



# ONE PARTNER. ONE CLOUD.

PARTNER NOW WITH MICROSOFT AND CLOUDONE.

*AN EXCLUSIVE OPPORTUNITY FOR BUTTERCAKE SERVICES*

# WHY PARTNER? WHY NOW?



## Why Buttercake Services?

- Experienced Managed Services Provider
- Growth oriented
- Customer-first approach
- Vertical expertise – hospitality / retail
- Existing relationships with Cloud Providers
- Culture
- Distributor relationships

## Why MacroSoft?

- CRN 5-Star vendor with channel-friendly history
- Brand leader with IoT and quality products
- Ease of doing business / strong infrastructure
- “Innovator” award for 2018 new offering launch
- Gartner Magic Quadrant Leader - “Early Adopter”
- Proven programs to insure partner success

# CLOUDONE SOLVES YOUR CUSTOMERS' PROBLEMS

## PRODUCT

- Best of Breed HW device with cutting-edge proprietary SW
- **as a Service** and On-Premise
- Future PS revenue with custom application build

## FEATURES

- Cloud management & IOT platform
- Self-contained HW
- Built-in security & network
- Access to major public clouds
- Comprehensive APIs
- Splunk Enterprise 1G
- Pre-integrated into ConnectWise and others out-of-box

## BENEFITS

- Reduced costs
- Faster time-to-market
- Reduced risks

## USE CASES

- Of 20 Pilot customers:
- Hybrid Cloud at Panera & Blaze Pizza
  - Digital Ready Infrastructure at Shake Shack
  - Managed Security at Fazoli's

✓ 1 in 4 pilot customers indicated need for advanced cloud/capabilities, IoT, business process improvement

*"We estimate our in-store kiosk solution to increase up-time by 14% with CloudOne's platform."*

*Renee Crock, Vice-President of Marketing, McDonald's*

# MACROSOFT CLOUDONE OPPORTUNITY

TWO OFFERINGS TO ADDRESS DIFFERENT MARKET NEEDS

- Expectation of 3 on-prem and 9 COaaS

| CloudOne On-Premise Offering             |           |  |
|--|-----------|--|
| End customer List<br>(one time up-front) | \$50,000  |  |
| Partner price (25% discount)             | \$37,500  |  |
| Approximate number of users              | Up to 200 |  |

| CloudOne as a Service Offering   |                                    |  |
|----------------------------------|------------------------------------|--|
| End customer List<br>(per month) | \$1,000 per month<br>/per alliance |  |
| Partner price (25% discount)     | \$37,500                           |  |
| Approximate number of users      | Up to 200                          |  |

## Implementation and Management Services Opportunities

|   | CloudOne On-Prem           | CloudOne As-A-Service      |
|---|----------------------------|----------------------------|
| Pre-sales consulting billed as one time charge      | \$7,500                    | \$4,500                    |
| Implementation services billed as a one-time charge | \$12,500                   | \$9,000                    |
| Additional managed services                         | \$550/per month/per system | \$550/per month/per system |

# WHAT'S IN IT FOR BUTTERCAKE?

*“Worldwide Spending on Cloud IT Infrastructure Continued Its Double-Digit Growth Rate in the Second Quarter of 2018, Accounting for Nearly Half of Overall IT Infrastructure Spending, According to IDC”*

