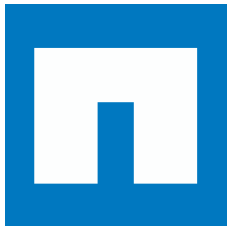


FUELED BY



NetApp

Go-To-Market Storage Service Consulting for Service Providers

Fueled by NetApp Consultancy Deliverables Overview

Service providers that engaged with Fueled by NetApp consultancy grew up to 32% more than those that didn't.

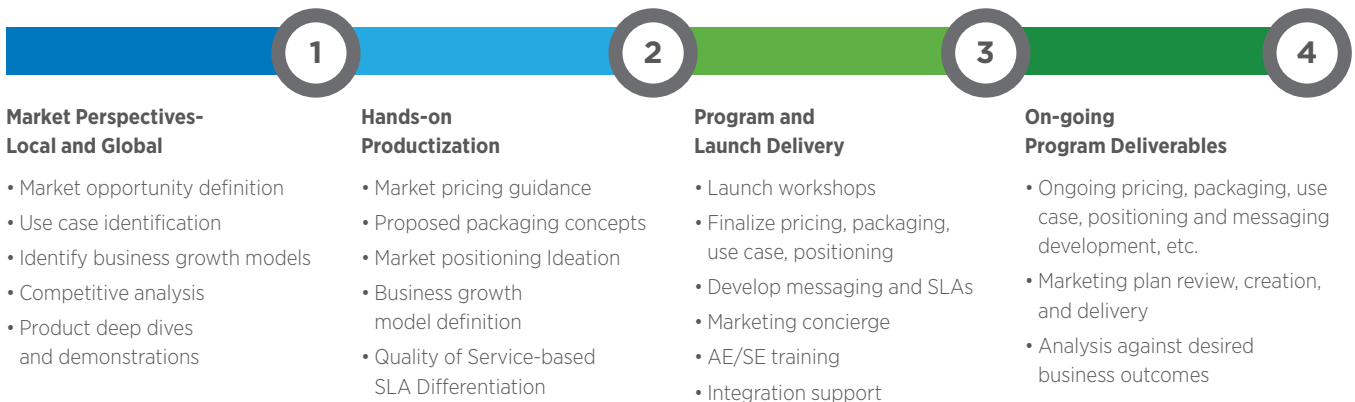
The Fueled by NetApp Consultancy Program helps hosting service providers define, develop, and maximize the return on investment from existing market opportunities made available by implementing NetApp technology as part of the core infrastructure. Available at no charge to all service providers and enterprises delivering IaaS, the Fueled by NetApp consultancy program provides the data to be confident and comfortable in purchasing NetApp as well as delivering in-depth consultancy on how to go to market profitably.

Managed and delivered by experienced leaders from the service provider industry, the Fueled by NetApp program offers SP-centric market insights and trend analysis so that you can more strategically understand how to:

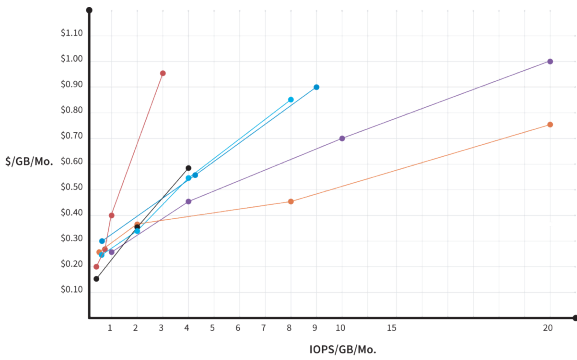
- Monetize your assets like never before**
- Win more customer applications**
- Streamline your operations**
- Reduce your financial risk**
- Increase customer satisfaction**

Fueled by NetApp – Partnership That Drives Growth

The Fueled by NetApp (FBNA) Consultancy Program is an end-to-end partnership between you and the only data service and management company that truly understands your business. The consultancy itself is split into four sections of collaboration that provides guidance, advice, and business tools to position your business for success:



Fueled by NetApp Go-To-Market Storage Service Consulting for Service Providers



Current market and competitive analysis

- Leverage the power of NetApp market analysis to define target and untapped segments
- Understand the competitive landscape to identify key local and global players
- Understand price capture opportunities to define business growth plans

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Tier Constraints		Tier Pricing		Tier Growth Projections	
Active Tier	Average Mix	\$/GB	\$/IOP	% Sold by Tier	Storage total per month
0	1100 3000 250 5.0	\$0.00	\$0.00	0	0.00%
1	500 1000 250 7.5	\$0.00	\$0.00	1	2.80%
2	250 750 250 1.0	\$0.15	\$0.00	2	8.40%
3	150 450 250 0.5	\$0.15	\$0.00	3	11.20%
...

Summary - Storage Costs Only		Summary - Including Ops Costs		Summary - Capacity and IOPS Utilization	
Hours to Invoice Month	Ending Margin	Hours to Invoice Month	Ending Margin	Capacity Utilization	IOPS Utilization
8	83.56%	8	87.87%	78.51%	78.41%

Unique ROI and margin modeling

- Ideate with industry experts to define pricing models, margin analysis, and return on investment
- Create unique-to-customer financial scenarios
- Market positioning ideation and definition

Basic Use Cases	Enhanced Use Cases	Premiere Use Cases	Custom Design (CD)	Dedicated Premiere (CD)
Web Servers, Non-Performance Web Applications, WordPress, Magento, Vanilla, LAMP, MAMP	Basic eCommerce, Performance Web Servers, Low Performance Database Servers	Production eCommerce, Performance Web Servers, Performance database Servers, MS Exchange, MS SharePoint, Analytics	High Performance eCommerce, Ultra-High Performance Web Servers, High Performance Databases, Analytics Applications, VDI, Virtual Datacenters, MS Exchange, MS SharePoint, Oracle, ERP, Large CRM	High Performance eCommerce, Ultra-High Performance Web Servers, High Performance Databases, Analytics Applications, VDI, Virtual Datacenters, MS Exchange, MS SharePoint, Oracle, ERP, Large CRM
Optional Services	Optional Services	Optional Services	Optional Services	Optional Services
Snapshot	Snapshot, Hourly Snapshots, Nightly Back-ups, Offsite Replication	Hourly Snapshots, Nightly Back-ups, Offsite Back-ups, Offsite Based Replication	Nightly Back-ups, Offsite Back-ups, Offsite Based Replication	Hourly Snapshots, Nightly Back-ups, Offsite Back-ups, Offsite Based Replication, SAN - SAN Remote Replication

Product definition and demand shaping

- Guidance for positioning services that support hosted applications
- Advice to create portfolio tiering models to preferentially shape customer demand
- Partnership in defining packaged storage solutions that have complimentary services and drive incremental revenue streams

Promotion/Demand Generation



Business tools and brand promotion

- Business tools based on industry best practices to minimize time-to-value (such as MRD and RFI templates)
- Financial and launch tools to simplify program delivery
- Ongoing co-branding of collateral
- Optional access to further benefits via the NetApp Service Provider Partner Program