

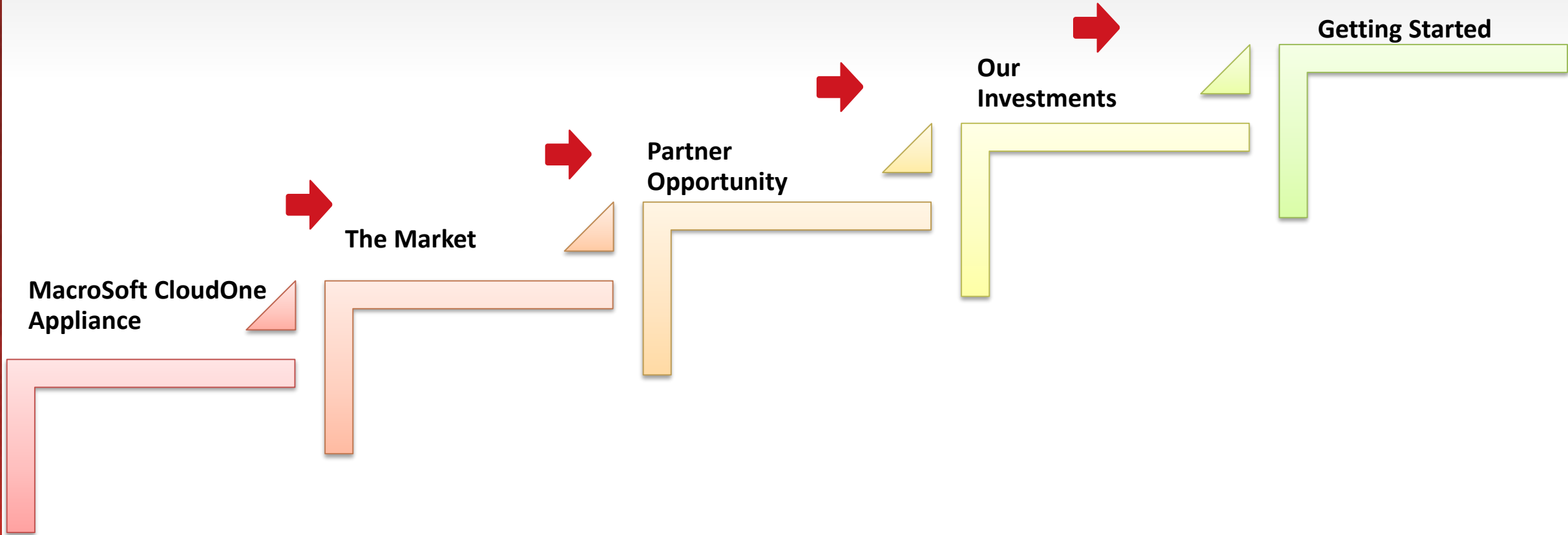
Cloud One Appliance Partner Program



MacroSoft
May 25, 2017

Today's Discussion

- Get There Quicker with Macrosoft CloudOne Appliance



What is So Unique about the MacroSoft CloudOne Appliance

Description:

The CloudOne Appliance is an integrated hardware and software solution that helps customers free up IT budget and people to focus on innovation and new services.

Use Cases:

Enables customers to deploy on premise private clouds, integrates access to a wide selection of public cloud infrastructures, manage IoT environments, and manage all of their cloud environments from a single management consol.

KEY SOLUTION FEATURES and/or BENEFITS:

- A cloud management and IoT platform
- Self-contained hardware unit
- Built in security and network
- Pre-integrated access to most major cloud offerings
- Comprehensive APIs
- Includes a perpetual 1G license for an Operational Intelligence platform

Do You Have Customers with These Needs?

- Control access to public cloud systems and prevents unnecessary access
- Assign cost to departmental usage as needed,
- Budget allocations for higher value business applications and services
- Provide secure access to broader set of data sources to accelerate time to market
- Increase visibility and threat detection
- Automate resource allocation
- Improve support responses

Why is a Microsoft Partnership Something You Can Count On?

Pilot Flagship customer program: 20 customers have been live for 6 months

Resell offering:

- Pre-sales consulting: 10-15% of the total system price
- Implementation services: 25-50% of the total system price

Managed Services offering:

- Pre-sales consulting: 10-15% of the total system price
- Implementation services: 10-20% (3yr sub price)
- Managed service: \$550 per appliance per month

The CloudOne Appliance can be offered to the customer through **tradition resell** or **managed service**

Implementation and Management Opportunities:

- On-prem workload migration to managed services contract
- Onsite managed services contract
- Remotely monitored and managed solution contract

25% of Customers are interested in their partner help them take advantage of advanced capabilities of the CloudOne Appliance by delivering services such as Cloud/IoT Assessments/planning, application integration and development, business intelligence

What is the Market Opportunity?

