# OUR SOLUTION

## What our Technology Does

From a single management console, MacroSoft CloudOne Appliance provides integrated access to:

- Public cloud infrastructures
- Management of IoT environments
- Management of cloud environments

## How it Works

- Cloud management & IoT Platform
- Self-contained hardware unit
- Built in security & network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- Perpetual 1G license of Splunk Enterprise

## Why it Matters

- **Reduces costs** via access control, better billing / usage allocation, & pre-integrations
- **Speeds time to market** via broader access to customer & sales information
- **Reduces risks** via security integrations, automatic resource requests, & faster support response time

## Who we Serve

SMB, Midmarket, & Departmental Enterprise orgs with needs including:

- Managed Networking
- Managed Security
- Enterprise Departmental Server
- Cloud Server
- IoT Application Server
- LOB Application Server
- Backup Disaster Recovery

# THE MARKET OPPORTUNITY

**MacroSoft** ✚

## MARKET SIZE

- **Highly Untapped Market:** Strong demand, but limited viable offerings
- **Total Addressable Market**: $2.1bn over next 5 years
- **Expected Growth Rates:** 14.5% CAGR from 2018-2023

## COMPETITIVE LANDSCAPE

- One appliance vendor, with limited market visibility and ill-defined channel route to market
- Two large technology vendors who work with OEM/Alliance partners, but also sell direct; CloudOne solution is fraction of cost & complexity

## GO-TO-MARKET

- **Target Customer Profile**: SMB customers (50-250), Upper mid-market (250-1,000), Departmental usage in Enterprise (1,000+)
- **Route to Market**: 100% Channel Driven, means huge opportunities for VARs/MSPs
- **Consumption Models**: Mix of on-prem & as-a-service solutions, depending on customer use case

# THE PARTNER PLUS PROGRAM

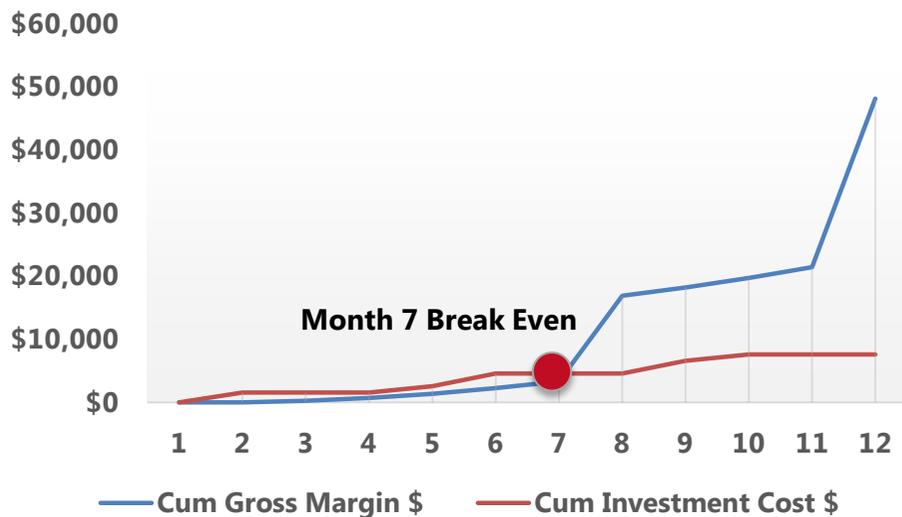|  | Sales | Marketing | Enablement | Support | Other |
|---|---|---|---|---|---|
| **WHAT YOU GET** | • Dedicated CAM<br>• Territory Plan Template<br>• Training/new logo SPIFFs<br>• Special Pricing process | • FMM support<br>• Pool of MDF<br>• Co-brandable materials<br>• Online marketing credential | • Role-based curriculum<br>• On-site, Partner bootcamps for technical teams<br>• Portal access/ virtual sandbox | • 24X7 support line/inbox<br>• Dedicated Channel SE's<br>• Eval/Seed Unit availability | • Partner Advisory Board Program<br>• Product Beta opportunities |
| **WHAT WE EXPECT** | • Designated sales rep(s) covering MacroSoft<br>• Quarterly Planning Reviews | • Drive 1 lead gen event per quarter<br>• Co-sponsor 2 industry events per year | • 2 sales reps & 1 SE fully trained within 30 days<br>• Engage in 1 partner bootcamp | • Identify Vendor Manager to oversee relationship<br>• CSAT of 99%+ | • Identify Executive to participate in PAB |

