

The logo features the text "MacroSoft" on the top line and "CloudOne Accelerate" on the bottom line, both in a bold, black, sans-serif font. The text is centered within a white, angular, geometric shape that resembles a stylized 'M' or a series of overlapping planes. The background consists of a complex pattern of overlapping triangles in various shades of red and grey, creating a 3D effect.

MacroSoft
CloudOne Accelerate

Agenda

1

MacroSoft and CloudOne

2

The Opportunity

3

Partnering Together: CloudOne Accelerate

4

Return on Your Investment

5

Next Steps

MacroSoft CloudOne Solution Overview

What is CloudOne?

- Hyper-converged multi-function appliance
- Deployed on-premise at customer or in managed provider environment

Key Solution Features

- Single console cloud management
- Built in security and network
- Pre-integrated access to most major public cloud offerings
- Comprehensive APIs
- Integration framework for third party applications like IoT management
- Includes Operational Intelligence via Splunk Enterprise

IDEAL FOR CUSTOMERS WHO NEED:

- Managed Networking and Security
- Enterprise Departmental Servers, Cloud, or IoT Application Servers
- Any Line of Business Application Server
- Backup-Disaster Recovery

AND WHO WANT:

- Consolidated Secure Cloud Access
- To Outsource Risk
- To Control Access to SaaS Applications
- Increased Business Intelligence from Broader Data Collection

Regional Credit Union Uses CloudOne to Deliver Greater Visibility and Lower IT Infrastructure Cost



The Challenge

- Resource sprawl
- Out of compliance with security policy
- Support downtime due to lack of visibility



Solution

- Deployed CloudOne
- Single managed environment



Results

- Better visibility & threat detection
- Support response time improvement
- Lower cost of IT infrastructure

“With CloudOne, our team can spend more time innovating instead of fire fighting.”

