

SUPPORT ACCOUNT MANAGER (SAM)

Complement your NetApp® SupportEdge Customer Success service by engaging the Support Account Manager (SAM) Service¹. SAM Service deliverables may be modified based on customer needs and adjusted to their infrastructure requirements as mutually agreed by NetApp and the customer. A SAM² provides 5 holistic areas for customer success that are listed under “SAM Service description” below, in addition to specific services that are listed in the “SAM Service details” section of this document.

SAM Service description

Feature	Description
Proactive support management	<ul style="list-style-type: none"> Conduct service and support reviews during regular customer meetings Document and track customer requirements, processes, and environments Facilitate structured planning to accomplish customer objectives Customer proxy as ‘Voice of the Customer’ within NetApp
Proactive advisory	<ul style="list-style-type: none"> Security vulnerability assessment and guidance Technical risk mitigation and support bulletins advisory Advisement on solution best practices and install base (“IB”) health assessment Lifecycle management advisory
Upgrade and change readiness	<ul style="list-style-type: none"> Heightened awareness and support for planned maintenance events Recommend stable software release revisions that are best suited to your environment Identify upgrade caveats, interoperability requirements, and warnings
Customer enablement	<ul style="list-style-type: none"> Guidance to enable successful technical support interactions Educate on tools, policies, training opportunities, and communications related to your NetApp solutions Identify new value or efficiency opportunities
Support advocate	<ul style="list-style-type: none"> End-to-end case and escalation management, including 24/7 escalation management for Priority 1 cases, oversight for Priority 2 to Priority 4 cases, and trend review Service incident analysis Facilitate and share root-cause analysis

SAM Service offering structure

All NetApp customers worldwide can engage the SAM Service. The SAM Service offering is available for purchase at six price bands which are based on the number of systems or units (depending on product) that are covered:

- 1 to 10
- 1 to 20
- 1 to 75
- 1 to 150
- 1 to 300
- 1 to 400

Other available ways to purchase the SAM Service:

- SupportEdge Expert (SAM Services is included)
- SupportEdge AdvisorPlus (SAM Service is included); available for Public Sector customers only
- SAM Security Cleared³ and SAM U.S. Citizens on U.S. Soil (USCUSS)⁴ options are also available
- With NetApp Keystone, SAM Service may be included as an optional add-on to Keystone v3

SAM Service details

The customer is responsible for providing NetApp with accurate IB data for systems covered by the SAM Service. Some deliverables may be impacted by the enablement of AutoSupport, specifically deliverables that utilize AutoSupport-based reporting and heuristics to determine exposure to potential risks.

- Scheduled service and support review meetings.
 - Minimum monthly meeting cadence for all bands, excluding 1 to 10, 1 to 20, and Expert where cadence is quarterly.
- Document and record customer requirements, processes, and environment.
 - The SAM maintains records, reports, and CRM case alerts which are internal instructions to Technical Support, key contacts, and other documentation that enable successful lifecycle management and seamless interactions between customer and NetApp.
- Facilitate planning to achieve desired customer outcomes.
 - The person providing the SAM Service will consult with the customer to create a customer success plan and identify milestones and key progress indicators that help aid customers in achieving goals with their product(s)⁵.
- Voice of the customer input.
 - SAM submits and tracks requests for tools, processes, and documentation enhancements on behalf of the customer, along with advocating for them with internal groups.
- Security vulnerability assessment guidance.
 - The SAM reviews SAM reporting, advisories, and vulnerabilities with the customer to determine mitigation strategies.
- Technical risk mitigation and support bulletins advisory.
 - During regular or ad hoc service review meetings, the SAM will notify the customer of potential risks to their systems which may require attention to maintain system availability and reliability.
- NetApp solution best practice and health assessments.
 - The SAM uses health assessment reporting to review configuration, capacity, and operational best practices to assess where alignment can be made to improve the customer's product experience.
- Lifecycle management advisory.
 - Notifications about important NetApp product updates, upcoming End of Support (EOS) events, IB reviews conducted using internal technical resources, telemetry and install base data, and SAM insights.
- EOS and entitlement reporting.
 - SAM performs customer-specific health assessment and leverages internal tools to provide visibility and milestones to the customer about their IB.
- Heightened awareness and support for planned maintenance events.
 - SAMs coordinate awareness of upcoming maintenance events with NetApp Technical Support and follow a proactive case process to ensure timely engagement should support be necessary.
- Software release recommendations.
 - On an as-needed basis, the SAM assists the customer in identifying a stable target software release via email or other communication.
 - The SAM utilizes bug databases, product bulletins, proprietary internal SAM tools, quality forums, and a deep knowledge of the customer's environment to determine the most stable software release. Note: This function is not provided by any other services by NetApp.
- Upgrade planning consultancy.
 - SAM reviews NetApp Interoperability Matrix, Hardware Universe (HWU), release notes, Documentation, and Digital Advisor's upgrade planning, if applicable, to deliver an ideal upgrade process.
- Release recommendations and bug tracking.
- NetApp software upgrade plan.
 - The SAM will provide consulting assistance to the customer for software upgrade plan creation.
- Guidance to enable successful technical support interactions.
 - NetApp support process review. As requested, the SAM educates the customer, via remote presentation, about standard NetApp support processes.
- Education regarding customers' NetApp products and infrastructure is provided during Service review meetings or via other mutually agreed-upon communication methods as required. This includes:
 - NetApp policies and updates to such policies
 - NetApp communications and documentation updates
 - Product training
 - Productivity tools, NetApp Support Site, and Digital Advisor

