



# MacroSoft CloudOne Accelerate Program

## Presentation to: CloudMasters

October 24, 2019

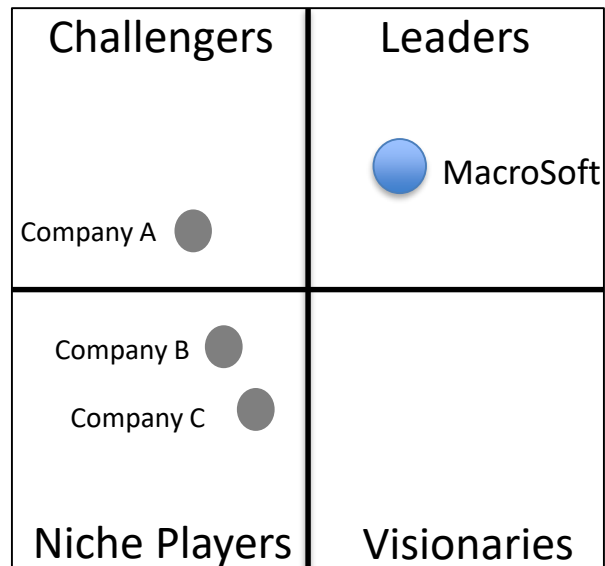
# Why Team With MacroSoft?



MacroSoft is a best-of-breed, recognized technology vendor with over 30 years of providing on-premise based hardware products and solutions to the channel with great success in the healthcare industry.

Our partner-centric business model puts our partners first, and together we place priority on our customers to help them solve business problems through technology, reach their business goals and grow our businesses together.

## Market Leader 10 years running: Magic Quadrant



Recognized consistently as a 5-star vendor by CRN



## Why CloudMasters is the Ideal Partner:

- Deep Understanding & Success in the Healthcare Market
- Existing Healthcare Customer Pipeline
- Experience in Disaster Recovery and Backup Solutions
- Expertise in Securing Customer Data

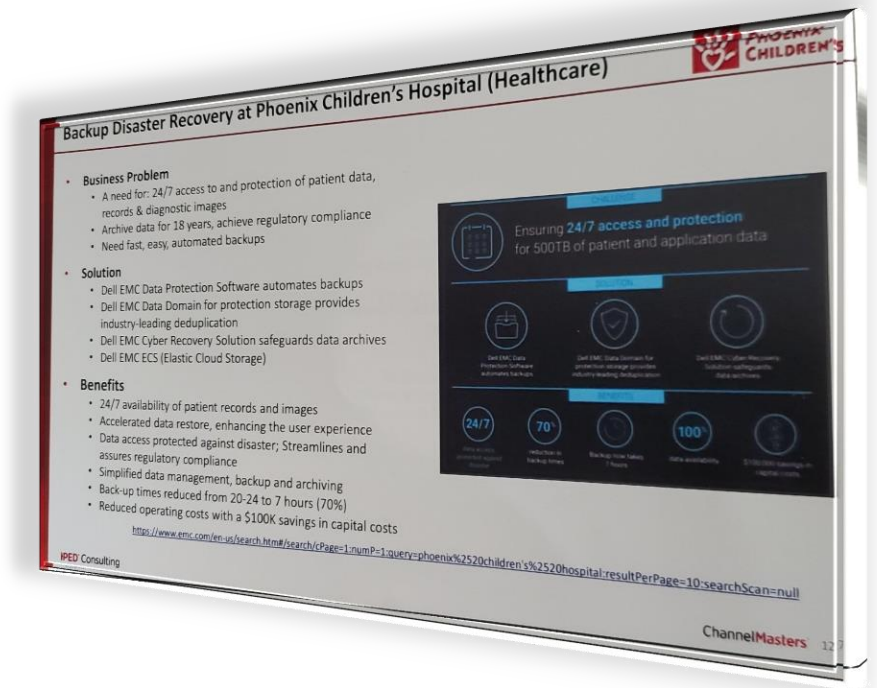
- \$25M annual revenue
- SMB Target Market moving to Mid-Market
- 50% of Rev is Managed Services
- Strong Cloud Presence

## Beta Customer Product Success: Phoenix Children's Hospital

- Backup Disaster Recovery Solution Successful Beta Test
- Enhanced User Experience
- Simplified Data Management



**PHOENIX CHILDREN'S**  
*Hospital*



# CloudOne Accelerate Opportunity for CloudMasters



## MacroSoft CloudOne Appliance

- Private Cloud Deployment/Public Cloud Integration
- Single Pane Cloud Mgmt



## The Market

- \$2.1B over 5 Years
- 14.5% CAGR
- SMB, Mid-Market & Ent
- Only 1 Appliance Competitor



## CloudMasters Opportunity

- Land New Customers
- Exp Existing Customers
- CloudMasters aaS bringing MRR for Product & Services



## Our Investments

- ProServ Support
- Technical & Sales Training
- Ded. CAM



## Getting Started

- Kick Off Meeting
- Schedule & Complete Training
- Identify & Plan Attack for Top 10 Customer Targets

# MacroSoft CloudOne Appliance Solution



## Description:

Macrosoft CloudOne Appliance consists of Macrosoft hardware and your own software solution managed for the customer as a service.

