

# MacroSoft CloudOne Elevate Partner Program

Enable, Empower and Accelerate Your Journey to the Cloud

Team 4

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# Is CloudOne Right for Your Business?

**?** Does the product work?

**?** Why work with us?

**?** Does my customer care?

**?** Why now?

**?** Can I make money?

**?** What's next?

**MacroSoft CloudOne provides the ability to deploy on-prem private clouds, integrated access to public cloud infrastructures, manage IoT environments, and control all of these from a single console.**

## Key Features:

- Cloud Management & IOT Platform
- 2 offerings available – On Premise & As-A-Service
- Self-contained hardware appliance
- Built in security & network
- Pre-integrated access to most major public cloud offerings
- Comprehensive API's
- Includes a perpetual 1G license of Splunk Enterprise

## Validation:

- 6 months beta program
- 20 satisfied customers
- 2 enabled and profit-generating partners
- CRN “Hottest Technology 2018” gold medal

***“CloudOne is destined to make us more money and ensure happier customers than any product we’ve ever sold!”***

- Satisfied partner



# Does the Customer Care?



Solving multiple problems with a single device...



## Core Business Solutions

- Reduced costs
- Faster time to market
- Reduced risk



## Compelling Use Cases

- Managed networking and security
- Cloud, IoT, or IoT app server
- Backup & DR



## Existing Options

- Must choose on-prem vs cloud
- Multiple vendors and increased complexity

# Can I Make Money?



One **BIG** bet on our shared success...



## Pure Channel Play

- “Invite only” recruitment
- No direct sales model



## Massive Opportunity

- \$2.1B TAM over 5 years
- 14.5% CAGR
- 50 – 1000 employees (SMB, MM, ENT dept)



## Limited Competition

- ONE appliance vendor
- TWO distracted frankenvendors

# Can I Make Money?

## TYPICAL DEAL:

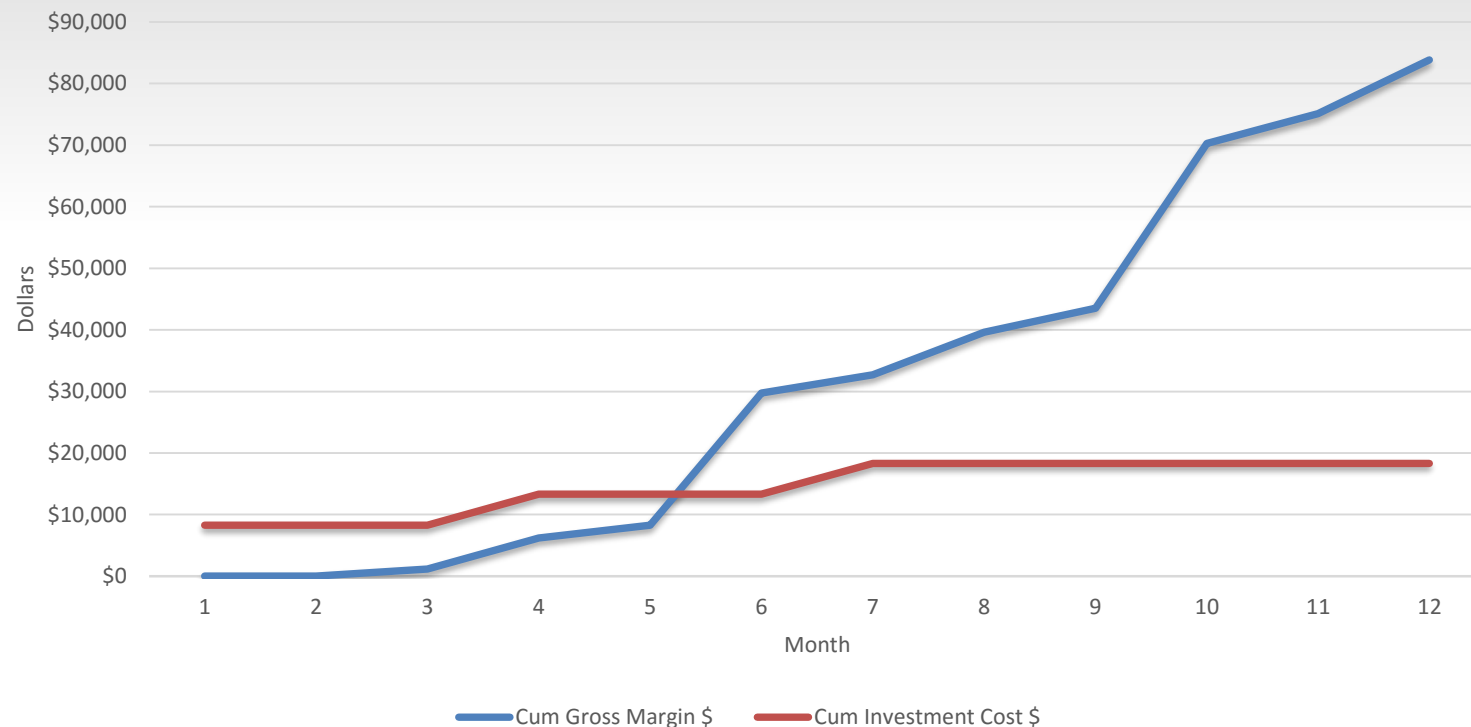
### Product Revenue List

- On Premise - \$50,000
- MMR - \$1,000/Mo
- Potential 25% Gross Margin Opportunity