- Identify and improve value or efficiency opportunities.
 - SAM will leverage Digital Advisor-related capabilities along with their in-depth knowledge of the account to provide capacity trending, storage efficiency opportunities, cloud recommendations, and spotlight high-value benefits of new software releases.

SAM Service case management

- Priority 1:
 - There is oversight of cases properly escalated to Priority 1 status on a 24/7 basis by way of NetApp CRM notification alerts, augmenting communication of the NetApp Technical Support Center and other internal organizations (Engineering, Logistics, etc.).
 - Priority 1 case management coverage is provided by the assigned person providing primary delivery of the SAM Service during normal business hours. Coverage outside of local business hours is provided by an after-hours team.
- Priority 2 to Priority 4:
 - Oversight of Priority 2 to Priority 4 case escalations is provided during the performance of the SAM Service within the business hours of the fulfillment location.
 - Cases are reviewed for actionable trends.
 - The SAM Service includes review of customer cases with the NetApp Technical Support Center to ensure appropriate case progression. The customer is expected to follow the standard Technical Support Center escalation processes and best practices.
- Service Incident Analysis (only upon request by the customer or account team) means:
 - Review of the designated case or cases.
 - Action plan proposal to minimize repeats.
 - Education of customers on NetApp support process.
- The Service Incident Analysis is limited to Priority 1 cases and can be delivered via a Service Incident Analysis document. Service Incident Analysis is targeted for delivery within 5 business days of NetApp's receipt of the written request.
- Facilitate technical root cause analysis:
 - Upon a validated customer or account team request, the SAM Service will provide the customer with a technical root cause analysis of Priority 1 cases, detailing failure events and follow-on steps to remediate recurrence.
 - The technical root cause analysis will be delivered within a Service Incident Analysis document.
 - The analysis is limited to Priority 1 cases and does not include hardware root cause analysis.

1. A SupportEdge contract is a prerequisite for the purchase of the SAM Service offering.
2. The SAM Service offering is subject to the additional conditions, requirements, and limitations:
 - The SAM Service is available only with respect to NetApp branded products.
 - The SAM Service is a shared resource and may be performed or delivered by any of NetApp's qualified personnel at any given time. The SAM Service is not necessarily performed by a single individual dedicated solely to a customer account.
 - The services and offerings described herein are subject to, limited, and governed by the NetApp, Inc. Support Services Terms, available at www.netapp.com/us/how-to-buy/stc.html ("NetApp Support Services Terms"). The NetApp Support Services Terms are subject to revision or modification on a prospective basis at NetApp's sole discretion without notification to the customer.
3. SAM Security Cleared means that the NetApp representative performing the SAM Service will possess the appropriate security clearance as required and identified by the customer (subject to the conditions herein). SAM Security Cleared is only available from NetApp U.S. Public Sector, Inc. A DD254 (or equivalent) is required to ensure the SAM Service is delivered by a SAM with the requisite U.S. security clearance. Failure by the customer to issue a DD254 (or equivalent) to NetApp may excuse NetApp from its obligations under this offering. SAM Security Cleared may be limited to certain geographic locations.
4. SAM U.S. Citizens on U.S. Soil (USCUSS) means that the NetApp representative performing the SAM Service is a U.S. Citizen on U.S. soil.
5. Applies to SAM 1 to 75 offering band and above.



Contact Us

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



© 2025 NetApp, Inc. All Rights Reserved. NETAPP, the NETAPP logo, and the marks listed at <http://www.netapp.com/TM> are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. August 2025