



MacroSoft™
Celebrates 20 Years of Excellence

MacroSoft CloudOne Partner Program

May 2017

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Channel Account Manager



WHO IS MACROSOFT

- **Founded in 1997**
- **100% Channel Dedication**
- **5-star Vendor by CRN**
- **New Hardware & Software Solution Offering For The Channel**
- **Competitive Advantage For MacroSoft Partners**
 - **Fully Integrated Solutions**
 - **Competitive Pricing Models**



YOUR CLIENT'S CURRENT ENVIRONMENT



Desktops,
Laptops and Mobile



Physical
Servers



Virtual
Servers



Connectivity



Cloud
Servers

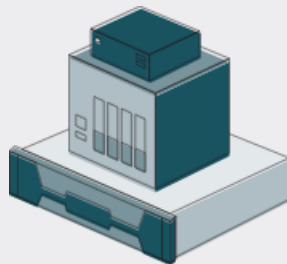


SAAS
APPS

**New Devices
Joining The
Network**

**Connecting to
Both Physical
& Virtual On
Prem. Servers**

**Always Be
Connected**



**Hosted
Servers &
Databases**

**Connecting to
SaaS
Applications**

CLLOUDONE FEATURES & BENEFITS

Description	Features	Client Benefits	Use Cases
<ul style="list-style-type: none">• Integrated HW & SW Solution• Deploy On-Prem Private Clouds• Integrated Access to Existing Public Clouds• Managed From a Single Management Console	<ul style="list-style-type: none">• Self-contained Hardware Unit• Best of Breed Network Security• Managed Networking• Comprehensive APIs• Cloud Management	<ul style="list-style-type: none">• Reduced IT Cost<ul style="list-style-type: none">– Less Infrastructure– Pre-integrated solutions• Reduced Risk<ul style="list-style-type: none">– Reduced Downtime– UTM– BC/DR	<ul style="list-style-type: none">• Managed Networking• Managed Security• Enterprise Server• Cloud Server• IoT Application Server• LOB Application Server

YOUR NEEDS & PAIN POINTS



**Secure
Solution –
Always Up
To Date**



**Streamlined
Set Up And
Managed
From
Anywhere**



**Fully Integrated
with
Comprehensive
APIs**



**24x7x365
Support**

Total Cost of Ownership

MARKET OPPORTUNITY



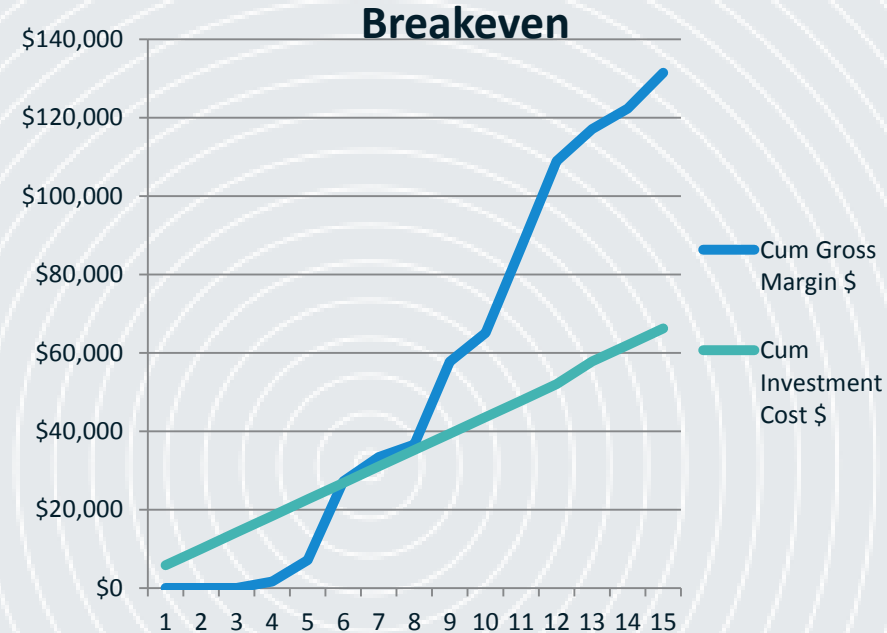
- **\$2.1B Market Size**
- **14.5% CAGR**
- **3 Competing Solutions**
 - Appliance Vendor
 - Hardware/Software Vendors
- **SMB, Mid-Market, Enterprise**
- **Go-to-Market**
 - Priced For Both Resale and MSP Model
 - Fast Tracked Partner Enablement



INVESTMENT & BREAK-EVEN

Investment	Investment \$
1/3 Sales Rep	\$50k/yr. or \$4.2k/mo.
Technical Training	\$2K – 1 Day Training
Total	\$52k/yr. or \$4.25/mo.