Sr. Systems Engineer at Regional Credit Union

Customers buy CloudOne for five reasons



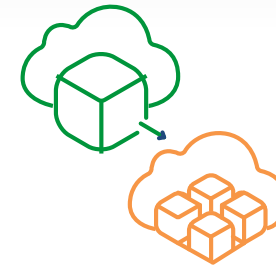
Reduce costs
& complexity



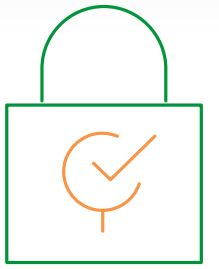
Speed time
to market



Improve
response time



Simplify cloud
deployments

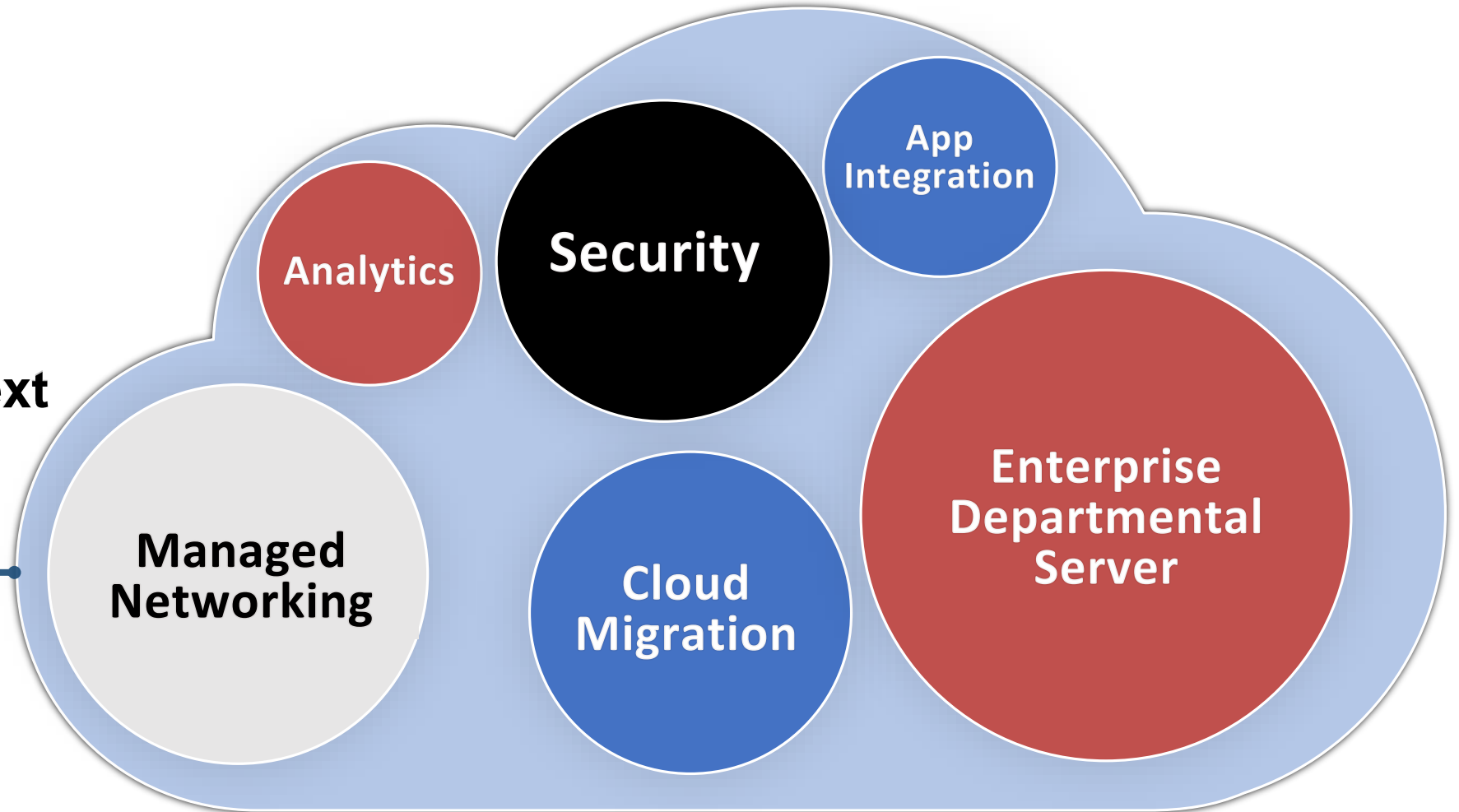


Integrated
security

Market Landscape

**TAM over the next
5 years:**

~\$2.1B
14.5% CAGR to 2022



Single appliance provides opportunity in multiple market segments.

The CloudOne Accelerate Opportunity for Partners

MARGIN OPPORTUNITY

- **Margin Opportunity:** from 25% - 42%
- **Service Attach:** Pre- and post-sales project based services and/or additional managed services when CloudOne is sold as a service
- **Monthly Recurring Revenue:** Solution can be sold either as product or as a service. Low overhead when exercising **hardware as a service option**

MARKET DIFFERENTIATION

- Accelerate digital transformation
- Partner-delivered services
- Splunk business intelligence
- Complementary Professional Services
- Flexible deployment & financing options

**WHY
MACROSOFT**

100% CHANNEL/100% COMMITTED

Single-tier sales model

Full MacroSoft backing, global CloudOne awareness campaigns

THE CHANNEL CO.

