



## **ONE PAGE CLOUD AND X AS A SERVICE (XAAS) BUSINESS PLAN**

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The purpose of this One (1) Page Business Plan is to provide a high-level outline of what GLM Partners unique business proposition, purpose, goals, and strategy is for entering the cloud and subscription-based services business in Fiscal Year 2018 (FY18). Our plan includes:

### **Unique Business Proposition**

GLM Partners is an expert in network connectivity, data center and storage. We leverage our core know-how and knowledge of digital business models, cloud connectivity, virtualization, data management, collaboration and unified communications to help customers digitally transform their businesses and create new business models that help them create new revenue streams in their given marketplaces.

### **Purpose**

GLM Partners purpose for being is to help every business become a digital business via our commitment to helping customers adopt new business models and create new revenue streams by taking our traditional managed services approach that leverages our core skills and applies them to an evolving marketplace that includes cloud and digital services adoption and consumption.

As always, we will care for our client' needs before, during and after delivery of their initiatives, and do it by providing traditional on-premise and consumption-based services in a measured way that reflects how are clients would like to procure, consume and purchase IT services.

### **Goals**

GLM Partners immediate goal is to create a cloud and subscription-based services practice that will strategically focus on Microsoft Corporations cloud solution-stack. Specifically, we will focus on O365, M365, the Azure Stack and Azure. Our plan is to grow our subscription-based business mix from 0% to 20% annually by mid-FY2020. We will accomplish this by exiting FY18 with a monthly recurring revenue run-rate of \$15K per month, setting the stage to produce \$450K in annual recurring revenue (ARR) by end of year (EOY) 2019.

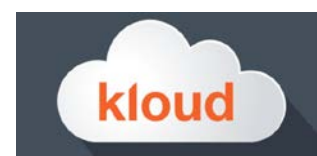
We also aim to achieve all our core key performance measurements such as client retention, return on our stakeholders' investment, gross profit, OPEX, and our net operating income target (EBITDA) for our core legacy business.

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### Strategy

GLM Partners strategy is to extend our leading position in consulting, network, data center services, collaboration, data protection and storage into the expanding subscription-based cloud and managed services marketplace, while significantly expanding our position into O365, M365, the Azure Stack and Azure.

In addition, we will begin to create core expertise in digital transformation services (the Internet of Things). At the same time, GLM Partners will continue to enhance its reputation and position as the leading IT Services Company in California.

### Approach

We will accomplish our mission through greater penetration of the market segments we know best, and a concerted effort to create and implement the business, sales and operational changes necessary to create a monthly recurring revenue friendly business model utilizing D&H Distributing and their vendor partners as our entry point into crafting a subscription-based business model.

We will craft a new marketing and business development approaches to ensure we can acquire new logos to build our Microsoft Cloud Practice without unnecessarily disrupting our core business. However, we will ensure that our customers clearly understand that we are committed to providing them with our cloud solution-stack as their consumption models evolve to ensure they can acquire our service offerings in any buying modality they chose.

We'll continue to use and acquire state-of-the-art technology and automated process improvement to serve the quality and delivery needs of our clients. And we will continue to penetrate net-new (areas) accounts where we are not fully represented.

We will evolve our business in concert with the needs of our clients and the shifting sands of the marketplace. Ultimately, we desire to create a business that provides our clients what they need, when they want it and in a way that they wish to consume it.

This will ensure that GLM Partners has created a more sustainable and valuable company that is positioned and aligned with where our customers and the industry is heading...