



Meet Me InTheCloud



**MMITC  
Alliance Program**

# Partnership Benefits

Meet Me in the Cloud (MMITC) delivers the right tools, resources and expertise partners need to successfully offer industry leading *Adoption Acceleration, Customized Training and Event Production services*. Partnering with MMITC allows partners to offer proven post-installation adoption and training services that maximize customer investment in their collaboration solutions. The MMITC Alliance Program (MAP) is developed and maintained by an award-winning staff that provides a wealth of professional expertise dedicated to offering exceptional support for all our partners.

## Our Three Primary Services



**Adoption Acceleration Program** – Fits any organization, providing an unparalleled format and performance that is ready-to-use *now*. Precise and professionally structured to facilitate customer-specific training making it available to anyone, anytime, anywhere, and on any device(s).



**Customized Training** – The new standard. Training that is designed, developed, and validated based on proven academic and professional research. MMITC's customized Instructor-Led-Training (ILT) or virtual ILT (vILT) and cloud-based eLearning courses offer engaging training that instructs users how to increase their working knowledge of their collaboration solutions and companies to maximize the investment their collaboration platform.

Each customized training program is designed based on assessment and needs analysis to ensure the training program is accurate, relevant, and meets the customer's specific requirements.



**Event Assist** – A virtual platform that covers all aspects of virtual event production, supporting most major event platforms. The award-winning Event Assist team will enable your organization to focus what is important: *content, speakers, and event goals*, and behind the scenes MMITC will direct and deliver everything else, providing confidence in event success. Our service can be offered on the customer's platform or our own.



# The MMITC Advantage

By adding MMITC to your product portfolio with your collaboration offering, your organization will be enabled to:

- ✓ Create new revenue streams
- ✓ Generate more appeal
- ✓ Increase market share
- ✓ Solidify existing customer accounts
- ✓ Leverage our services to penetrate competitive accounts
- ✓ Offer professionally *customized* adoption, training and event assist solutions
- ✓ Maximize customer adoption and usage that will drive repeat business
- ✓ Benefit from easily accessible professional partner services and support
- ✓ Provide an engaging and customized approach designed to increase adoption, usage and ROI for any collaboration platform

## Partnerships

MMITC has a proven history of helping partners increase revenue and expand market share by providing customized solutions that meet or exceed customer expectations. Offering the highest level of support for partners by providing complete enterprise-wide solutions for improving your customer's use of collaboration technology.

The MAP provides five (5) tiers of partnerships, each one is designed to address partner specific needs. Our goal is to help partners grow by helping them increase their revenue through our tier structure.



# Tier 1

Partners will earn a maximum of **22%** margin on the *Tier 1 partner price schedule*<sup>1</sup> plus, permitted to add and earn any additional margin the market can bear.

**Partners chooses three (3) optional requirements to attain Tier 1 status:**

- 1) By contractual agreement, commit to generating a minimum of **\$150,000** in revenue to MMITC in the current calendar year or,
- 2) Maintain a minimum of **\$150,000** in revenue paid to MMITC for the calendar year or,
- 3) Placing MMITC services as an annual sales quota on all partner sales professional at **\$25,000**/year per sales professional<sup>2</sup> or **\$150,000**/year per sales team.

# Tier 2

Partners earn **12%** margin of the *standard partner price schedule* plus; are permitted to add and earn any additional margin the market can bear. Tier 2 partners are given the same high-level of support from the MMITC Alliance team as given to Tier 1 partners.

**Partners chooses three (3) optional requirements to attain Tier 2 status:**

- 1) By contractual agreement, commit to generating a minimum of **\$150,000** in revenue to MMITC in the current calendar year or,
- 2) Maintain a minimum of **\$150,000** in revenue paid to MMITC for the calendar year or,
- 3) Placing MMITC services as an annual sales quota on all partner sales professionals at **\$25,000**/year per sales professional<sup>3</sup> or **\$150,000**/year per sales team.

<sup>1</sup> Tier 1 price schedule offers reduced pricing below the Tier 2 price schedule

<sup>2</sup> Quota of \$25,000/year per sales professional, minimum six (6) or more active sales professionals.