### Services Revenue

- Implementation
- Managed Services
- Advanced Services

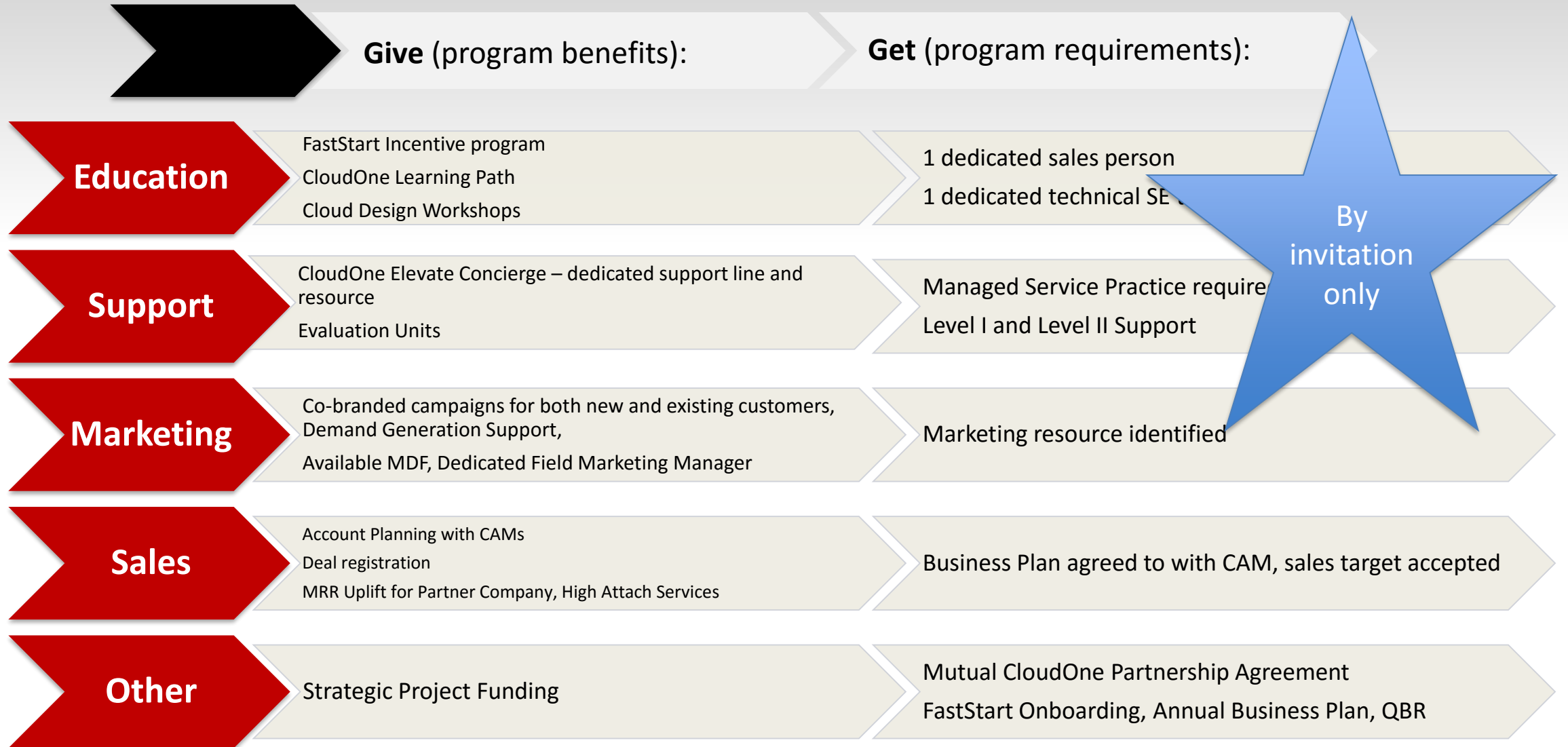
## Expected Break Even Analysis



## Assumptions:

- Close 2 on-prem perpetual sales, 10 MRR (6 SMB, 4 MM)
- Initial travel cost for training, opportunity cost of training
- Two matching MDF Investments of \$5K in first year

# CloudOne Elevate Program Elements



# CloudOne is right for your business!



## Does the product work?

- CTO Review
- 20 customer references



## Does my customer care?

- Managing complexity
- Move to the cloud



## Can I make money?

- 6 mo. ROI
- Replacing existing systems
- Services attach



## Why work with us?

- Partner heritage
- Channel only
- Resources (12 CAM/iCAM)



## Why now?

- First to market
- CloudOne Specialist
- Differentiate



## What's next?

- Commitment to the CloudOne Elevate Program



Together, let's enable, empower and  
accelerate our journey to the Cloud.

**Thank you!**