability

Acceleration

- Faster time to market with broader access to customer and sales information
Better performance with automatic resource requests
- Improved security response time

SECURITY

- Reduce security technology costs with built-in security features
- Better visibility to threat detection across ALL clouds



Target Market

SMB
Mid-market
Enterprise

Competition

DogFood Security – newer
DIY Solution

Go-To Market

Channel only
Dedicated CAMs



Healthcare Use-case

Maintain HIPPA compliancy

Margins up to 46%

Real-time data access

Every six month firmware upgrade for LCM

Typical SMB Deal

	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Presale consulting					
CloudOne Service (\$1,000/month)	\$ 1,000		25%	\$ 250	
Implementation		\$ 3,600	40%		\$ 1,440
Managed Services (\$550/month)	\$ 550		42%	\$ 231	
Total Rev & Profit Est.	\$ 1,550	\$ 3,600		\$ 481	\$ 1,440

Typical Enterprise Deal

	Monthly Revenue	OTC Revenue	GM	Monthly Profit	OTC Profit
Presale consulting		\$ 5,400	35%		\$ 1,890
CloudOne Service (\$1,000/month)	\$ 1,000		25%	\$ 250	
Implementation		\$ 9,000	40%		\$ 3,600
Managed Services (\$550/month)	\$ 750		42%	\$ 315	
Total Rev & Profit Est.	\$ 1,750	\$ 14,400		\$ 565	\$ 5,490

Note: Numbers based on pilot program

Business Opportunities

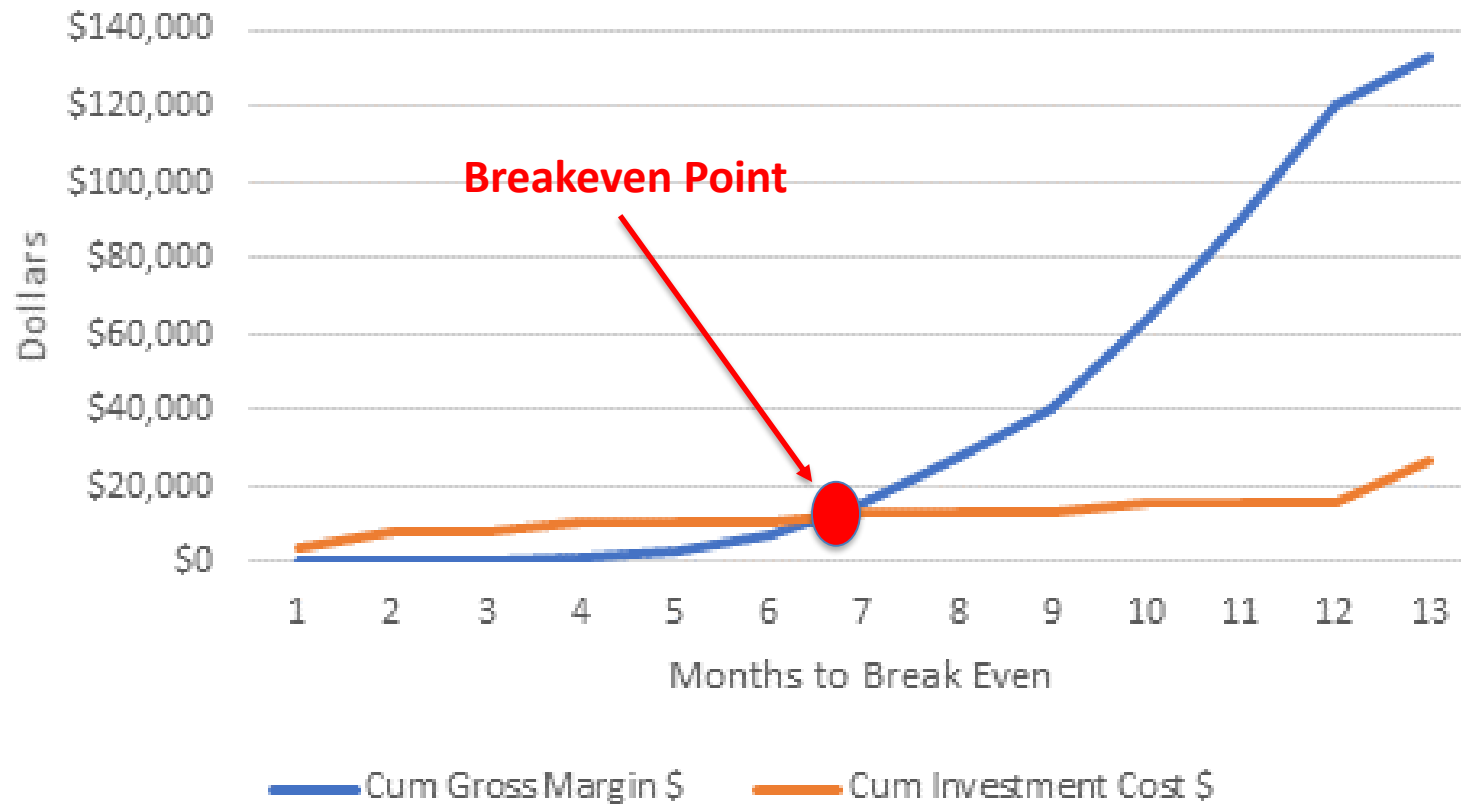
- HW margin at 25%
- Lifecycle management consulting
- Pre and post sales project-based services
- Additional managed-based services