<sup>3</sup> Quota of \$25,000/year per sales professional, minimum six (6) or more active sales professionals.



## Tier 3

Is an established partner organization selling MMITC services at list price, earning no margin and are contractually required to generate a minimum of \$10,000 paid to MMITC annually. Discounts will be applicable only for single order large volume sales. Actual discount TBD based on details of the opportunity.

## Tier 4

Is an established partner organization operating as an affiliate selling on behalf of an existing Tier 1 partner. In collaboration with the Tier 1 partner, the Tier 3 partner can negotiate their revenue margin. *This approach is generally not encouraged, but it is understood some partner organizations maintain existing affiliate partnerships with third-party organizations who sell on their behalf.*

## Tier 5

A Tier 5 partner or “referral partner” is a non-contracted external organization, that identifies and delivers sales opportunities for the MMITC direct sales team to close on their behalf and is given pre-defined margin prior to deal closing. Tier 5 partners can earn additional margin on opportunities that meet or exceed a specified revenue threshold.



# Revenue Share

Note: Revenue is recognized only when payment is made to MMITC, not on sales reported.

MMITC Annual Royalty Thresholds	Reseller Margin
0 - \$49,999	0%
\$50,000 - \$149,999	12%
\$150,000 - \$499,999	22%
\$500,000+	Negotiable

All Tier 2 partners will earn **12%** margin on all services sold off of the partner price schedule when the partnership commences. When a Tier 2 partner reaches \$150,000 in revenue paid to MMITC, the partner is elevated to Tier 1 status and their margin on all sales thereafter increases to **22%** and remains in effect unless the partner falls below the **\$150,000**/year threshold and fails to pay the difference between what they sold and their **\$150,000** commitment in the following calendar year. Historically, this has not happened<sup>4</sup>.

As part of the onboarding process all partners will receive MMITC Services and Sales training, support and unlimited access to the MMITC *Alliance Resource Center (ARC)*<sup>5</sup>.

Each month, partners will have a scheduled marketing/sales support call to discuss strategy planning and execution, new and current opportunities, marketing, projects/programs, partner needs, etc. Partners will be provided with a master pipeline report<sup>6</sup> for sharing active opportunities if they do not have one of their own.

<sup>4</sup> The same policy is in effect for Tier 2 resellers meeting their \$50,000/year commitment.

<sup>5</sup> Alliance Resource Center is a dedicated web site providing sales and market support materials.

<sup>6</sup> Master Pipeline spreadsheet can be provided by MMITC, partner does not have one.



# Volume Discounting

MMITC encourages the sale of multiple training programs on single orders and offers a structured discount schedule to facilitate this approach.

Additional discounting applies only for purchases of any **Premium** or **Premium Plus** Adoption, Training, and Event Assist programs or multiple training classes on a single order will receive an additional discount off the partner price schedule.



# Recognized Leader

Helping organizations achieve the most ROI, and adoption from their collaboration technology has been primary focus of MMITC since its founding in 2011. MMITC is the industry leader of customized collaboration technology adoption, training and virtual event assist solutions. Closing the gap between potential and results through a proven process enabling customers to get the most return from their collaboration investment. MMITC is headquartered in Los Angeles, California and since its founding, MMITC has grown to become the premiere producer of the most engaging adoption, training solutions for collaboration software, and virtual event assist solutions in the market.

Today, MMITC continues to grow, leading the market through partnerships with the industry's ever-advancing solution providers by strengthening their solution offering and creating new and sustainable revenue streams. Working together with thousands of organizations worldwide, MMITC has increased the usage of workplace technology tools by helping personnel to leverage the most benefit from their platform while enabling businesses to maximize the ROI from their technology investments.

