



Fueled by NetApp Consulting Overview



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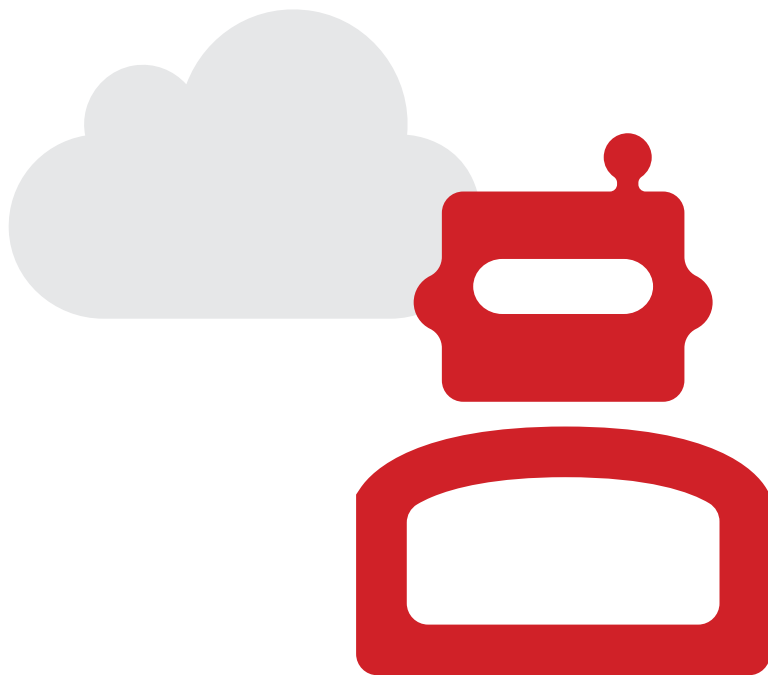
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NetApp Next Generation Storage Architecture - Designed for Service Providers

NetApp SolidFire is the market leader in high-performance data storage systems designed for public and private cloud infrastructure. Service providers using SolidFire as part of their core architecture are maximizing their returns on investment, streamlining operations, winning more applications, and reducing risk better than they ever have before.

These business outcomes are enabled through patented volume-level QoS controls, cut-and-paste system-wide automation, and interchangeable scale-out node architecture with real-time data reduction. NetApp SolidFire is fueling new and significantly more profitable block-storage services that are advancing the way the world uses the cloud.



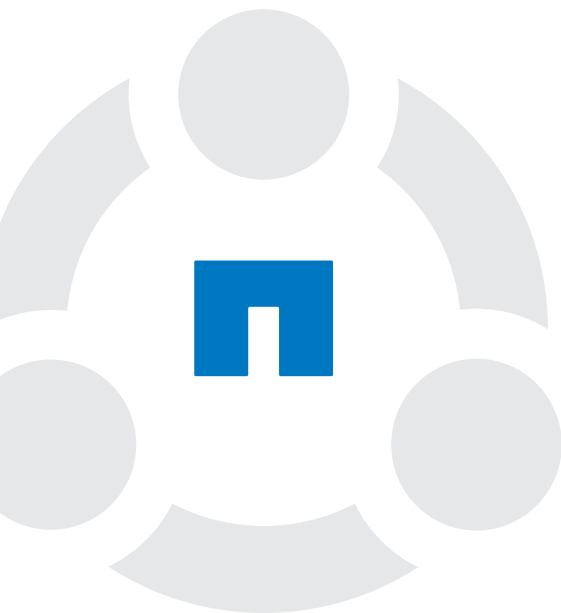
Fueled by NetApp Consultancy Program Introduction

In order to ensure service providers using SolidFire in their core infrastructure platform achieve their desired business outcomes, the Fueled by NetApp consulting team is committed to assisting with the development, productization, and promotion of the solutions they take to market. The Fueled by NetApp consulting team is comprised of trusted service provider industry-experienced advisors that can assist NetApp SolidFire customers succeed in the service provider industry.

The services of the Fueled by NetApp program is available to all companies developing, deploying, and selling public or private cloud solutions with SolidFire acting as a key storage component of the underlying architecture. This program guide explains the requirements, benefits, and timeline of how NetApp SolidFire can enhance your service provider business from initial planning to purchase and deployment, and throughout your lifecycle as a customer of NetApp SolidFire technology.

