

# MacroSoft CloudOne Appliance

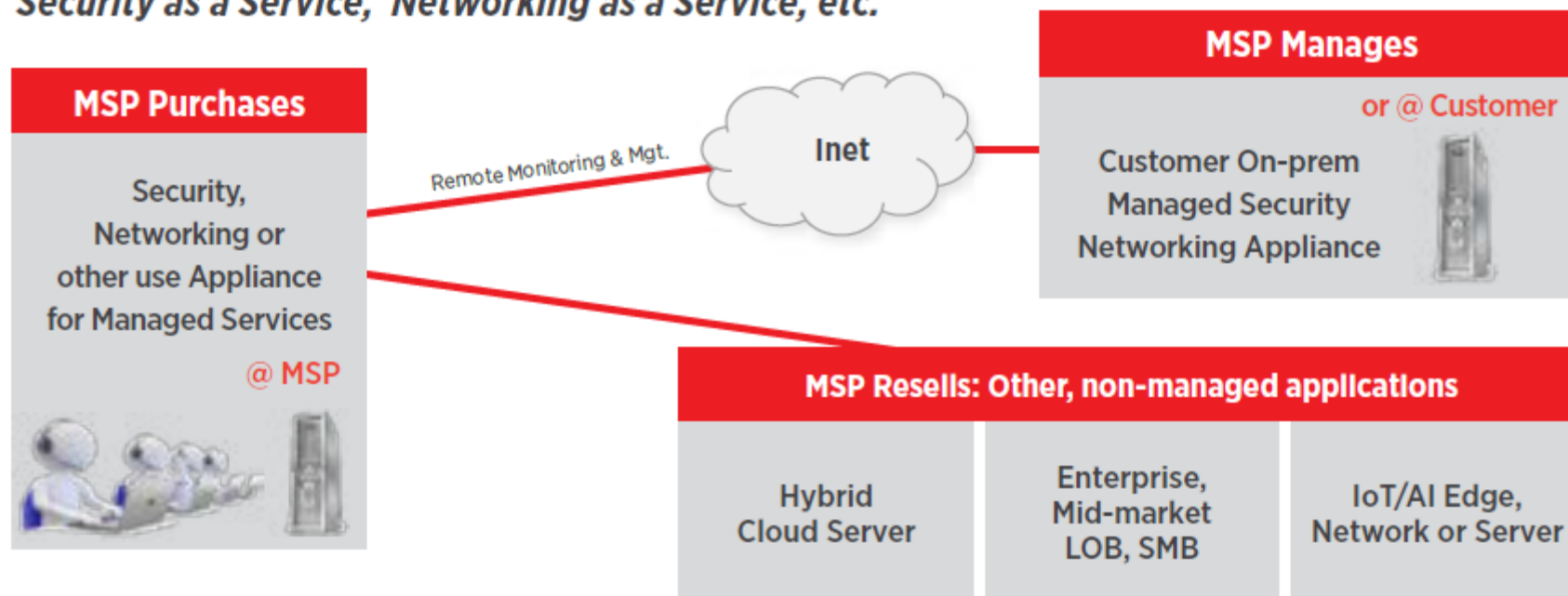
**Internal** - Partner Program Proposal Overview

June 12, 2019

# Microsoft CloudOne Appliance Solution

*MSP partners can deploy on premise private clouds, integrated access to a wide selection of public cloud infrastructures, manage IoT environments, and manage all of their cloud environments from a single management console*

## Partner & Customer Use of the MacroSoft CloudOne Appliance *Security as a Service, Networking as a Service, etc.*



# Partner Profile, Revenue Targets, & Program Budget

**1** Recruit 55 MSP partners with prior success selling and supporting cloud solutions

**2** Target markets - SMB, upper mid market, enterprise departmental

**3** Target \$5M revenue in yr 1  
\$150-\$250M annual rev. in 3-5 yrs

**4** 70% of partners to each deliver \$120K revenue in year 1  
On premise: 35%; MRR : 65%

## *\$2M Partner Program Budget in support of Partners' success*

	\$K USD
Incentives (OPEX only)	\$325
Demand generation funds (Includes all MDF)	\$380
Program or other partner marketing excluding MDF	\$300
Infrastructure and support (includes portal)	\$480
Education budget	\$420
Other	\$95
<b>Total Allocated</b>	<b>\$2,000</b>

