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.

	Alliance level		
Program benefits	**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   o = Limited/Fee-based benefit