In summary, the Fueled by NetApp consultancy program allows you to:

- Better understand the market opportunity specifically based on your unique customer base.
- Build accurate financial models based on your market opportunity.
- Accelerate your time to market by streamlining the productization process.
- Create market differentiation through messaging, positioning, and SLA creation.
- Make ongoing service adjustments and improvements to ensure maximum return on investment.
- Acquire customers through awareness, demand generation, and sales enablement activities including marketing development funds (MDF).
- Prepare your sales people to have conversations that lead to higher close rates.



The Fueled by NetApp Vision

Whether an enterprise or a managed hosting service provider, the Fueled by NetApp program helps SolidFire customers understand how our next generation storage architecture can have the greatest impact on driving business transformation that achieves both short-term and long-term strategic initiatives and realize business goals. We have designed the Fueled by NetApp program to be as innovative as the storage platform we provide and to become the trusted adviser and catalyst for process improvement as well as quantifiable business transformation.

Core to the Fueled by NetApp program is the understanding that every customer interaction is focused on how to maximize the return on investment from NetApp SolidFire technology and to further the service provider's position as an ideal partner enabling the delivery, consumption, and support of enterprise IT services.

The ability to accelerate solution deployment, shorten the time it takes to achieve a positive ROI, and develop innovative solutions that help differentiate them in the hosting marketplace are key deliverables of the Fueled by NetApp consultancy program. In order to achieve these, there are a number of primary goals that this program addresses. These are summarized below:

The primary Fueled by NetApp goals:

- Reduce productization time – provide experienced service provider resources that deliver onsite go-to-market pricing and positioning workshop assistance for both executive and product management teams.
- Drive improved systems utilization – collaboration on joint marketing efforts to drive leads to service provider's sales teams in order to generate both revenue and utilization.
- Help develop new market opportunities – deliver broad industry expertise and market knowledge to assist in the development of unique solutions with differentiating value propositions to better serve your customers' hosting needs.
- Accelerate service provider marketing efforts – provide secure access to a library of next generation data center specific content and rebrandable collateral.
- Improve sales engineering effectiveness – deliver deep technical training to service provider sales engineers that aligns with the technical architecture of NetApp SolidFire storage and the overall value proposition of your productized solution.
- Improve account executive effectiveness – provide effective sales training to ensure account executives deliver the right storage-related value proposition to end customers.
- Help service providers reduce customer churn – deliver an innovative storage architecture specifically designed for large-scale service providers.



Fueled by NetApp Program Benefits

Given that there are multiple goals and deliverables that need to be in place in order to help the business succeed, the Fueled by NetApp consultancy program provides a wide range of resources, that when performed in partnership with the service provider creates a strategy and roadmap for growth. These resources include tools that apply from the front end of the process – i.e. go-to-market planning (pre) to post SolidFire implementation where quarterly business reviews are performed to support your ongoing business goals.

Productization assistance

Participants in the Fueled by NetApp program will have access to specialized productization resources to act as subject matter experts in storage product management. These resources will work with your product teams and provide assistance with solutions pricing, packaging, and SLA creation.

Go-to-market planning workshop

SolidFire's distributed storage architecture opens up many new positioning and product opportunities to hosting services providers, so a key component of the Fueled by NetApp program is the go-to-market planning workshop. This planning workshop takes place on the customer premises and helps hosting providers understand the financial possibilities offered by implementing NetApp SolidFire storage.

Service provider AE and SE training programs

We believe that the more educated service providers' account executives are about SolidFire storage, the more successful they will be in delivering the solution value proposition. Working with account executives and field sales engineers, the SolidFire program manager will coordinate training as requested.

Quarterly Business Reviews (QBR)

Measurement of success is key to our partnership. Your account executive, your sales engineer, and the SolidFire program manager will work with you quarterly to ensure you are receiving the support that you need to deliver your Fueled by NetApp solutions. In the QBR we also develop a quarterly plan for co-marketing activities and lead-generation programs.



