

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-left towards the bottom-right, serving as a backdrop for the text.

**MacroSoft CloudOne Appliance
Partner Program**

What do we want to Accomplish?

- Review CloudOne Appliance Partner Program proposal with key executive stakeholders
- Obtain buy-in and approval to move forward to operationalize and execute the program

Partner Program Budget - \$2M

Capacity to Program Revenue Goal

- # of partners to recruit- 29
- Typical Partner Productivity- \$225k
- First year revenue goal- \$5M

Budget Allocations

- Incentives \$300K
- Demand Gen \$350K
- Infrastructure \$500K
- Education \$400K
- Strategic Investments \$150K

Strategic Direction:

- Invest in Partner Infrastructure and support/services
- Ensure quality knowledge base within partner
- Drive to revenue in 90 days

Target Partner Profile

Partner Type

- Regional/local SP with existing managed services practice and proven cloud experience
- Application development skills
- Hardware/Software/Services mix (35%/25%/40%)
- 50% of services revenue in MS
- \$3M+ annual revenue with 10+% growth capability
- Vertical expertise desired

Enablement

- Dedicated Sales specialists
- Support capabilities
- Trained Pre & Post Sales Technical resources

Marketing Capabilities

- Dedicated Marketing skills in house or through agency
- Willingness to invest in integrated marketing campaigns

Established Customer Base

- SMB/Mid-market- avg. deal size \$25-50k
- LOB focus within the Enterprise- avg. deal size \$50-150k

Program Benefits

Benefits	
Business Benefits	<ul style="list-style-type: none">• Deal Registration Incentives• Sales & Technical Training achievement incentives• Training credits• Performance incentives• Access NDA Webinars• Access to Executive Sales Sponsor
Marketing	<ul style="list-style-type: none">• Marketing Development Funds• MacroSoft Marketing Concierge Based Services• Access to Exclusive Syndicated Content• Pre-Packaged Communications Kits• Co-Participation in Industry Events
Enablement	<ul style="list-style-type: none">• Access to Best Practice Use Cases• Reference Architecture Guides• Professional Services Workshops & Mentoring• Subsidized Technical Certification Boot Camps• On line training• NFR Demos• Virtual Labs• Fast Start Onboarding Training
Support	<ul style="list-style-type: none">• Priority Access to Support Services• Priority On-line Pre-Sales Technical Support
General	<ul style="list-style-type: none">• Partner Portal Access• Partner Newsletters• Partner Locator

Program Requirements

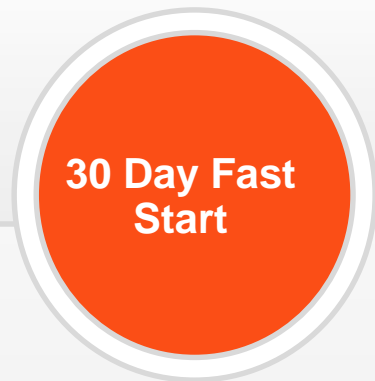
Requirements	
Trained Resources	<ul style="list-style-type: none">• 2 x Sales Professional Accreditations• 2 x Technical Professional Certifications• 1 x Solution Architect
Support	<ul style="list-style-type: none">• Level 1 & 2 support (min 8 x 5)
Marketing	<ul style="list-style-type: none">• Joint Marketing Plan
Business requirements	<ul style="list-style-type: none">• Joint Business Plan with revenue target commitments• 1-2 customer references• Joint customer calls

MacroSoft Onboarding & Enablement Plan

Milestones, Checklist & Timeline

On-board, Educate, Market & Sell

Manage



- Partner Agreement Signed
- Team Introductions
- Process/logistics training
- Identify 2 sales reps for training
- Identify 2 SEs for Bootcamps & Schedule
- Identify 1 SE for PS workshops & schedule
- MDF plans with Marketing
- Identify target customers & appt setting
- Build Business plan(month 3)

- Executive Sales Sponsorship Alignment & governance
- Review pipeline & target customers
- Marketing campaign underway
- Scheduled Managed Partner events
- Complete training (sales & technical)
- Joint customer calls
- Complete initial customer POCs with wins
- Schedule POC

- Publish customer references
- Execute 2 Mentored deployments
- Review Onboarding Plan progress
- 6 # of closed opportunities
- Identify additional resources to support growth in deployment requirements

- Review & initial Business plan
- Determine growth strategy
- Build and get sign off on New 12 month Business

Success Dashboard

	Q1	Q2	Q3	Q4	Total
Partners On Boarded (enabled)	6	10	6	0	22
Pipeline	\$ 300,000	\$ 3,600,000	\$ 5,100,000	\$ 6,000,000	\$ 15,000,000
Revenue	\$ 100,000	\$ 1,200,000	\$ 1,700,000	\$ 2,000,000	\$ 5,000,000

	Goal	Notes
Partners Recruited	29	
Active Partners	22	Assuming 25% failure
Sales Training (2 Per Partner)	58	On Demand
Pre-Sales Technical Training (2 partner)	58	
Professional Services Training	22	
Demo Units	22	1 per partner
Joint Business Plan	22	Completed in first 30-days
MDF Plan Based Discretionary Fund)	350K	Plan Based MDF allocation
Marketing Activities	132	6 marketing activities per year per partner
Joint targeted Sales Calls	132	1 per month per partner
Customer Success Stories	44	2 per partner per year
Spiffs (Sales & SE)	\$300K	\$10k per partner
Strategic Investments	\$150K	

In closing...

1. Commitment to move forward?
2. Initial partner briefing tomorrow
3. Commit to bi-weekly launch update at Executive Staff meetings every other Tuesday (dashboard review)