CRN



**PARTNER
PROGRAM
GUIDE**

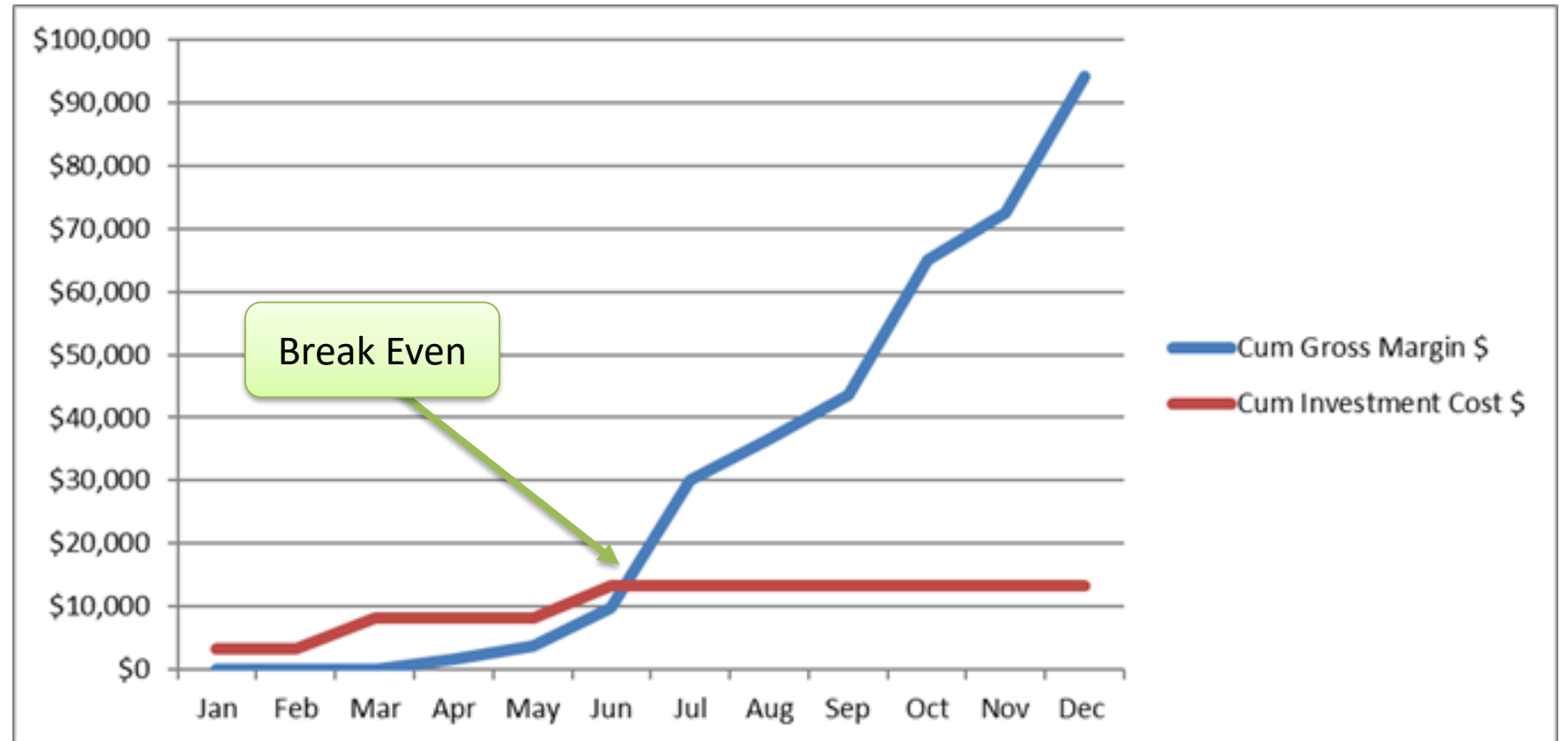
**WINNER
2018**

Mutual Investments

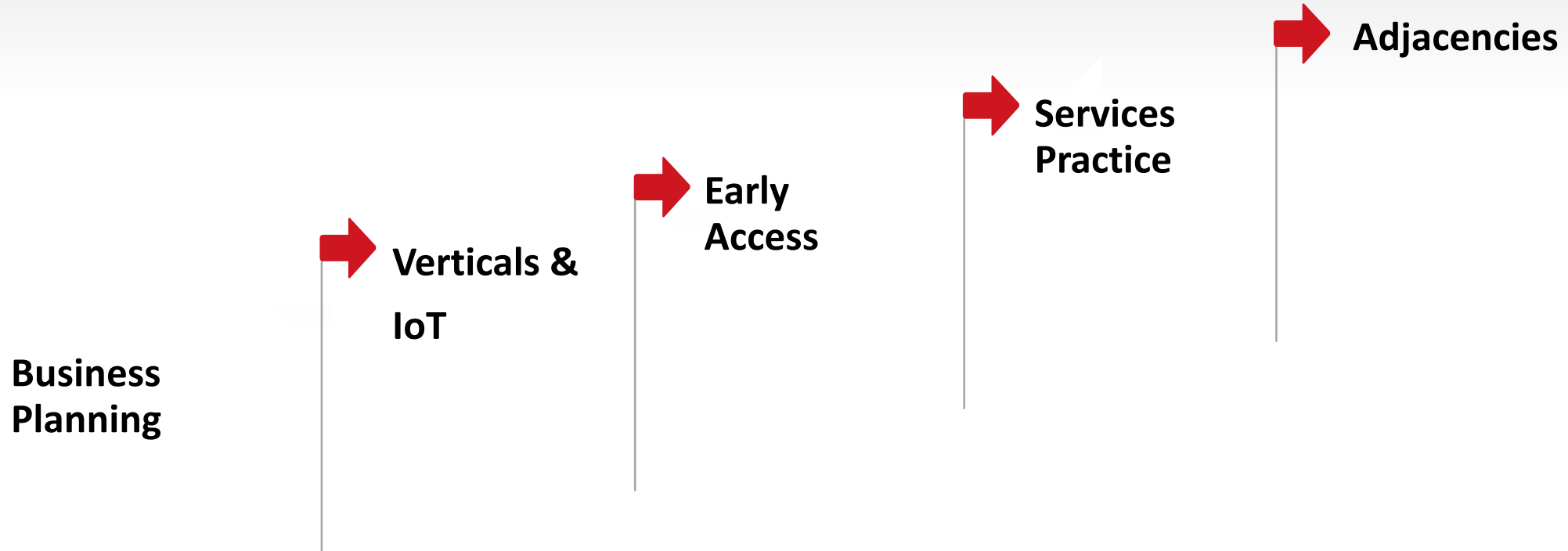
	Training	Sales	Marketing	Enablement & Support
What We Provide	On-demand and on site Training & labs	Co-selling, Sales support, deal protection	MDF and Marketing Support	Demo Units & Hosted Sandbox
Your Commitment	Certified Sales, Pre and Post Sales Staff	Commitment to co-sell and bring customers to the table	Monthly marketing activity	Learn our product and value prop
What You Get	Sales & Technical competency & confidence	Guided, repeatable sales process	Increased pipeline	Hands on experience

Rapid ROI

- Year 1 profit: \$94,271
- Year 1 investment: \$13,200
 - Two increments of \$5k MDF matching dollars
 - Opportunity cost for tech education
 - 2 days @ 1600/day



As the relationship grows



Next Steps

- 1 Agreement to move forward
- 2 Start the operations process
- 3 Schedule kickoff planning meeting

The background features a complex geometric pattern of overlapping triangles in various shades of red and white. A prominent white diagonal band runs from the top right towards the bottom left, creating a sense of depth and movement. The text 'MacroSoft' is centered within this white band.

MacroSoft