

MacroSoft™

**CloudOne Appliance
Revenue & GTM Plan**

TEAM 3



Meeting Objective

Obtain executive approval for the go-to-market strategy and partner program plan of Macrosoft CloudOne Appliance

Agenda

- **CloudOne Accelerate Program: Opportunity Overview**
- Program Priorities
- On-Boarding Milestones
- Success Metrics
- Take Action - Next Steps
- Proposed Leadership Team

\$5M Revenue Opportunity

Path to revenue:

- **42 Partners** Target Recruitment/Onboard
- **30 Partners** – Producing Full Revenue Potential
- **\$171K** Average Annual Partner Productivity
- Exponential growth year 2 and beyond

\$2M Budget: Allocation

- **Support:** \$550k
- **Education:** \$450k
- **Demand Gen:** \$400k
- **Programs:** \$300k
- **Incentives:** \$175k
- **Innovation:** \$125k

Market Opportunity = Microsoft Opportunity

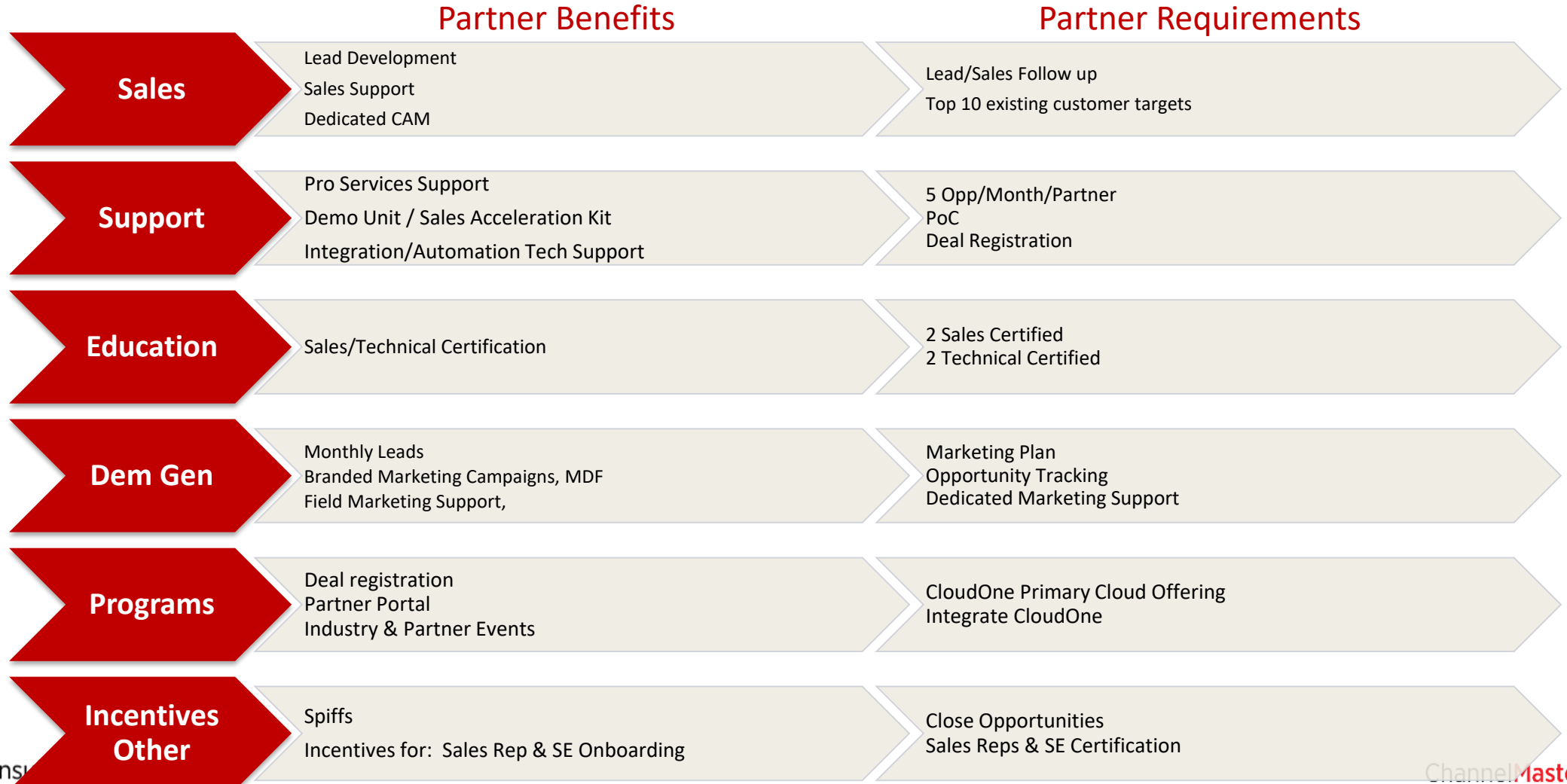
Addressable market: \$2.1B

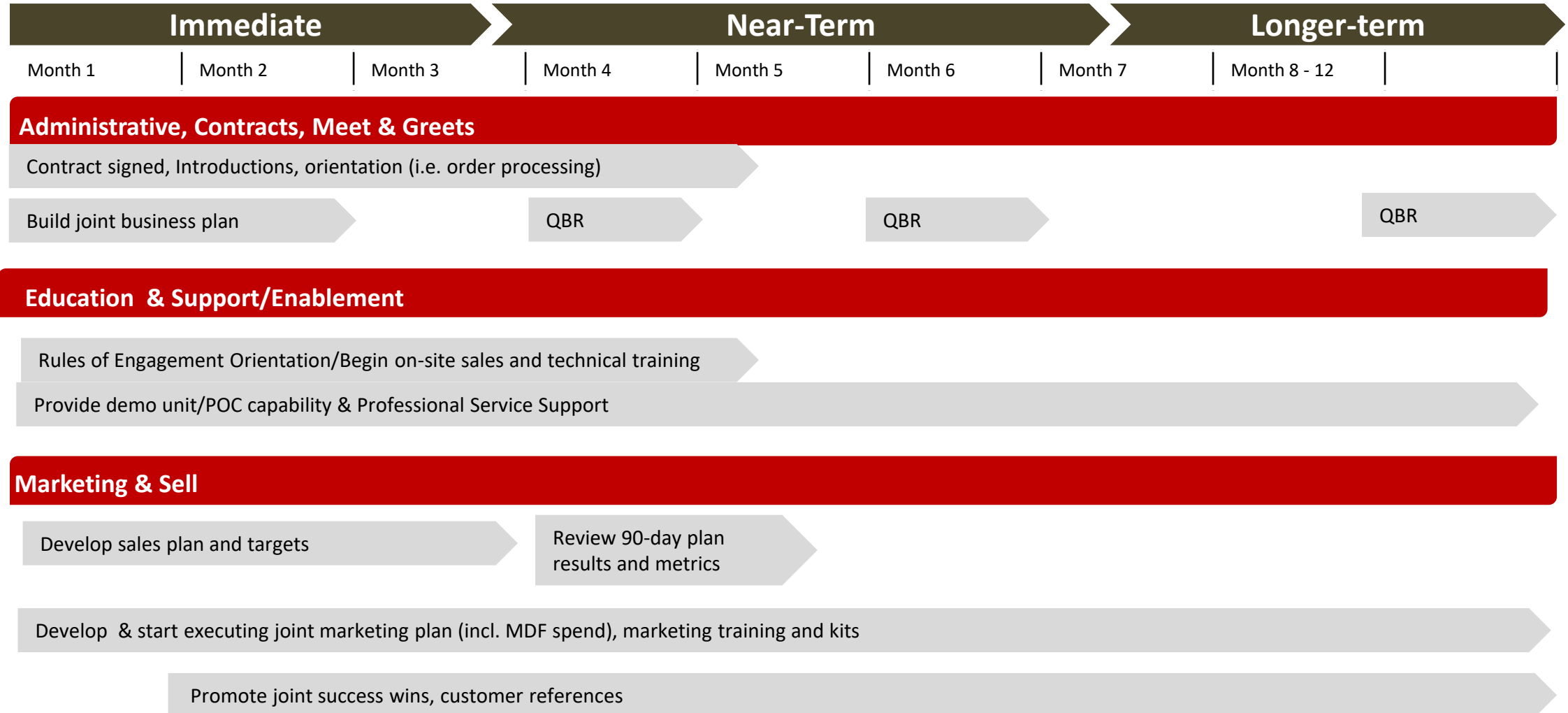
Exponential Growth: \$30M - \$50M annual revenue in 3-5 yrs

Competition: leaving window for Microsoft to gain share

Preferred Business Model: channel only model (not competing with MSPs); upside of professional services recurring revenue

