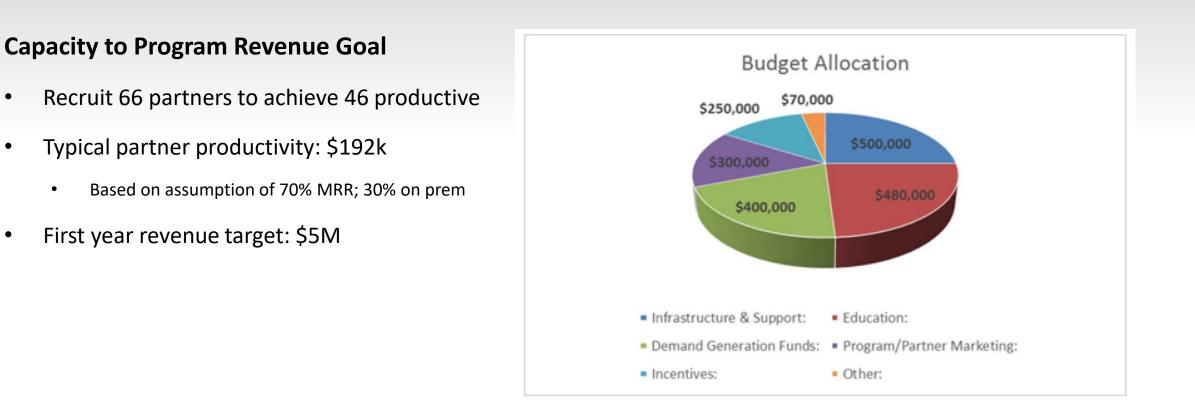




Getting to \$5M through partners

- Budget background & capacity planning
- > Program elements
- > On-boarding timeline
- Measures of success

MacroSoft Accelerate Partner Program \$2M Budget Background



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Ideal Partner Profile

- Regional or local solution provider with existing cloud and managed services capabilities:
 - Partnership with 1 public cloud provider
- Revenue mix:
 - 39% Hardware
 - 25% Software
 - 40% Services
- At least \$3M revenue w/ annual growth of 10+%

- Selling to:
 - SMB
 - Upper MM
 - Enterprise departments
- Customer base:
 - Cloud migration/transition
 - LOBs cloud applications needing management

	Give (program benefits):	Get (program requirements):	
Education	Sales, pre-sales tech, post-sales, certification vouchers	2 sales, 1 pre-sales, 1 post-sales	
Support	Product support, escalation, dedicated line of support for Managed Services	1 post-sales cert; first-line support	
Marketing	Concierge demand gen, mktg automation, field events, enablement, MDF, website listing	Mktg rep, 1 mktg activity/month, lead reporting, case study, website listing	
Sales	POC support, co-selling, demo units, sales tools, CAM coverage	Commit to co-sell, deal registration	
Other	Incentives, financial services, business transformation support	Business planning	

Immediate				Near-Term				Longer-term	
Month	Month	Month	Month	Month	Month	Month	Month	Month 9	
Administra	ative, Contrac	ts, Meet & Greets							
Contract on	poarding								
Kick-off mee Introduce qu	eting, access to p uick-start	artner portal,							
Education									
Lunch & learn, first certifications, sandbox access, demo/POC training									
Ongoing enablement webinars, self-paced training, competitive assets, sales skills training, marketing skills training									
Marketing	& Sell								
		Introduce to concierg Vendor pass		PMA Partner generates lead	ds PR/	Case study			
		Seed & co-sell/1 st dea	al reg	Account mapping/Bus	iness planning	Ship demo units (post-cert)		
Other									
			Ince	ntives					

	Q1	Q2	Q3	Q4
Partners On-boarded	12	30	48	66
Pipeline	\$320k	\$2.9M	\$5.9M	\$8.9M
Revenue	\$0	\$683k	\$1.7M	\$2.8M

Activity	Goal	YTD	Notes
Partners Recruited	66		
Active Partners (made it to Lift Off)	46		
Sales Training (2/partner)	75		
Pre-Sales Tech Training	37		
Operations Training	37		
Demo Unit	34		# that achieve in the year
Joint Business Plan	34		# that achieve in the year
MDF (\$10k/partner)	\$330K		33 partners get to MDF in the year
Marketing Activities (6/active partner/year)	276		
Joint Sales Calls (4/month/active partner)	184		
Customer Wins	440		

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1.

Executive sponsorship



Internal launch