Addressable Market

- Market size \$2.1 B Market Over the next Five Years
- Growth rates: 14% annual growth
- Goal of 25% Market Share within Five Years

Target Buyers

- SMB (50-250 employees), Upper Mid-Market Customers (250 – 1000 employees), Departmental usage in enterprise customers

Competition

- Major Appliance vendor with limited market visibility, conflict with Direct Sales, and inconsistent partner program
- Large Hardware/Software Vendors have disparate solutions requiring integration by partner/customer



What is the Market Strategy for MacroSoft CloudOne?

MacroSoft Go-To-Market Strategy

- 90 Partners to be Recruited – Expect 60 to become active partners
- Enable for success through both live/online training and ongoing support – Exclusive Certification
- Reward for Meeting Growth Goals – Incentives for Quarterly Incremental Growth Targets
- Only 12 large Partners (>\$10M) who get exclusive benefits

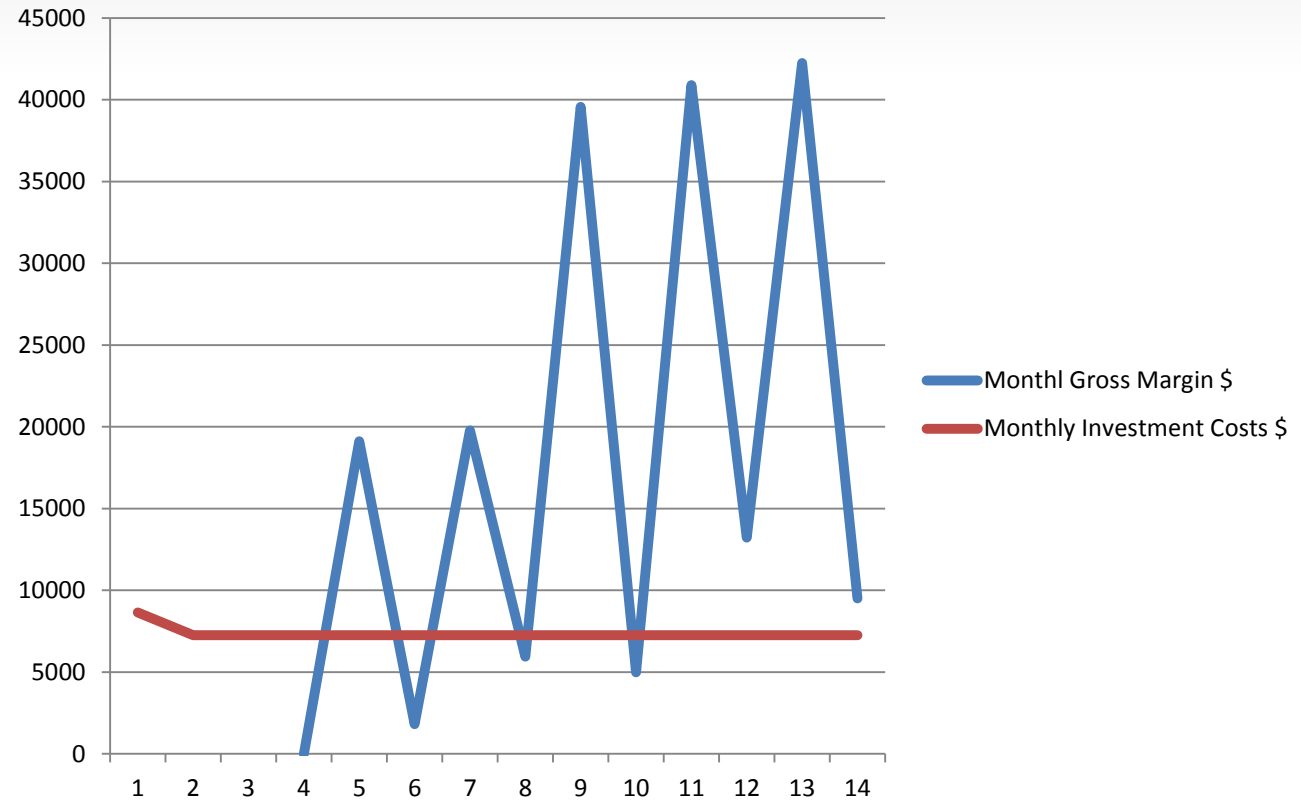
No Direct Sales Competition = More Opportunities, More profitability, More Benefits

So How Can You Get There faster with CloudOne?

