

# MacroSoft

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CloudOne Appliance Strategy

## Purpose

Secure your support for the CloudOne launch partner program and onboarding process to achieve the \$5M annual target

## Agenda

- Review Partner Program
- Budget Breakdown
- Measure of Success
- Review Onboarding Process



# Program Summary

## Program Requirements

- ✓ \$90,000 revenue
- ✓ 2 Sales Certifications
- ✓ 1 Technical Certification
- ✓ Demo capable

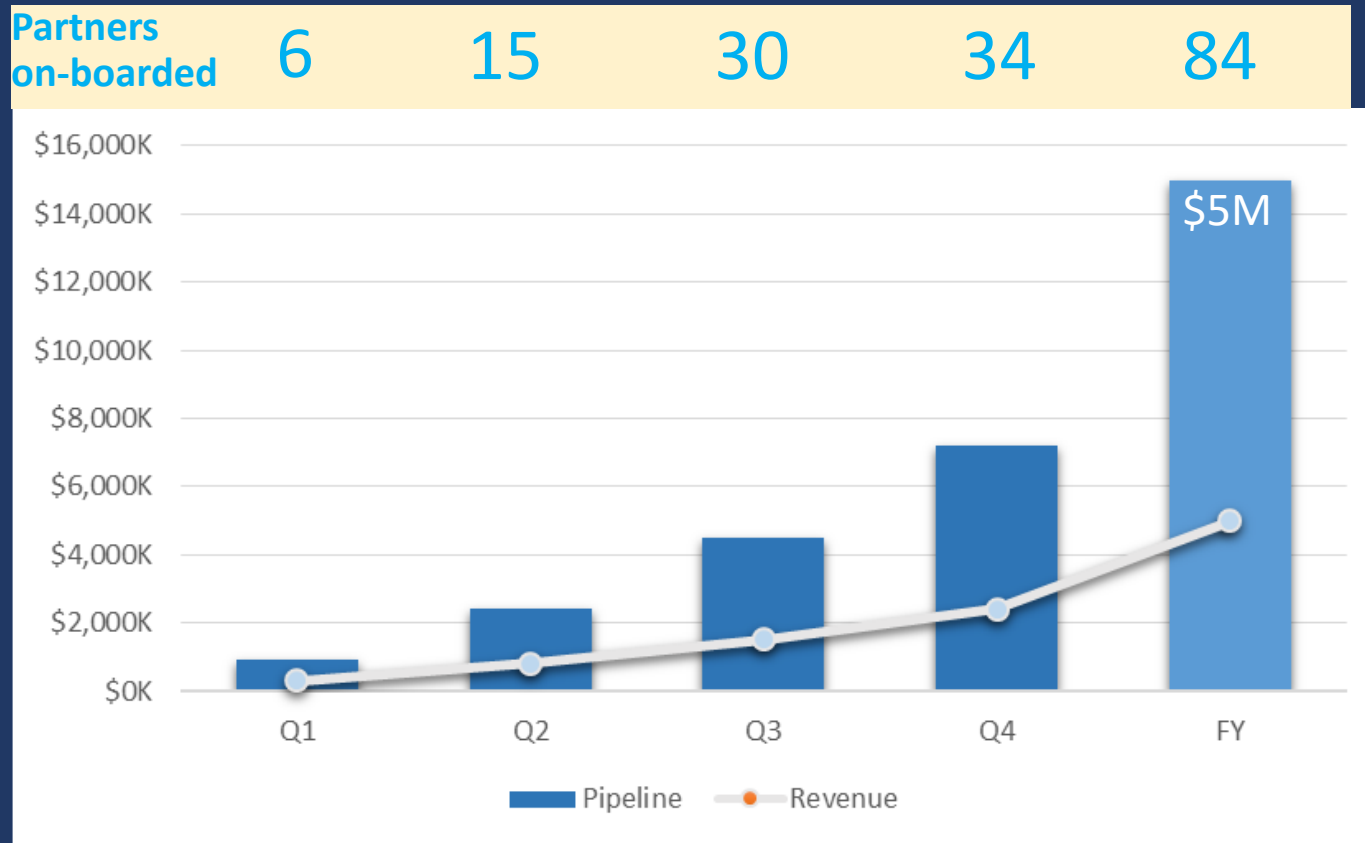
## Partner Benefits

- ✓ On Demand Training
- ✓ Dedicated CAM
- ✓ Dedicated Marketing Resource
- ✓ Content Syndication Tool
- ✓ Demo System
- ✓ Fast Start Discount Program
- ✓ Yearly SPIFF program

