CLOUDBLUE

Service Description

ADVISORY SERVICES

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CloudBlue™

ADVISORY SERVICES- SERVICE DESCRIPTION

This Advisory Services Service Description ("**Service Description**") describes the Advisory Services ("**Services**") delivered by Ingram Micro to the Customer under the Agreement. All capitalized terms in this Service Description have the meaning ascribed to them in the Definitions section or in the Agreement (defined below). This Service Description, with any attachments included by reference, is part of and incorporated into Customer's agreement with Ingram Micro which governs the use of the Services, (herein after referred to as the "Agreement").

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Proprietary and Confidential

1. Advisory Services overview

Advisory Services is the unit from CloudBlue responsible for driving large-scale consumption of CloudBlue's technology and ecosystem by enhancing the Go-to-Market (GTM) proficiency of Service Providers and Independent Software Vendors (ISVs).

For that purpose, Advisory Services offers multiple programs to Service Providers and to ISVs to enable and accelerate their cloud business powered by the CloudBlue platform. Our flagship program, focused on Service Providers participating in CloudBlue's Velocity program, is called "Journey through Cloud ARPU" and it is further described in this document.

For more information regarding CloudBlue Advisory Services and our programs, please reach out to Aleksander Cvetkovski, CloudBlue Advisory Services Director (aleksander.cvetkovski@cloudblue.com).

2. Journey through Cloud ARPU program

2.1 Overview

"Journey through Cloud ARPU" is a 3-year program designed to help Service Providers participating in CloudBlue's Velocity program to reduce their digital services learning curve, accelerate their GTM and customer journey planning, and build their cloud operating model based on industry best practices.

2.2 Contents and deliverables

The program includes five key elements:

- **Cloud GTM Levers of Success Playbook**: Foundational document which highlights the Cloud GTM Levers of Success, the building blocks of a successful Cloud business. The playbook includes three main areas:
    - o CloudBlue's framework to help our partners enhance their Cloud GTM Proficiency
    - o Launch-ready value propositions based on Office 365
    - o CloudBlue's approach to take those value propositions to market, covering the most critical stages of a GTM motion: Opportunity, Strategy, and Plan
- **Service Provider profile:** Initial solution designed to help Service Providers identify their market sweet spot with Microsoft Office 365, outline the portfolio mix that best resonates with their customers, and provide a revenue model based on the market assessment. It includes:
    - o **Sweet spot analysis:** Allows Service Providers to identify where the customer segments they serve and the Microsoft Office 365 portfolio intersect in a specific market
    - o **Portfolio mix:** Based on the sweet spot analysis, it gives Service Providers a recommendation of which Microsoft Office 365 plans they should use to lead their cloud sales motions with their target customers and which to later use to up-sell and cross-sell
    - o **Launch value proposition**: Provides Service Providers a recommended customer-facing value proposition, combining the Microsoft Office 365 plans identified in the portfolio mix together with their own core services

- o **Revenue model**: Based on the launch value proposition, it allows Service Providers to identify the potential volume (seats) and value (revenue) that they could realize through the launch of the initial value proposition in the market they serve
- **Benchmarks:** It includes two snapshots, 12 months after go-live and 24 months after go-live, to enhance the Service Providers awareness of their actual performance against their peers and their industry and to establish the baseline for upcoming engagements
- **Portfolio growth playbooks:** The two playbooks included are intended to help Service Providers to successfully expand their cloud business through Adjacent solutions (e.g. security, back-up, etc.) and Vertical solutions (e.g. Retail, Healthcare, etc.)
- **CloudBlue community membership:** Access to CloudBlue's partner network, webinars, best practices, masterclasses, and events designed to help Service Providers grow their cloud business

2.3 Stages and timelines

The program has three different stages as shown in the following figure:
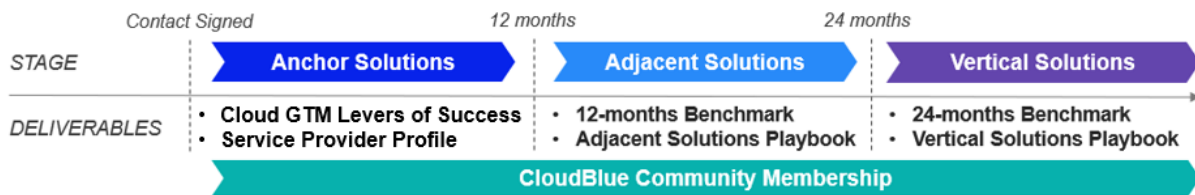
- **Stage 1 (Year 1) - Anchor solutions:** It is focused on helping Service Providers to build their initial cloud portfolio anchored on Microsoft Office 365, combined with their core offerings
- **Stage 2 (Year 2) - Adjacent solutions:** It is focused on helping Service Providers to expand their cloud portfolio towards adjacent solutions beyond Microsoft Office 365
- **Stage 3 (Year 3) - Vertical solutions:** It is focused on helping Service Providers to move towards vertical solutions to address specific verticals they target (e.g. Retail, Healthcare, etc.)

Stage 1 is delivered according to the following sequence and timelines:

Stages 2 and 3 are delivered according to the following sequence and timelines:
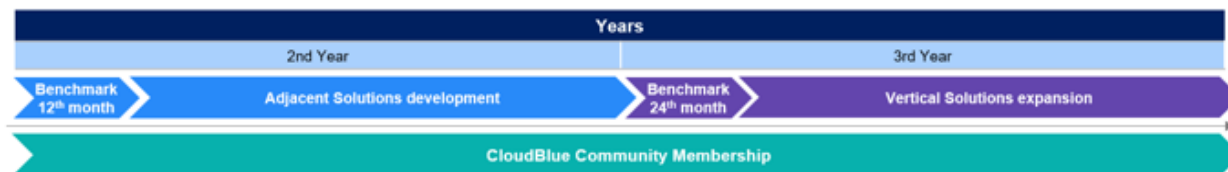
2.4 Dependencies

For the development of each of the deliverables included across the program, the CloudBlue Advisory Services team will require information from the Service Provider. The speed and completeness of the data provided will significantly influence the extent and quality of the deliverables of the program. Therefore, the full cooperation from the Service Provider to get access to the data requested by the CloudBlue Advisory Services team will be key for a successful engagement.

2.5 Delivery model

The program is fully delivered remotely by the CloudBlue Advisory Services team. Any onsite activity related to the program requested by the Service Provider should be reviewed and agreed between the Service Provider and CloudBlue on a case-by-case basis.

3. SKU Descriptions

The following table defines the Service Description, SKUs and metrics used in this Service Description.

Standard Services	SKU #	Metric	Notes
Journey through Cloud ARPU	CB-ADV.VELOCITY-1Y	Yearly	To be included 3 times to cover the 3 years of the program