- Close Deals within the first quarter
- Avg 1 closed deals per month thru Month 6
- Avg 2 closed deals per month after 6 months
- 50% On Prem/50% Managed Service

- Minimal investments to build out a practice:
 - 2 Designated Headcount (25% of time each)
 - Leverage Existing Engineers
 - 1:1 Training In Your office with ongoing access to Sandbox technical support

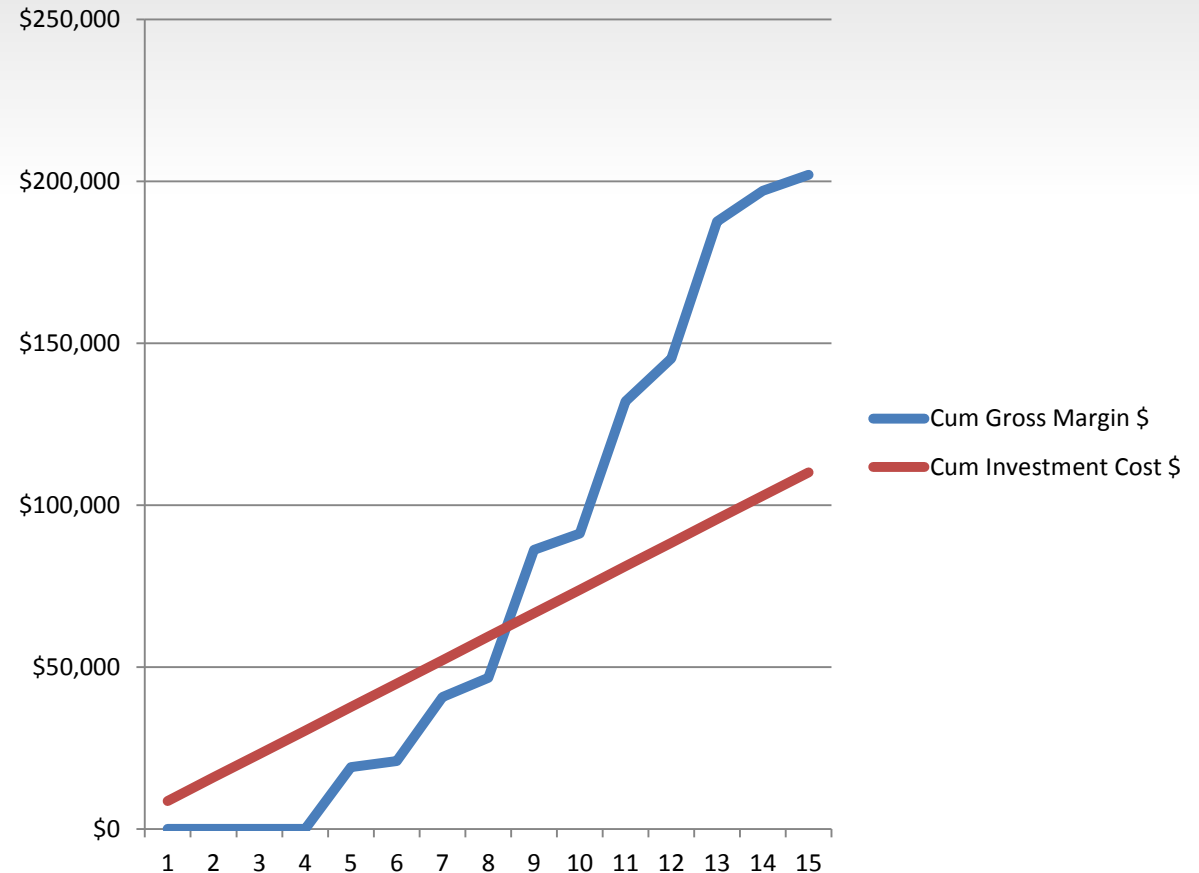
Gross Margin Projections By Month



When Can You Expect to Breakeven and Pull Ahead?

Breakeven in 8.5 months

- Min \$199K first year Gross Margins
- \$30K annual recurring revenue stream from 1st year deals
- Anticipated Breakeven in 8.5 months



Our Program Investment – Minimal Investment For Maximum Returns

Partner requirements

- 2 Designated Part-time Headcount (25% time for each)
- Leverage Existing Engineering Staff
- 8 Hours of Training (2 Sales/1 Eng) - Live at YOUR facility
- Joint Go-To-Market Business Plan

Benefits of Being A Premier Certified Partner

- Customer Mapping and Qualification Concierge Service
- 1:1 Sales and Technical Training
- On-demand Training for Ongoing education
- Dedicated CAM with Sales, Marketing and Technical Support
- 1 Physical Demo unit and Unlimited Access to Cloud Demo Center
- Automated Marketing platform Access via Partner Portal
- Additional Revenue opportunities-both On-Prem and Managed Services
- Incentives for meeting quarterly growth goals – 2.7%
- True Partnership – Our investment is your success



Get Off to a Fast Start with CloudOne

Today!

30 Days

