Introducing CloudOne

MacroSoft's CloudOne service is a fully integrated hybrid hardware & software solution offering end-to-end cloud management. It provides the ability to deploy on-premise private clouds, integrated access to a wide selection of public cloud infrastructures, manage IoT environments and manage all cloud environments from a single management console.

Functionality:

- Cloud management

- Self-contained hardware unit

- Built in security and network

- Pre-integrated access to most major public cloud offerings

- Open APIs

Benefits:

- Reduced Cost

- Faster time to market

- Reduced Risk

Use Cases:

- **HYBRID CLOUD SERVER**

- **IoT/AI-SERVER**

- Managed Security or Networking

- Digital Ready Infrastructure

- Backup-Disaster Recovery

- Any LOB or Departmental Enterprise Server

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Market size
$2.1B
CAGR 14.5%

We are
100%
Channel
Focused

Competitors
Minimal with 1 focused
on direct sales

Target Market
SMB (50 to 250)
Mid-Market (250 to 1000)
Enterprise

Typical Partner
Margin
40%+

Market Opportunity

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Close 10 Deals to Achieve $74k Profit!

Prospective Break Even ROI

Close with the right mix of customers

SMB	Mid Market	Ent...
3		

Make the ...

Technical...		
1 Technician ($1,433/day @ 3 days per technician)	$2,500 (50% match) for 3 marketing activities	

1st year Profit =**$73,840**
2nd year Profit = **$138,616**

12   13

Months to Break Even

—— Cum Gross Margin $ —— Cum Investment Cost $

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Partner Program Benefits

Program Requirements

Education
On Demand
Instructor led courses

2 Sales Certifications
1 Technical Certification

Support
Discounted demo system   **Mentoring Program**
Partner Portal   Partner Playbook

Demo capable

Marketing
Content Syndication Tool
Marketing Welcome Kit

3 Co-funded marketing activities/ year

Sales
Dedicated CAM   **Wrap-around services**
25% Program Discount   QBRs

Deal Registration
Account Mapping

Other
Fast Start Program   **Dedicated Onboarding Resource**
Yearly SPIFF Offerings

50% Revenue from Services   Offer 2+ Cloud Service
Relationship with 1+ Cloud Provider

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Get started with us, Rambo Style...

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Rambo Ramp-Up Program

14 Days	4 Weeks	8 Weeks	10 Weeks	12 Weeks

Setup and Planning
- Account creations
- Partner Playbook
- Demo Order
- Register for Training
- Marketing Welcome Kit

Sales Enablement
- Kickoff
- Sales Certs Complete
- Account Mapping
- Demo capability
- Content Syndication
- Marketing Campaign
- Deal Registration

Operational Enablement
- Tech Cert Commences
- Sales Engineering
- Support Processes
- Demo Proficiency

Sales Forecasting
- Funnel Management
- Lead Generation
- Sales Cadence

First Customer Sold!

Tech Certified

Min Requirements

Post Sales Delivery

Dedicated Onboarding Coordinator (CDC)

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- **VISIT 1: SALES KICKOFF**
- **VISIT 2: MACROSOFT STORY**
- **VISIT 3: PRACTICE DEMO**
- **VISIT 4: SALES PROCESS**
- **VISIT 5: TELEMARKETING**
- **VISIT 6: FUNNEL MANAGEMENT**
- **VISIT 7: MARKETING EVENT**
- **VISIT 8: RE-VISIT FUNNEL MANAGEMENT**
- **VISIT 9: QBR**

Sales Engagement with our new partner…

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First Blood:
Fast Start Program

Additional

10% Rambo discount

on all self-generated opportunities
registered within the first 60 days!

"This time he's fighting for his life."

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