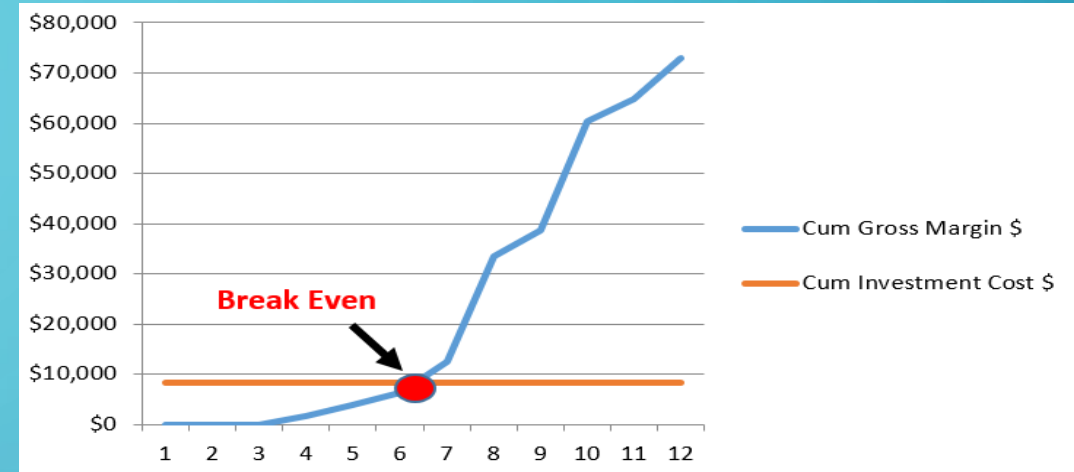
- Market size: \$2.1B over next 5 years with 14% CAGR\*
- Access to best in breed technology
- 100% Channel
- PROFIT; fast RAMP with early ROI
- Increased services portfolio
- Access to MacroSoft executive leadership
- Strategic partnership with MacroSoft will enable growth with existing customer base
- Differentiation: limited partner set, limited competition\*, dedicated support



\*1 appliance vendor with value play, direct to customer, bolt-on/non-integrated IT providers

# FINANCIAL SUMMARY OF RETURN TO BUTTERCAKE

- MacroSoft to cover Tech expenses with RAMP
- Gross Margin POSITIVE after 6 months
- Managed Services margins up to 42%



|     |  | Jan | Feb | Mar | Apr     | May     | Jun     | Jul     | Aug      | Sep     | Oct      | Nov     | Dec     | Jan      | Feb   | Mar   |
|-----|--|-----|-----|-----|---------|---------|---------|---------|----------|---------|----------|---------|---------|----------|-------|-------|
| Jan | Activate, Train, Demo, Co-Sell                               |     |     |     |         |         |         |         |          |         |          |         |         |          |       |       |
| Feb | Co-Sell, Continue Implementation Training                    |     |     |     |         |         |         |         |          |         |          |         |         |          |       |       |
| Mar | Co-Sell, Continue Implementation Training, Close 1xSMB COaaS |     |     |     |         |         |         |         |          |         |          |         |         |          |       |       |
| Apr | Co-Sell, Close 1xSMB COaaS, Implement, Invoice 1xSMB COaaS   |     |     |     | \$1,633 | \$481   | \$481   | \$481   | \$481    | \$481   | \$481    | \$481   | \$481   | \$481    | \$481 | \$481 |
| May | Co-Sell, Close 1xSMB COaaS, Implement, Invoice 1xSMB COaaS   |     |     |     |         | \$1,633 | \$481   | \$481   | \$481    | \$481   | \$481    | \$481   | \$481   | \$481    | \$481 | \$481 |
| Jun | Co-Sell, Close 1xMidM COaaS, Implement, Invoice 1xSMB COaaS  |     |     |     |         |         | \$1,633 | \$481   | \$481    | \$481   | \$481    | \$481   | \$481   | \$481    | \$481 | \$481 |
| Jul | Co-Sell, Close 1xCO-OnPrem, Implement, Invoice 1xMidMCOaaS   |     |     |     |         |         |         | \$4,801 | \$481    | \$481   | \$481    | \$481   | \$481   | \$481    | \$481 | \$481 |
| Aug | Co-Sell, Close 2xSMB COaaS, Implement, Invoice 1xCO-On-Prem  |     |     |     |         |         |         |         | \$18,900 |         |          |         |         |          |       |       |
| Sep | Co-Sell, Close 1xCO-OnPrem, Implement, Invoice 2xSMB COaaS   |     |     |     |         |         |         |         |          | \$3,266 | \$962    | \$962   | \$962   | \$962    | \$962 | \$962 |
| Oct | Co-Sell, Close 1xSMB COaaS, Implement, Invoice 1xCO-OnPrem   |     |     |     |         |         |         |         |          |         | \$18,900 |         |         |          |       |       |
| Nov | Co-Sell, Close 1xMidM COaaS + Implement, Invoice 1xSMB COaaS |     |     |     |         |         |         |         |          |         |          | \$1,633 | \$481   | \$481    | \$481 | \$481 |
| Dec | Co-Sell, Close 1xCO-OnPrem, Implement, Invoice 1xMidM COaaS  |     |     |     |         |         |         |         |          |         |          |         | \$4,801 | \$481    | \$481 | \$481 |
| Jan | Co-Sell, Close 2xSMB COaaS, Implement, Invoice 1xCO-OnPrem   |     |     |     |         |         |         |         |          |         |          |         |         | \$18,900 |       |       |



