

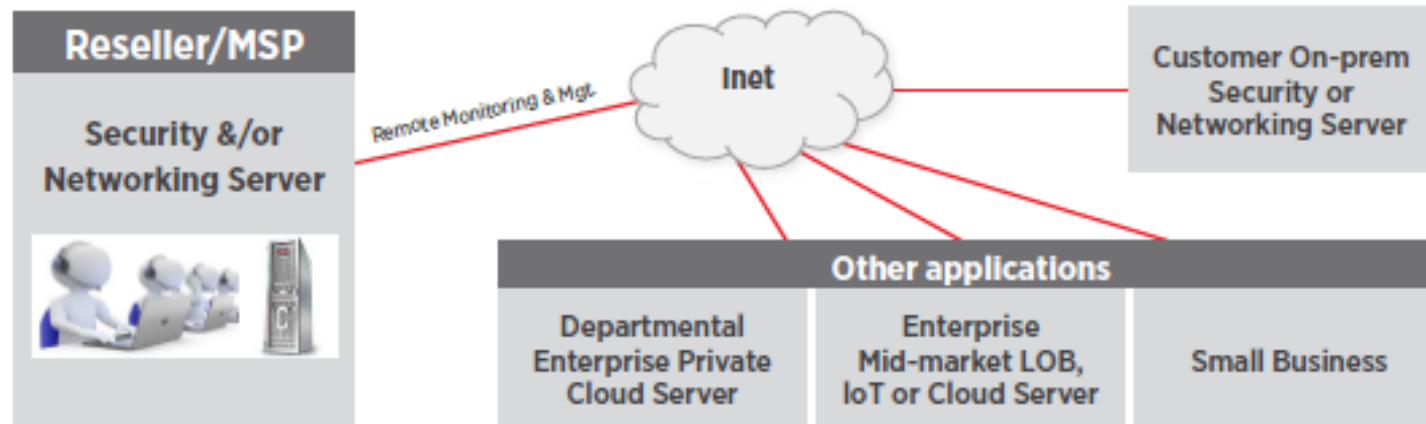
The background features a geometric pattern of overlapping triangles in various shades of red and white. A prominent white diagonal band runs from the top right towards the bottom left, creating a sense of depth and movement. The text is centered within this white band.

**MacroSoft CloudOne
Partner Advantage Program**

CloudOne is Comprehensive and Secure

*CloudOne is an **easy** and **integrated** way to deploy an on-prem private cloud, managed either at the customer or managed by a partner. CloudOne Customers generate a **competitive advantage** with **increased capabilities** and **lower cost** of managing their **networking** and **security appliances**.*

Partner & Customer Use of the MacroSoft CloudOne Appliance *Security as a Service Networking as a Service*



CloudOne Features

- *Multi-functional including managed networking, managed security, cloud and department-level server*
- *Advanced, built-in security*
- *Centralizes and manages all cloud environments from a single management console*
- *Includes access to most major public cloud offerings*
- *Perpetual license of Splunk Enterprise*

Customers are Moving to Managed Appliances

Marketplace Trends

Few integrated products on the market

\$2.1B TAM over next 5 years

Source: IPED Case Study

Customer Profile & Growth

Reaches SMB, Mid-Market and Dept Level Enterprises

14% CAGR from 2017-2022

Source: IPED Case Study

Use Cases

Managed Services

Managed Networking
Managed Security

Servers

Cloud Server
Enterprise Departmental Server
IoT Application Server
Business Application Server

BCDR

Backup-Disaster Recovery

Benefits

Cost Benefits

Businesses realize significant savings through overall lower cost of basic IT, reducing sprawl.

Faster Time to Market

Businesses improve sales, support and customer service team effectiveness.

Reduced Risks

Integrated security, overall better performance and resource allocation and decreased support response time.

We Provide Flexible Offerings

Managed Services Offering

- Pre-Sales and Implementation Services opportunity
- Managed Services opportunity

On-Prem Offering

- Pre-Sales and Implementation Services opportunity
- One time, upfront profit

1 out of 4 customers want their SP to help them take advantage of advance capabilities of the appliances.

