

MacroSoft

Cloud One Appliance
Rocket Launch Program



Why are we here?



MacroSoft
CloudOne
Appliance

The Market

Partner
Opportunity

Our
Investment

Getting
Started

SUCCESS

SUCCESS

SUCCESS



MacroSoft CloudOne

CloudOne is a combination of hardware and software single management console solution providing the ability to:

- Deploy on premise private cloud
- Access to public cloud infrastructures
- Remote manage IoT environments

KEY SOLUTION FEATURES:

- Self-contained hardware unit
- Built in security and network
- Pre-integrated access to most major public cloud offerings
- 1G license of Splunk Enterprise

BENEFITS:

- Reduce Costs
- Faster Time to Market
- Reduce Risks

TARGET CUSTOMER USE CASES

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

Security as a Service Case Study

DUTCH

What was their need?

Control access to public cloud systems while allowing business units to access the system requirements they have.

Competition?

ABM offered complete solution as standalone HW, SW and services. Difficult integration and higher costs.

What did they choose?

The CloudOne Managed Security as a Service solution

Why did they choose our solution?

The integrated security solution provided better visibility and threat detection to their public cloud systems while lowering overall cost of basic IT because of the pre-integrated solution.

An international boutique manufacturer of confections and chocolate with 1,000 employees in the Netherlands and U.S.

“The CloudOne Security-as-a-Service solution not only achieved our stated needs, it also aligned to our corporate strategy of rationalizing the number of hardware and software vendors we rely upon, while allowing us to allocate IT budget to higher value business applications and services by shifting capex to opex.” Julien Van Asloot, CIO

Go to Market Overview

Market size: \$2.1B total addressable market over the next 5 years

Growth rates: 14.5% CAGR over the next 5 years

Target buyers

- SMB (50 – 250 employees)
- Upper mid market customers (250 – 1000 employees)
- Departmental usage in enterprise customers

Competition

- 1 Application vendor with good solution but limited market visibility. Starting to recruit partners but cut partner margins to win deals. Might offer direct to customer solution in near future.
- 2 HW & SW vendors offering complete solution as standalone HW, SW and services. Different integration and higher costs. Mainly focused on enterprise customers. Sell direct and through partners.

Go to Market

- CHANNEL only
- Through managed top partners
- Supported by designated CAMs
- Joint annual business planning

Revenue & Growth Margin Potential

Year 1 - \$100,000 Gross Margin
- \$60K services
- \$40K ARR

Year 3 - 4x growth rate

Assumption of selling 10 deals per year

- 70/30 MRR to On-premise split

Partner Investment

- Technical training – 2 days
 - Opportunity cost -16 hours @ \$200/hr = \$3,200
- MDF matching waived
- Leverage existing sales staff

Break Even Analysis



The Rocket Launch Program

Education

Support

Marketing

Sales

Self paced Sales & Tech
Certification Program
On site training

Dedicated partner
support line
Seed units / Sandbox
access
Complimentary
professional services

Access to Partner Portal / Deal
Registration
Dedicated marketing support
Proposal Based MDF
Marketing automation

Dedicated field CAM and iCAMs
Ride alongs with solutions
consultants
Lead distribution

CloudOne Rocket Launch Opportunity

Why MacroSoft?

Channel ONLY Opportunity

Charter Partner Entitlements

Low barrier to entry

Hyper growth market opportunity

What's in it for you?

Hyper growth MRR opportunity

Accelerated Break Even

Expanded portfolio

Access to Industry & Solutions
Consultants



Takeoff with CloudOne Rocket Launch

Questions?

Next steps

Today!

45 Days!

Your
Commitment

Introductions

Onboarding

Training

Customer
Wins