# PARTNERING FOR SUCCESS

|                                     | BUTTERCAKE BENEFITS  |   |   | COMMITMENTS   |
|-------------------------------------|--|---|---|---|
| <b>Infrastructure &amp; Support</b> | <ul style="list-style-type: none"> <li>• Pre-sales architects</li> <li>• Technical &amp; Adv Svcs mentor</li> </ul>  | <ul style="list-style-type: none"> <li>• Eval units</li> <li>• Portal</li> <li>• Online community</li> </ul>                    | <ul style="list-style-type: none"> <li>• L3/L4 support concierge</li> </ul>       | <ul style="list-style-type: none"> <li>• Partnership Contract</li> <li>• Create/Update account &amp; contacts</li> <li>• Commit to trial &amp; customer meetings</li> </ul> |
| <b>Education</b>                    | <ul style="list-style-type: none"> <li>• Technical training</li> <li>• Tiered incentives for certification</li> </ul>  | <ul style="list-style-type: none"> <li>• Product roadshows</li> <li>• Logo usage</li> <li>• Find A Partner</li> </ul>           | <ul style="list-style-type: none"> <li>• Demos</li> </ul>                         | <ul style="list-style-type: none"> <li>• Sales/Technical Certifications (min 2)</li> <li>• Awareness / Expertise</li> </ul>   |
| <b>Demand Generation</b>            | <ul style="list-style-type: none"> <li>• MDF \$ &amp; events</li> <li>• Qualified lead gen</li> <li>• Content syndication</li> </ul>   | <ul style="list-style-type: none"> <li>• Agency support</li> <li>• Mktg coordinator</li> <li>• Materials &amp; tools</li> </ul> | <ul style="list-style-type: none"> <li>• Training &amp; mktg concierge</li> </ul> | <ul style="list-style-type: none"> <li>• Invite potential customers to events</li> <li>• Developing customer interest &amp; base</li> </ul>                                 |
| <b>Sales Incentives</b>             | <ul style="list-style-type: none"> <li>• Deal registration</li> <li>• Spiffs for partner sales</li> <li>• “Beat Comp” incentive</li> </ul>   |   |   | <ul style="list-style-type: none"> <li>• Drive sales behavior</li> <li>• Attention &amp; focus</li> </ul>   |
| <b>Engagement</b>                   | <ul style="list-style-type: none"> <li>• Partner roadshows</li> <li>• Partner Showcase &amp; Networking Groups</li> <li>• Communications</li> <li>• Partner &amp; Customer executive high-touch events</li> <li>• Advisory Councils with executives</li> </ul> |   |   | <ul style="list-style-type: none"> <li>• Joint planning</li> <li>• Executive engagement &amp; feedback</li> </ul>   |

