# MacroSoft™ CloudOne Appliance Revenue & GTM Plan

TEAM 3

### **Today's Meeting**

## **MacroSoft**™

#### **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

**MacroSoft**<sup>™</sup>

#### \$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 = Macrosoft Opportunity

Addressable market: \$2.1B

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

Competition: leaving window for Macrosoft 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.

	Partner Benefits	Partner Requirements	
Sales	Lead Development Sales Support Dedicated CAM	Lead/Sales Follow up Top 10 existing customer targets	
Support	Pro Services Support Demo Unit / Sales Acceleration Kit Integration/Automation Tech Support	5 Opp/Month/Partner PoC Deal Registration	
Education	Sales/Technical Certification	2 Sales Certified 2 Technical Certified	
Dem Gen	Monthly Leads Branded Marketing Campaigns, MDF Field Marketing Support,	Marketing Plan Opportunity Tracking Dedicated Marketing Support	
Programs	Deal registration Partner Portal Industry & Partner Events	CloudOne Primary Cloud Offering Integrate CloudOne	
Incentives Other	Spiffs Incentives for: Sales Rep & SE Onboarding	Close Opportunities Sales Reps & SE Certification	1asters*

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Immediate			Near-Term				Longer-term		
Ionth 1 Mon	th 2 N	Nonth 3	Month 4	Month 5	Month 6	Month 7	Month 8 - 12		
dministrative, Con	tracts, Meet	& Greets							
ontract signed, Introdu	ictions, orientati	on (i.e. order pro	cessing)						
uild joint business plar			QBR		QBR			QBR	
Rules of Engagement ( Provide demo unit/PO(	-			ng					
Provide demo unit/PO	-			Ig					
arketing & Sell									
Develop sales plan and	d targets		Review 90-day results and met	-					
Douglan & start over	ting joint market	ing plan (incl. M	)E spand) marketi	ing training and kits					

Promote joint success wins, customer references

**Success Metrics** 

**MacroSoft** 

	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 Sup	port	Marketing	D	eal Wins
<ul> <li>Sales: 84 accreditation</li> <li>Technical: 84 certified</li> </ul>	<ul> <li>2 Webinars per quarter available on-demand</li> <li>1 Heat mapping/Joint sales calls per quarter per partner</li> <li>Bi-weekly CAM meeting</li> </ul>		<ul> <li>MDF Co-Marketing Plans:</li> <li>30 co-marketing plans</li> <li>1 marketing campaign per quarter per partner</li> <li>1 event per quarter per partner</li> </ul>	Pipeline: Q1: 2 Q2: 1 Q3: 2 Q4: 3 Deal Clos per quar partner	25 62 70 578 Sed: 5 closed



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



Executive approval to move forward



Hold kickoff meeting



Start monthly executive update cadence







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