

Cloud One Appliance



MacroSoft

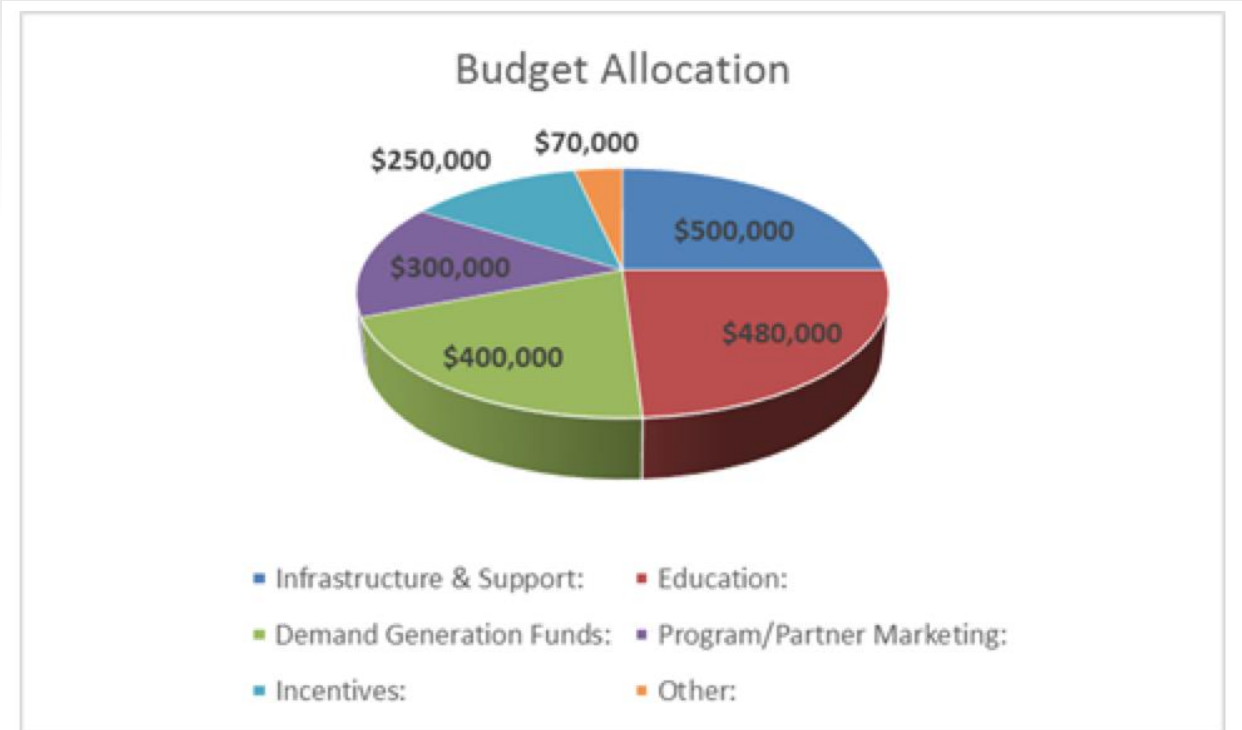
# Getting to \$5M through partners

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

# MacroSoft Accelerate Partner Program \$2M Budget Background

## Capacity to Program Revenue Goal

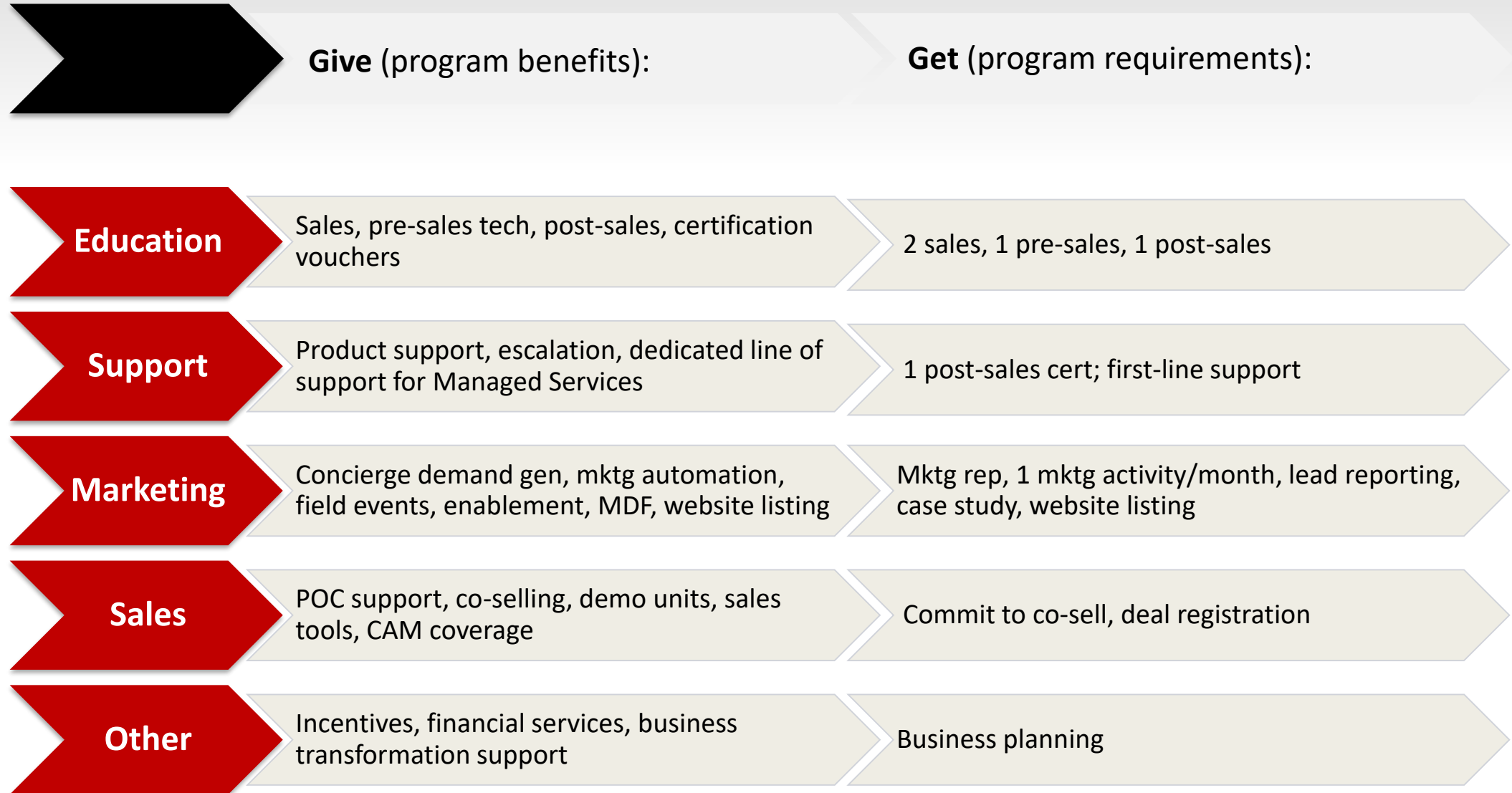
- Recruit 66 partners to achieve 46 productive
- Typical partner productivity: \$192k
  - Based on assumption of 70% MRR; 30% on prem
- First year revenue target: \$5M