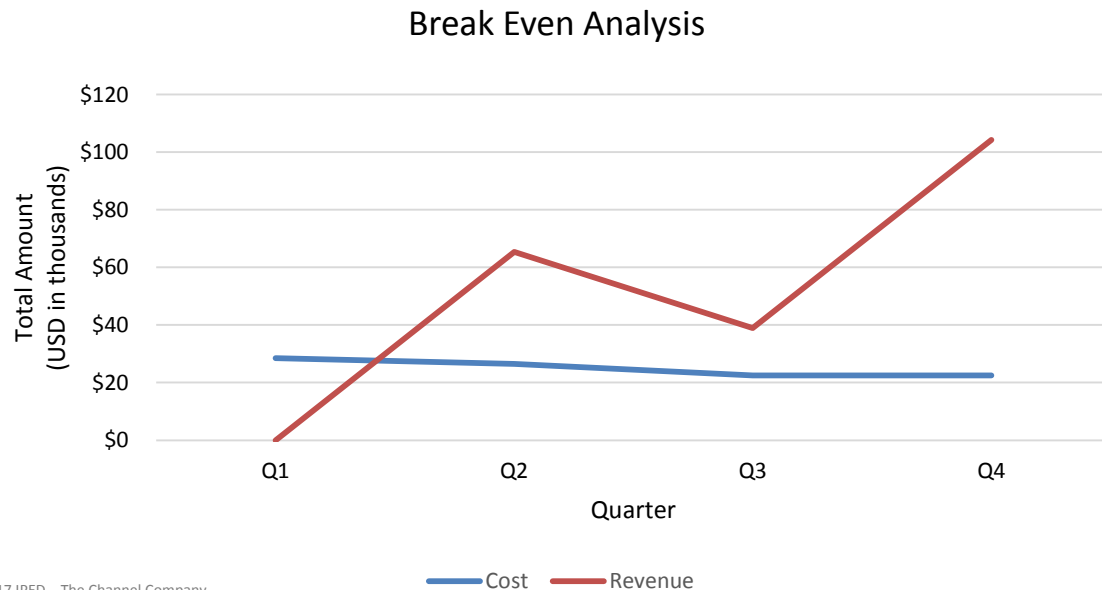
Cloud/IoT assessment/planning services, business process consulting, application integration and development, business intelligence