Differentiators

- Multiple use cases that enable you to enter multiple markets

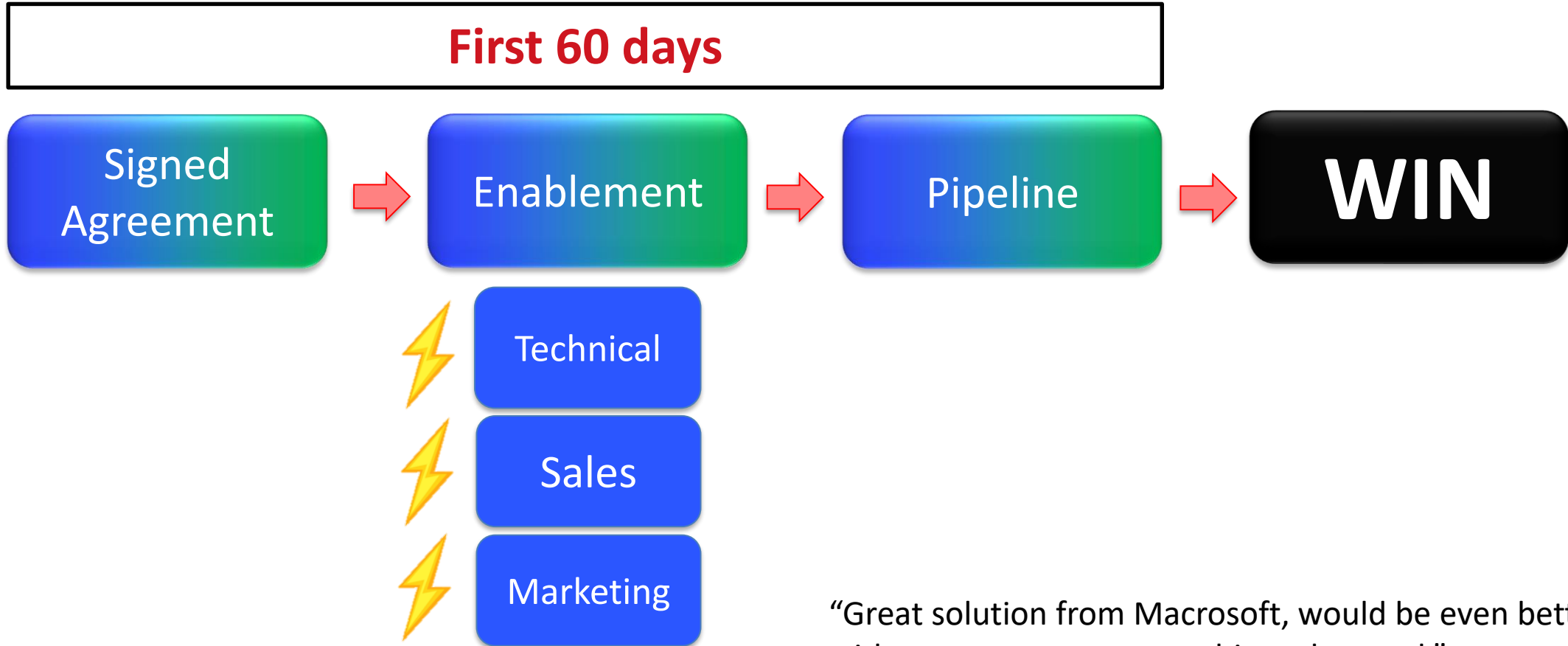
Financial Summary of Investment & Return to the Partner

Prospective Break Even ROI



Jan	On-Board
Feb	Train
Mar	Go
Apr	1 SMB Deal Closed
May	1 SMB Deal Closed
Jun	2 SMB Deals Closed
Jul	1 SMB and 1 ENT
Aug	2 SMB 1 ENT
Sep	2 SMB 1 ENT
Oct	1 SMB and 3 ENT
Nov	1 SMB and 3 ENT
Dec	2 SMB and 3 ENT

	Benefits	Requirements
Education	<u>Free technical, sales, services training</u> Education Incentives	2 sales + 1 technical staff trained
Support	L2/L3 support Pre-Post sales & Prof. services POC support and demo lab	POC training completed
Marketing	<u>MDF towards initial activity</u> Campaign in a box <u>Lead generation</u>	Joint marketing plan
Sales	<u>Dedicated CAM and iCAM support</u> Fast start Sales Incentives Deal Reg	Joint account planning Quarterly sales exec
Education	<u>Practice development</u>	Directional business plan



“Great solution from Macrosoft, would be even better with someone to manage this end-to-end.”

- *CloudOne lead pilot customer*



Thank you!