# Budget

Program Element	Budget Amount (\$K)	Budget %
Incentives (OPEX only)	\$300	15.0%
Demand generation funds (Includes all MDF)	\$425	21.3%
Program or other partner marketing excluding MDF	\$300	15.0%
Support (includes Infrastructure)	\$550	27.5%
Education budget	\$375	18.8%
Other	\$50	2.5%
Total Allocated	\$2,000	

# Measure of Success



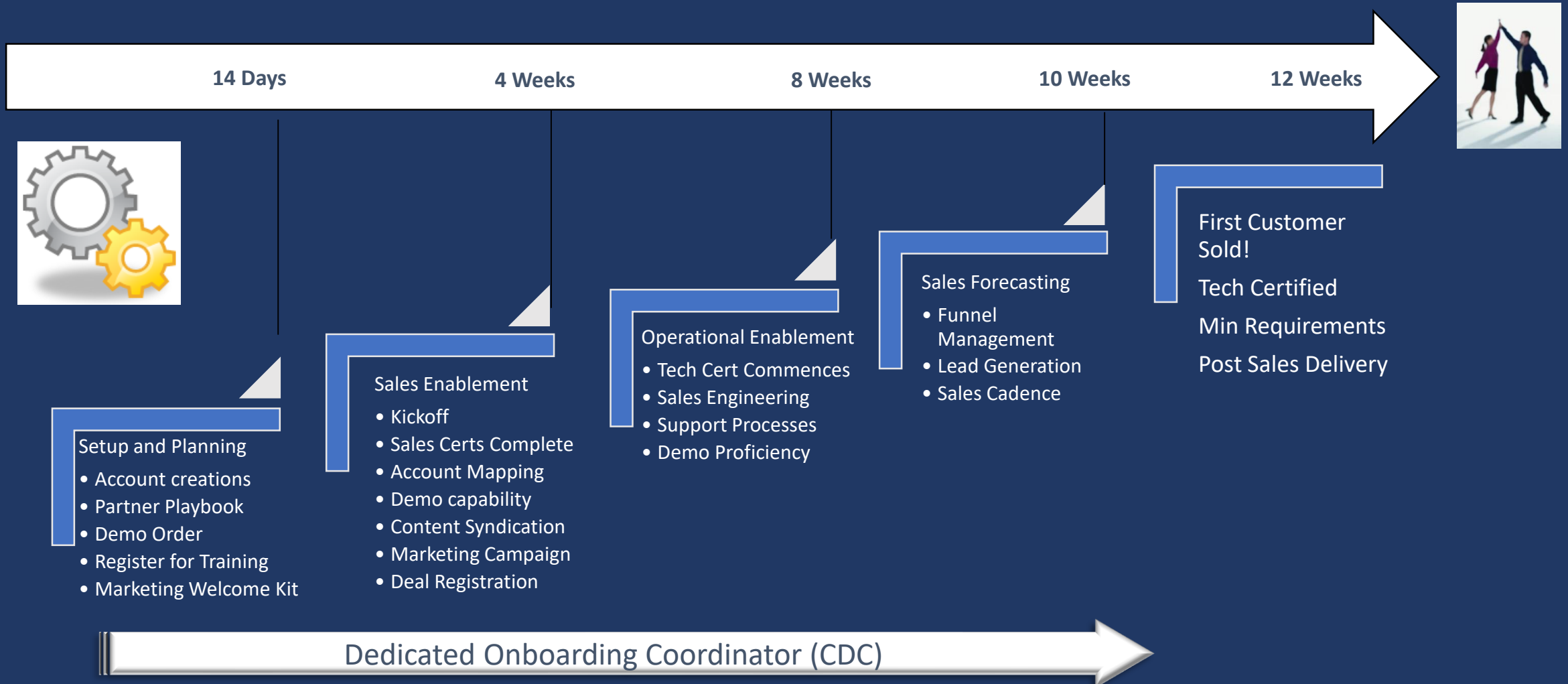
## Assumptions:

- Avg. \$90K revenue generated by Partner
- Expecting 3 large deals in the first 6 months with Fast Start Program
- Pipeline is 3X

## Goals:

- **56** active partners
- **112** certified sales (2 required per partner)
- **56** certified technicians (minimum 1 per partner)
- **30 leads** generated from marketing activities per partner

# Onboarding Program Summary





**FIRST BLOOD**

MARIO KASSAR and ANDREW VAJNA Present  
A TED KOTCHEFF Film  
SYLVESTER STALLONE FIRST BLOOD RICHARD CRENNEL

Next Steps...

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Thank you