**MMITC has deployed over 2 million licenses.**



U.S. Citizenship  
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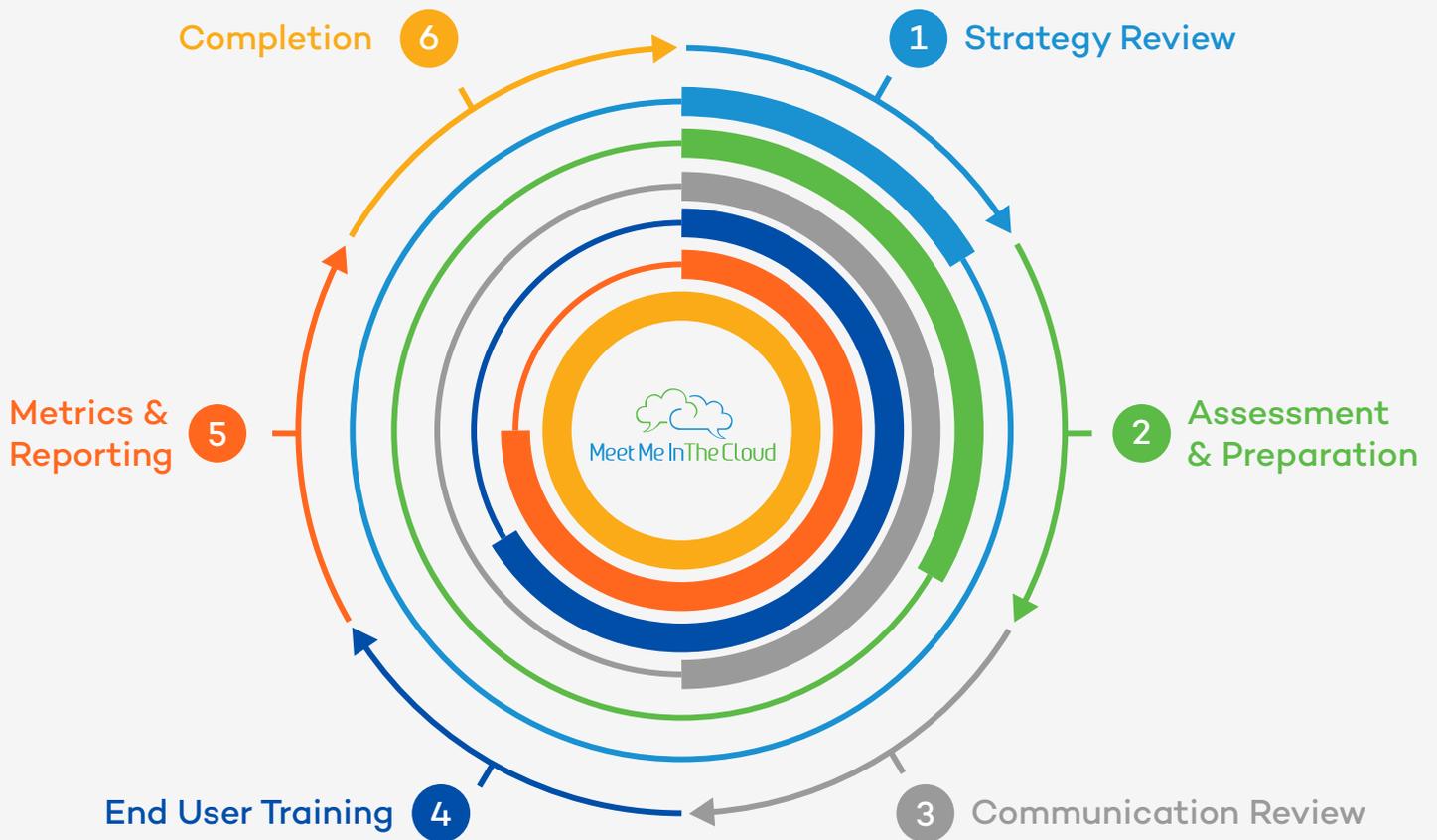


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# Our 6-Step Methodology

By mapping technology features to specific business outcomes, training end-users, and analyzing results, Meet Me In The Cloud enables organizations to meet every collaboration technology adoption challenge — and conquers them. Creating a well thought out and carefully designed plan and implement it.



# Align for Growth & Success

The MAP is designed and dedicated to **helping partners grow** through trusted support and collaboration. Let's discuss how MMITC can help your organization expand service offerings and increase revenue.

If your goal is to solidify accounts and expand market share, let's talk!

## For more information:

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## A Suite of Supported Collaboration Technologies:



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## Join Our Team of Industry-Advancing Partners