Ideal Partner Profile: Regional/local SP with managed services capabilities and a cloud services. Targeting new partners with dedicated sales staff & technical trained staff both pre & post sales and marketing support. Partner needs to provide lead tracking & reporting.





	Q1	Q2	Q3	Q4	TOTAL
Onboard Partners	8	10	12	12	42
Pipeline	\$1.23M	\$2.76M	\$4.59M	\$6.42M	\$15M
Revenue	\$410k	\$920k	\$1.53M	\$2.14M	\$5M

Training

- Sales: 84 accreditation
- Technical: 84 certified

Sales Support

- 2 Webinars per quarter available on-demand
- 1 Heat mapping/Joint sales calls per quarter per partner
- Bi-weekly CAM meeting

Marketing

MDF Co-Marketing Plans:

- 30 co-marketing plans
- 1 marketing campaign per quarter per partner
- 1 event per quarter per partner

Deal Wins

Pipeline:

- Q1: 25
- Q2: 162
- Q3: 270
- Q4: 378

Deal Closed: 5 closed per quarter per partner

Ready to generate \$5M incremental revenue for MacroSoft?

1. Executive approval to move forward

2. Hold kickoff meeting

3. Start monthly executive update cadence

Proposed Powerhouse Leadership Team



Faisal Hawa
VP, Sales Ops & Support



Sophie Mills
VP, Education



John Miller
VP, Partner Sales



Yufen Steen
VP, Finance & Incentives



Jennifer Zamora
VP, Marketing



Debbie Gililland
VP, Programs



Shelley Walker
VP, Innovation