# LET'S RAMP BUTTERCAKE UP!

Registration/  
Contract

Day 1

MS CAM  
Intro

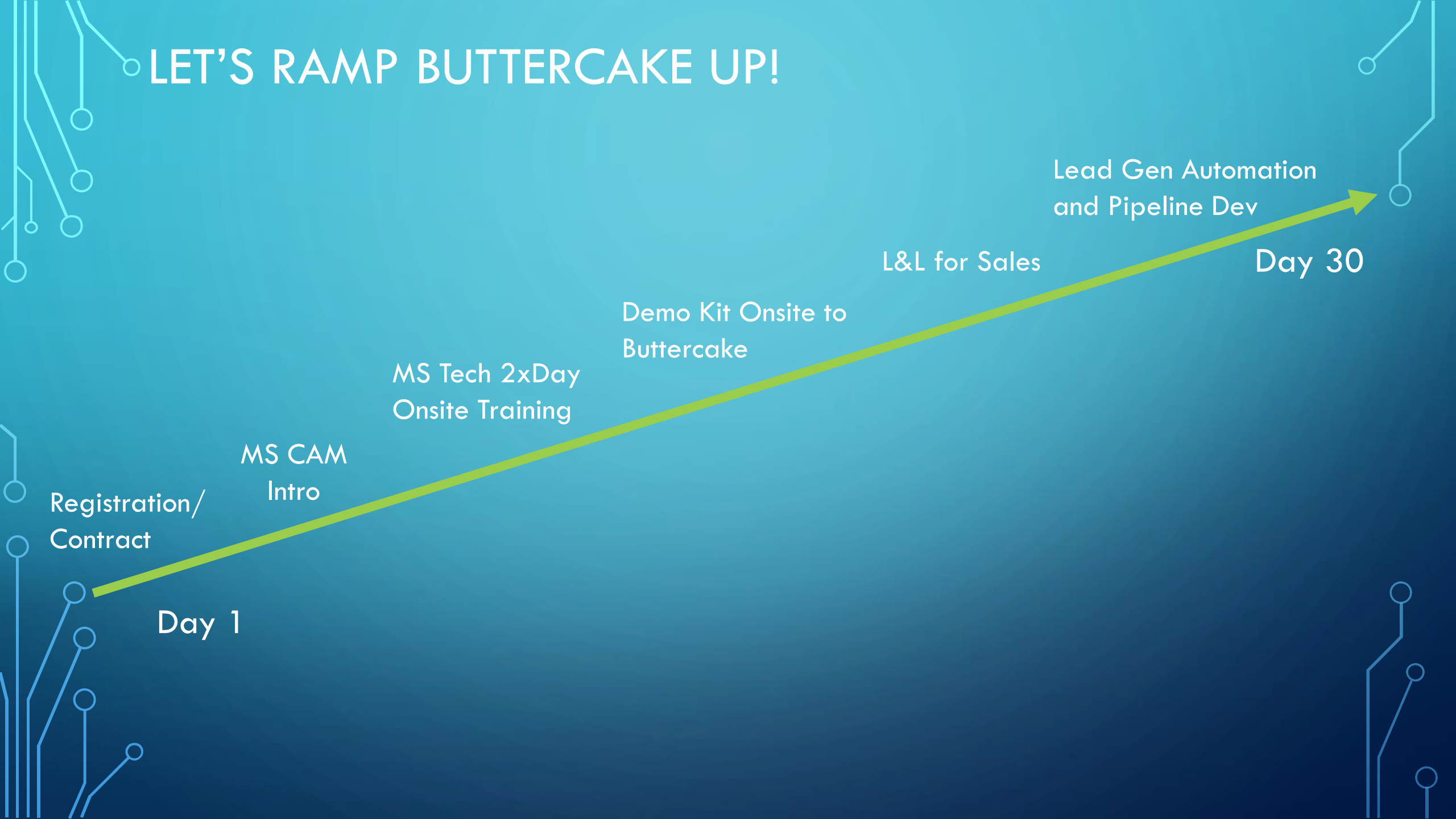
MS Tech 2xDay  
Onsite Training

Demo Kit Onsite to  
Buttercake

L&L for Sales

Lead Gen Automation  
and Pipeline Dev

Day 30





# BE DIFFERENT. BE A PARTNER.

- Cutting edge technology and expertise
- Expand your business
- Profitable growth
- RAMP up quickly
- Get started today



The background is a solid teal color with a subtle gradient. In the four corners, there are decorative white line-art elements resembling circuit traces or neural network connections. These elements consist of thin lines that branch out and terminate in small circles, creating a sense of connectivity and technology.

**Thank You!**