# Partner Program Elements

	Education	Support	Marketing	Sales	Other
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>• Free Sales, Tech Training</li> <li>• Webinars and/or Online modules</li> <li>• Advanced MSP training</li> <li>• Onsite training / mentoring</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated CAM / SE</li> <li>• Dedicated support line</li> <li>• Demo equip. w/ setup</li> <li>• Shadow 1<sup>st</sup> install</li> </ul>	<ul style="list-style-type: none"> <li>• \$5K matching MDF</li> <li>• Concierge marketing service</li> </ul>	<ul style="list-style-type: none"> <li>• Performance incentive and SPIFFs</li> <li>• Deal reg - 5% rebate (selected deals)</li> <li>• Field assistance program</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal based investment fund for special programs</li> </ul>
<b>REQ'TS</b>	<ul style="list-style-type: none"> <li>• Sales &amp; Tech Certification: Min. 2 ea.</li> <li>• MSP operational validation</li> </ul>	<ul style="list-style-type: none"> <li>• 24X7 Level 1/2 support</li> <li>• Identify customer success mgmt process</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing plan</li> <li>• 1 Marketing dedicated resource</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Sales Executive sponsor</li> <li>• Commit to joint acct planning</li> </ul>	

## FOUNDATION

Sales/Tech Training, Portal, Partner Locator, Marketing & Sales Collateral

# CloudOne FAST - onboarding process

Immediate (30 days)

Near-Term (60 days)

Longer-term (90 days)



**Welcome and kickoff**

Contract signed

Kickoff, core team orientation

Program & portal overview

Identify core sales & technical team

[FAST plan](#)



**Learn the solution**

Complete required Sales & Technical Presales training

Complete Partner Services & Support training

Establish demo center at MSP partner lab

Onsite training / mentoring



**Marketing kickoff**

Assisted marketing plan development as needed

Identify key verticals and target markets

Implement **FAST** marketing campaign (MDF funded)



**Build the funnel & sell**

ICAM lead validation

Joint acct. opportunity planning

Develop SPIFF program (activity / pipeline based)

Deal architect design assistance



**Support & feedback**

Solution optimization insights

Customer success engagement

Partner Advisory Council (feedback & sharing)



**Monitor and adjust**

Executive sponsor visit (in 6 months)

Growth & expansion plan

Begin joint business plan process

# Measures of Success

	Pilot	Q3	Q4	Q1	Q2
Partners Recruited	10	45	20	20	100
Partners On-boarded	10	20	30	42	55
Pipeline		\$3M	\$3M	\$4.5M	\$4.5M
Revenue (cumulative)		\$1M	\$2M	\$3.5M	\$5M

Activity	Goal	YTD	Notes
Partners Recruited	195		
Partners Onboarded	55		
FAST plan conversation	55		
Active Partners (made it to Lift Off)	42		
Sales Training (2/partner)	84		
Pre-Sales Tech Training (2/partner)	84		
Marketing Training (1/partner)	42		
Operations Training (1/partner)	42		
Demo Unit Setup	42		
Marketing Plan	42		
MDF (\$5K/partner)	\$210K		
MDF Activities (5 opps/partner/quarter)	210		
Customer Wins -Revenues	\$5M		

# Next steps

1. Obtain green light from Executive Sponsors to proceed with partner program
2. Internal Kickoff w/ Execution Team by June 30
  - Sales, marketing, legal, services, finance/commercial management, learning team
3. Finalize program readiness; fund program execution
4. Targeting Aug. 1<sup>st</sup> Launch
  - Channel Chief partner webcast (Pilot accounts, 10 addl. Prospective partners)
  - CRN interviews
  - Individual Partner Kickoff, Public Announcement
  - **FAST** partner recruitment (45 in 45 days)
  - MacroSoft departmental all-hands briefing