## Feature/Function:

- IoT Platform & Cloud Management
- Self-Contained Hardware
- Integrated Networking and Security
- Major Public Cloud Offerings
- Open APIs

## Benefits:

- Reduced Costs: Control Access to Public Cloud
- Cost Allocation
- Prioritization of Budgeting
- Broad Access to Customer/Sales Information

## Use Cases:

- Managed Security and Networking
- Digital Ready Infrastructure
- Hybrid Cloud Services
- IoT and AI Services
- Backup Disaster and Recovery
- Line of Business or Departmental Enterprise Servers

# CloudOne Accelerate Program Priorities



## CloudOne Accelerate Program Benefits

## CloudMasters Expectations

<b>Sales</b>	Lead Development Sales Support Dedicated CAM	Lead Response SLA 24 hrs Top 10 existing customer targets 20 Closed Opportunities / 12 Months
<b>Support</b>	Pro Services Support Demo Unit / Sales Acceleration Integration/Automation Tech Support	Integrate CloudOne into your existing solutions
<b>Education</b>	Sales/Technical Certification On-going education support	2 Sales Accredited 2 Technical Certified
<b>Dem Gen</b>	Monthly Leads, \$10k MDF, Branded Marketing Campaign Kit, Marketing Automation Platform	Avg 5 Opportunities / Month, Marketing Plan Opportunity Tracking Dedicated Marketing Support / Agency Access
<b>Programs</b>	Deal registration Partner Portal Industry & Partner Events	Lead with CloudOne
<b>Incentives Other</b>	Spiffs / rebate eg Sales Rep & SE Onboarding incentive	Incentive Planning Meeting

# CloudMasters Plan to Gross Margin Profitability



## Assumptions for Gross Margin

### SALES READINESS

- Deep collaboration to go after 20 deal closures this year
- Integrate solution, train, build/execute marketing and drive pipeline Jan – March

### DEAL WINS

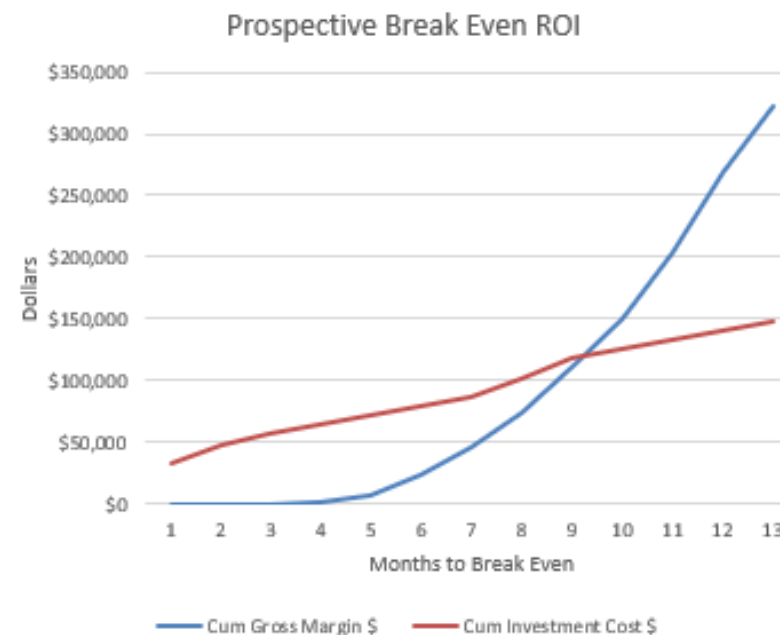
- Revenue generation starting in April
- Deal wins:
  - SMB – 9
  - Mid – 6
  - Enterprise – 5
- Year 1 Gross Margin Potential: \$322K
- Year 2 Gross Margin Potential: \$962K

### INVESTMENTS

- Solution integration \$16K
- Training Technical and Sales \$35K
- Dedicated Marketing Resource and Demand Gen \$97K

### BREAK EVEN

- 9 months



**30 Total Partners Across 20 Metropolitan Areas**



## Once We Obtain Your Approval:

- Sign Contract
- Assign Account Manager
- Develop Joint Business Plan
- Develop a Marketing Plan
- Enablement
- Pipeline and Opportunity Development





# CloudMasters & MacroSoft Let's Win Together!!!