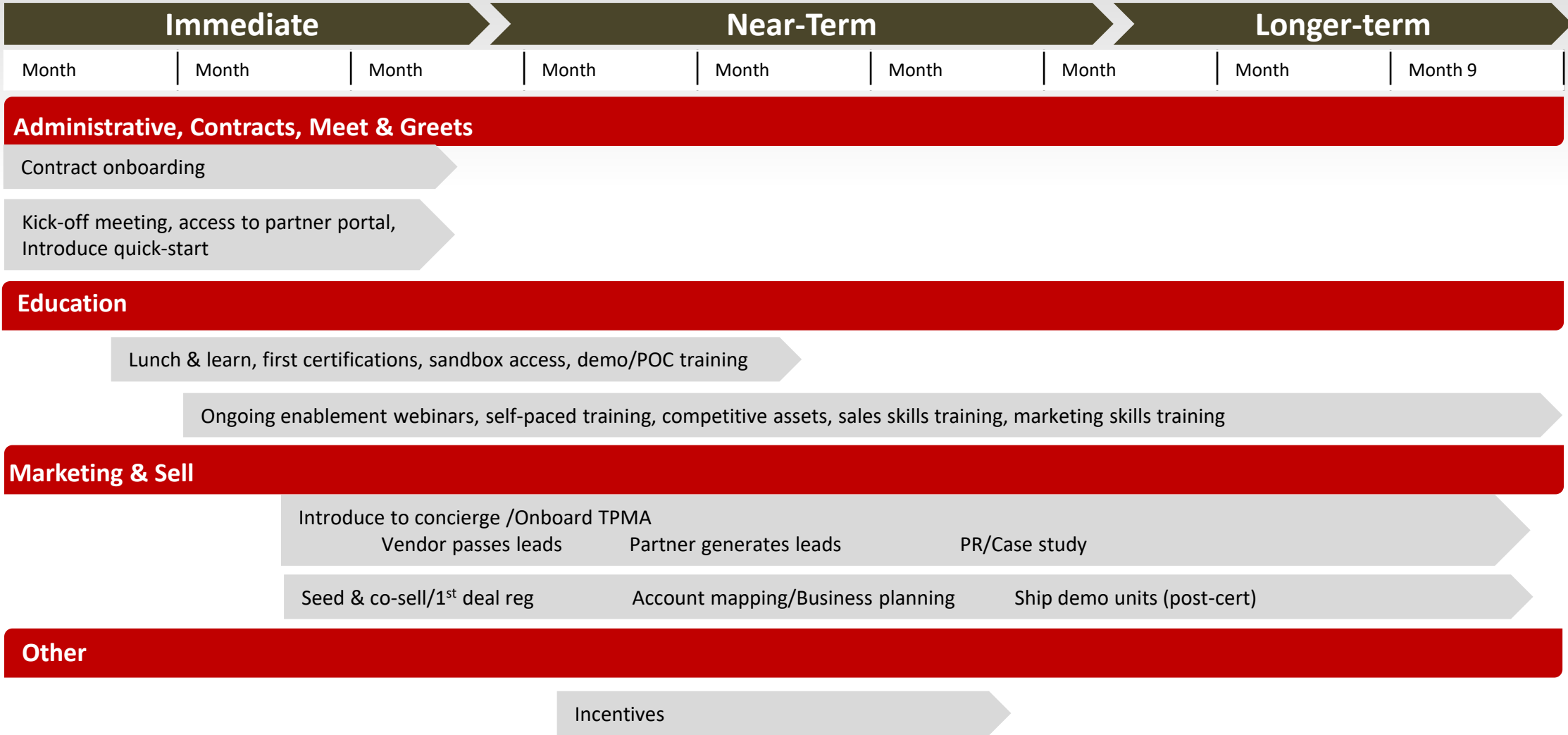
# Ideal Partner Profile

- 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

# MacroSoft Accelerate Program Elements



# MacroSoft Accelerate On-boarding Timeline



# Measures of Success

	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		

# Next Steps

1. Program consensus
2. Executive sponsorship
3. Internal launch