Partner Profitability

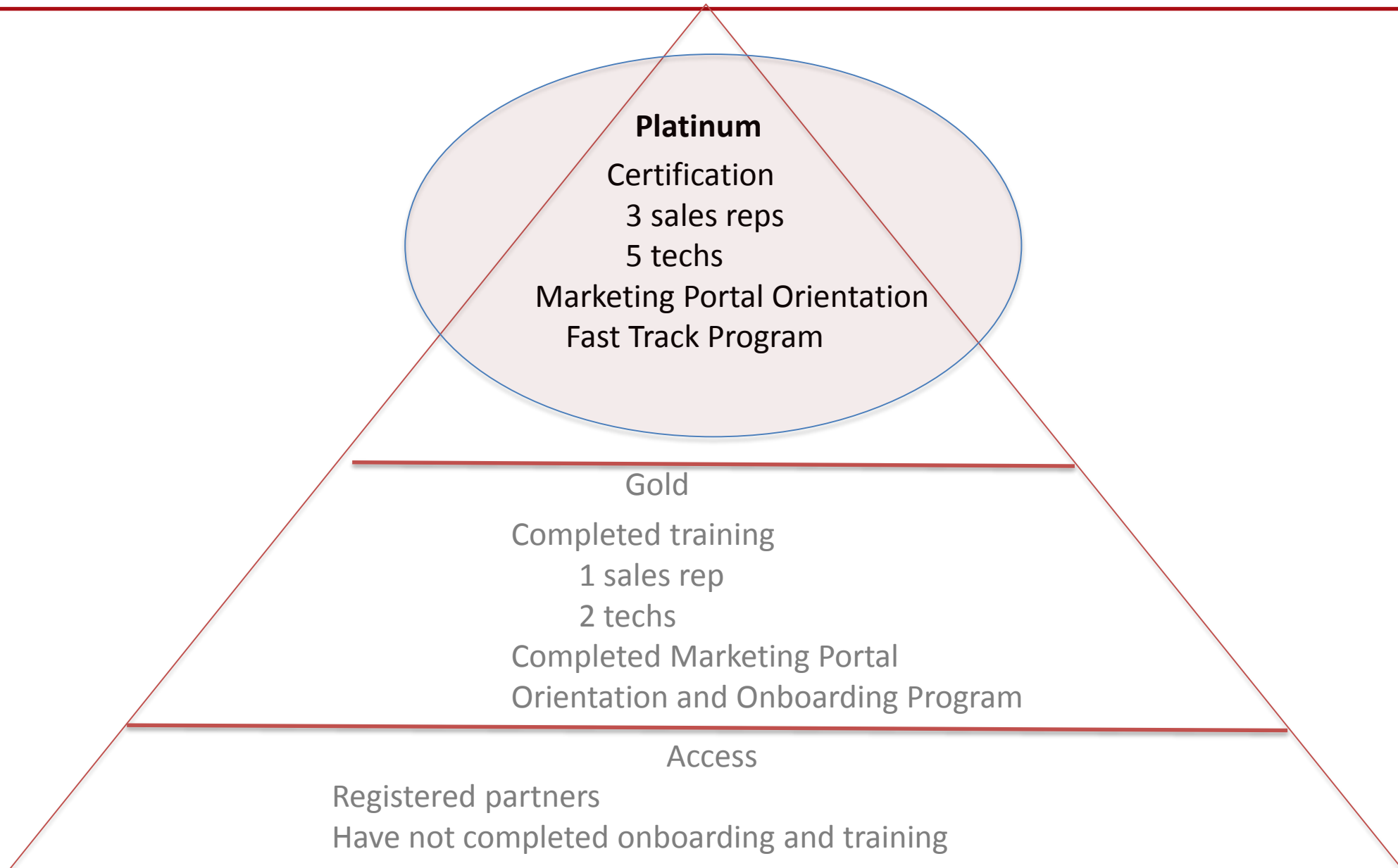
Year 1 Financial Analysis

Category	Amount
Revenue: Product & Professional Services	\$700,000
Less: Cost of Goods Sold	\$491,000
Gross Margin	\$209,000
Less: Op Expenses	\$100,000
Net Margin/Profit	\$109,000

- ✓ Break even, less than 6 months or 2 quarters
- ✓ First deal within 90 days
- ✓ 10 deals in Year 1
- ✓ Triple Net Margins in Year 2



CloudOne Advantage Platinum Partner



The Value of a CloudOne Partnership

- We help you become an expert on CloudOne:
 - FREE On Demand Training
 - Technical Certification
 - Sales Certification
 - Professional Services Mentor
 - Partner Roadshows
- We help you GROW your business!
 - Marketing Concierge
 - Premium MDF Program
 - Live events
 - Advertising/lead generation campaigns
 - Joint Sales Calls
 - Outsourced Marketing Expertise
 - FREE Marketing Automation Platform



The Value of a CloudOne Partnership

- We support you every step of the way:
 - Channel Account Manager
 - Installation White Glove Support
 - Technical Support
 - 24x7x365
 - VIP dedicated support team
 - End User Technical Demos
 - FREE Demo/Evaluation Unit



Moving on the 'Fast Track'



What Makes Us the Right Choice?

Become an expert on CloudOne.

Support you every step of the way.

Help you GROW your business.

Yield ROI quickly.

Flexible selling options.

NO direct sales competition!

Thank You!

Partners@macrosoft.com