

NetApp Technology Alliance Partner Program

Membership overview

The NetApp Technology Alliance Partner Program is designed to bring together technology vendors and NetApp to deliver end-to-end business solutions for our enterprise customers. The program provides various technical and marketing benefits for partners to develop, to test, and to validate their solutions and to promote their complementary offerings. Join forces with NetApp to accelerate portfolio innovation, to expand market awareness, and to increase sales. To enroll in the NetApp Technology Alliance Partner Program, [sign up online](#). For more information, contact alliances@netapp.com.

Membership level	Description
Preferred Alliance	This level includes companies with significant expertise and market presence in focus areas that are strategic to NetApp. We engage in joint initiatives on various fronts, including engineering, marketing, and sales.
Advantage Alliance	This level includes companies that are creating synergies with us in the marketplace and that are paving the way to a more strategic-level partnership. Being an Advantage Alliance Partner is a great way to get started, with access to the tools and resources that you need to accelerate the integration of NetApp® technology.
Standard Alliance	This entry-level partnership is designed to create synergies in the marketplace while evolving to a more strategic level.

Program benefits	Alliance level		
	Preferred	Advantage	Standard
Free web-based NetApp product training courses	●	●	●
Access to the NetApp Simulate ONTAP® tool and to the NetApp Manageability SDK	●	●	●
Showcase your company and joint solutions on NetApp Partner Connect	●	●	●
Use of program and NetApp compatible logos	●	●	●
Sponsorship opportunities for the NetApp INSIGHT® conference	●	●	●
Access to NetApp Interoperability Matrix Tool (IMT)	●	●	●
Access to engineering resources	●	●	
Access to NetApp Validated Architecture	●	○	
Alliance management	●	○	
Limited Market Development Funds	●	○	

● = Benefit included ○ = Limited/Fee-based benefit

ABOUT NETAPP NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. www.netapp.com



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