NetApp

SUPPORTEDGE CUSTOMER SUCCESS: ADVISOR

Get complete confidence with seamless AI-enabled support for proactive risk management.

At NetApp, we strongly believe that the key to our customers' success lies in nurturing a robust collaboration between our team and the customer. By working closely with you, NetApp provides recommendations and strategies for continuous improvement and success in your storage environment. Our proactive risk mitigation with predictive AI capabilities that analyze data and identify patterns can anticipate potential risks and address them before they escalate. This approach minimizes downtime and optimizes the performance of your critical environments, providing increased reliability and efficiency.

A comprehensive bank of digital tools and resources equips you with a wealth of knowledge and self-help options, enabling you to find solutions independently and empowering you to make informed decisions.

Our experienced customer success professionals act as guides, offering their expertise and insights as needed, to help you make informed decisions and overcome obstacles with confidence. Seamless support enables you to focus on your core business operations with peace of mind, knowing that your critical environments are in capable hands.

The following chart describes the features and value of NetApp® SupportEdge Advisor. For complete details and features included with each SupportEdge Services offering, please see the SupportEdge Advisor service description.

SupportEdge Advisor feature	Description
Customer Success resources	Your Advisor contract gives you access to a Customer Success team when and where you need them. The services may include strategic advice, onboarding facilitation and management, training, lifecycle planning, monitoring, proactive communications, and usage optimization to ensure you get the most value from your products. This team aims to provide you with a reliable and efficient support system that ensures timely issue resolution, proactive problem prevention, and smooth maintenance events, ultimately enhancing the stability and reliability of your systems. Your support helps to ensure prompt and effective resolution of critical issues. This minimizes downtime and its impact on your business operations. NetApp aims to provide a comprehensive and holistic support experience that goes beyond reactive troubleshooting.
Global technical support	Our team of highly skilled engineers and cutting-edge tools offer global technical support resources to our Advisor contract customers. Customers can effortlessly open cases via BlueXP, chat, web, or phone and take advantage of our 15-minute response objective for P1 cases. By prioritizing customer needs and infrastructure, our support team enhances efficiency which can result in quicker issue resolution overall. Leveraging advanced AI, our support team provides proactive and preemptive guidance from our comprehensive digital repository of knowledge. This empowers customers to optimize productivity effectively, enabling them to make the most of their resources.
Flat and predictable pricing[1]	Flat and predictable pricing offers several benefits to customers, which contribute to customer value: transparency, clarity, and the ability to budget and plan. Predictable pricing increases customer satisfaction by reducing unexpected costs. Flat and predictable pricing means that consistent support rates will apply to eligible systems so that there are predictable prices at each support renewal. For more information on terms and conditions that may apply, see the SupportEdge Customer Reference Guide. Contact your NetApp account representative or partner for more details.
NetApp BlueXP™ Digital Advisor (powered by NetApp Active IQ®)[2, 3]	NetApp BlueXP provides advanced data management capabilities, seamless cloud integration, efficient resource utilization, cost reduction, enhanced data security, and the freedom to focus on innovation. By leveraging BlueXP capabilities, organizations can optimize their data infrastructure, reduce costs, and ultimately achieve higher levels of productivity and agility. BlueXP can help customers employ data analytics to proactively identify and alert about potential issues, and provide actionable insights to address them before they escalate into problems. It also offers prescriptive recommendations and guided remediation to improve system health. Additionally, BlueXP facilitates user and data activity auditing, anomaly detection, and appropriate actions.
Remote assistance via video conference	Remote assistance with video conferencing offers a more interactive and immersive support experience, enabling effective communication, faster problem solving, and personalized assistance on complex issues.
Proactive quality risk management	Proactive quality risk management (PQRM) focuses on identifying and addressing potential quality risks before they occur, rather than reacting to issues after they have already happened. Customers can can realize higher product quality, safety, timely issue resolution, consistent performance, improved communication, and long-term cost savings. PQRM demonstrates NetApp's commitment to customer satisfaction and an effort to build customer loyalty.
Replacement parts delivery and optional installation service	NetApp prioritizes timely spare parts delivery and efficient parts logistics to provide exceptional customer value. By promptly delivering the required components, NetApp minimizes equipment downtime, promoting customer satisfaction and enhancing the overall customer experience. ensuring customer satisfaction and enhancing the overall customer experience. Available options include Next Business Day parts delivery and/or parts replacement, 4-hour parts delivery and/or parts replacement, and 2-hour parts delivery and/or parts replacement. **Note:** Replacement parts will be shipped to customer locations for next local business day arrival. Local shipment cutoff times, customs, or other logistics factors such as size and weight may affect target response objective. Upgrades are not available in all locations.

SupportEdge Advisor feature	Description
On-site support and troubleshooting[4]	At NetApp, we prioritize your satisfaction by offering unmatched on-site support services tailored to your needs when deemed necessary by our technical support team. Our designated technical support team combines remote problem identification with on-site engineering expertise, ensuring a comprehensive support experience. We are committed to promptly and effectively resolving any issues you may face, providing you with peace of mind and uninterrupted productivity.
Software support	Customers get access to the software download center where they can access patches, features, security updates, and vital software updates for NetApp software they have purchased. This results in enhanced security as well as system stability and reliability.
Remedial software upgrades[5]	NetApp provides remedial software upgrades, as required, centered around improved stability, enhanced performance, increased security, access to new features, and long-term support. These benefits help customers maximize the value they derive from their NetApp solutions.

1 NetApp offers flat and predictable pricing only for the party purchasing directly from NetApp, whether that is the end customer, distributor, or reseller partner. Flat and predictable pricing(i) is subject to increases for annual inflation (as measured by the Producer Price Index); (ii) does not include replicating any one-time promotional discounts or deal discounts upon renewal; (iii) third-party branded products that NetApp supports may be subject to additional passthrough increases imposed by third-party vendors.

2 Active IQ Digital Advisor requires AutoSupport® to be turned on.

3 Capabilities can vary by product.

4 NetApp sends authorized engineers to the installation location to work on the problem after NetApp has isolated the problem and deemed on-site support necessary.

5 Nondisruptive firmware upgrades use Ansible playbooks for ONTAP drives and shelves.

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