**100% CHANNEL SOLUTION** | *WE ARE COMMITED TO YOU*
**BECOME AN EARLY ADOPTER** | *ESTABLISH YOURSELF AS A STRATEGIC PARTNER FOR THE FUTURE*
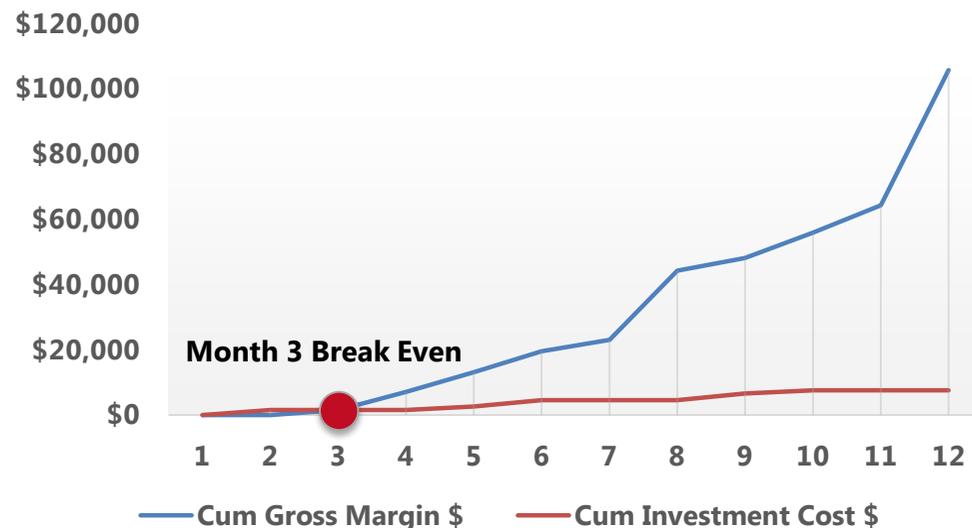
# THE RIGHT OPPORTUNITY FOR THE RIGHT PARTNER

**MacroSoft**
PARTNER PLUS PROGRAM

### Year 1 Revenue
*Product Sales Only (On-prem + MRR)*



Month 7 Break Even

— Cum Gross Margin $    — Cum Investment Cost $

### Year 1 Revenue
*Product + Consulting & Implementation Services*



Month 3 Break Even

— Cum Gross Margin $    — Cum Investment Cost $

**Partner Investments = $7,600**

$1,600 in Training

$6,000 in Demand Gen
(to be matched 2-1)

| | MRR As a Service | On-Prem |
|---|---|---|
| **Product Revenue** | $1,000 | $50,000 |
| **Managed Services** | $550 | N/A |
| **Consulting & Implementation Services (est.)** | $3,600 SMB $14,400 MM | $20,000 |

*\*25% of customers looking for additional services from MSP's/vendors*

*Note: Figures based on 25% Partner Discount*

# YOUR ROAD TO PROFIT!

### 30 Days

## *OPERATIONAL & PRODUCT READINESS*

- **Operations/Support** : Sign contracts & assign system logins, including New Hire portal
- **Sales**: Identify sales, presales, & services personnel & establish weekly meeting cadence
- **Training**: Complete online training (Sales, Presales); schedule onsite presales bootcamp
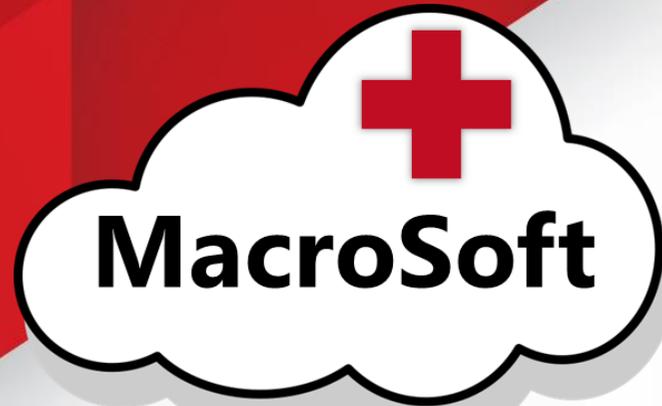
### 60 Days

## *LEAD GENERATION & PIPELINE*

- **Sales**: First Territory Plan review; complete first customer PoC
- **Training**: Onsite bootcamp held & demo units installed; minimum of one technical rep fully certified
- **Marketing**: Review/lock in on Marketing Plan; allocate MDF funds
- **Incentives**: Roll out SPIFF for new logo acquisition

### 90 Days

## *OPPORTUNITY NURTURING*

- **Sales:** Managing pipeline; first deal closes!
- **Marketing:** Lead generation efforts in flight; Execute first co-branded field event; identify joint industry event/trade shows