Solutions Sold	Qty.	Margin Cont.	Dollar Amount
MRR – SMB	2	Yr. 1	\$110K
MRR – ENT	4	Yr. 2	\$170K
On-premise – Ent	4	Yr. 3	\$214K
Total Sold	10	3-yr Total	\$494K



Requirements & Benefits

	Gives (Requirements)
Education	<ul style="list-style-type: none"> Min. 1 Sales: CloudOne Sales Professional training
Support	<ul style="list-style-type: none"> Min. 1 Technical: CloudOne Technical Professional training
Marketing	<ul style="list-style-type: none"> Min. 1 Marketing: co-market CloudOne, utilize MDF
Sales	<p>Joint Business Plan for one of the following for CloudOne:</p> <ul style="list-style-type: none"> VAR model: Selling 8 resale deals in year 1 MSA model: Selling 12 MSA sales in year 1 Hybrid VAR/MSA model: Sales equivalent based on mix
Other	<ul style="list-style-type: none"> Annual total revenues of \$3M/year, and YoY growth 10%+ Service revenue 40% of business, and 50% of that is Managed Services Offer 2 cloud services Have partnership with at least one public cloud partner Ideal: application development skills

(Gets) Benefits
<p>Profits! Wrap your services around CloudOne:</p> <ul style="list-style-type: none"> Pre-Sales consulting Implementation services Managed services Services to help some customers take advantage of the advanced features of CloudOne
<p>Margin 25%+ - Product discount, plus special pricing opportunity</p>
<p>Account management and sales leads from CAMs and iCAMs</p>
<p>Professional Services and Technical resources to mentor and assist partners ensure customer success</p>
<p>MDF and co-marketing agency to support partners</p>
<p>Partner Portal access including sales and enablement tools, marketing campaigns and tools</p>
<p>Demo equipment access</p>
<p>Partner Advisory Board</p>

Partner Time Line to Value and Productivity

30

Partner Onboarding

- ✓ Contracts
- ✓ Welcome Kit / program guides
- ✓ CAM iCAM / introduction /walk thru partner tools
- ✓ Joint Account planning
- ✓ Review MacroSoft Value Prop with sales teams
- ✓ Completion of Sales, Technical and Services learning paths certifications
- ✓ Access to Deal Registration

60

Ramp

- ✓ CAM /icam joint calls /mentorship
- ✓ First joint order closed \$\$\$
- ✓ Lead dispatch
- ✓ Tools and IP sharing
- ✓ Review use cases with partner sales teams
- ✓ Professional Services Shadowing continued
- ✓ Marketing training for Demand generation activities

90

Develop

- ✓ Ongoing sales, technical and professional services advanced tracks
- ✓ On-going Field Mentoring and teaming
- ✓ Demand generation tools
- ✓ Comarketing funds based on achievement
- ✓ Joint sales activities
- ✓ On-going access to technical support help desk

120

Grow

- ✓ Continued MDF investments for co-developed projects / demand generation
- ✓ Self-sufficient
- ✓ On-going Joint business planning
- ✓ Partner Advisory board participation if meet criteria

PARTNERSHIP EXCELLENCE

IS THIS A FIT?



IS THIS A FIT?

- **Cloud Selling Experience**
- **Managed Services Solutions**
- **Experienced Sales & Technical Staff**
- **Differentiate From Competition**


The background is a solid blue color with a complex geometric pattern. It consists of several overlapping triangles of various sizes and orientations. Each triangle is filled with a fine, white, parallel line pattern that follows the shape of the triangle. The lines are closely spaced and create a textured, almost crystalline appearance. The overall effect is a modern, abstract design.

WHAT'S NEXT?



**REGISTER AS A
MACROSOFT CLOUDONE
PARTNER**





MacroSoft™

THANK YOU