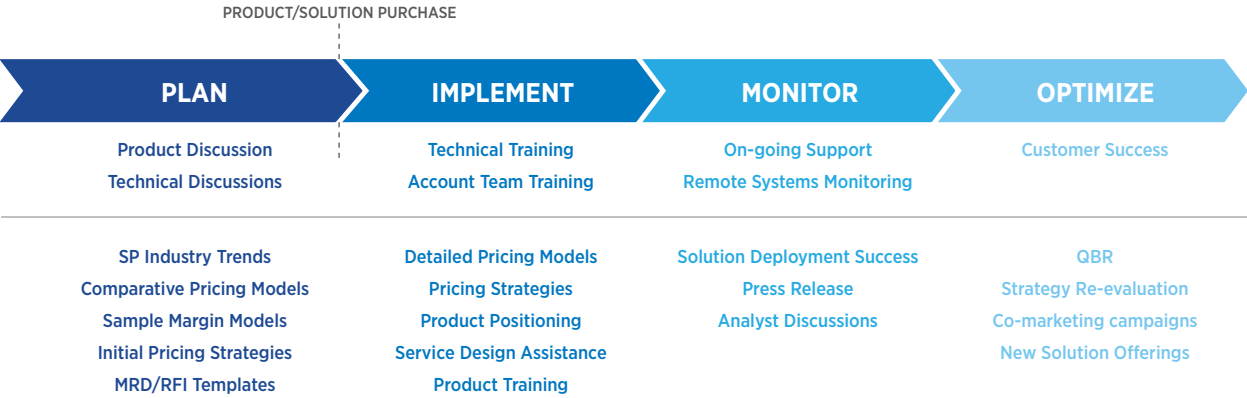
Committed Partnership

New customers will automatically be enrolled in the pre-sales and post-sale Fueled by NetApp consulting program; however, participants of the Fueled by NetApp program are required to have executive-level sponsorship to ensure participation of all key internal stakeholders in all relevant co-marketing activities.

For service providers that wish to take advantage of the post-sale program enablement (marketing funds, advanced technical training, partner directory listing, etc.), a one-time, no-cost enrollment is required. Please ask your account executive for further details. To maintain membership, service providers must keep system maintenance up to date and in good standing.

The Fueled by NetApp Process Overview

The Fueled by NetApp process is based on the PIMO (Plan, Implement, Monitor, and Optimize) engagement model. Below is an outline of the process.



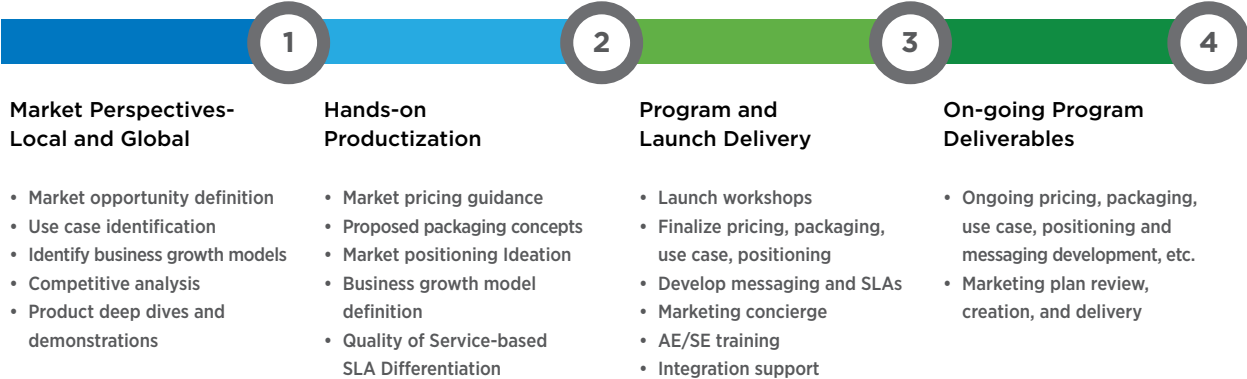
As shown in the graphic above, there are four steps to the Fueled by NetApp program process in which both pre-purchase and post-purchase consultancy services are offered. The Plan section is primarily focused on working in partnership with the service provider to define business strategies for growth and determining how these plans correlate with current market dynamics.

The post-purchase section of the program really focuses on the implementation of these plans through

go-to-market assistance — whether this is in the form of sales enablement training, product portfolio tiering, or generating joint promotional collateral.

The final part of the post-purchase section concentrates on the ongoing success of the service provider partner with quarterly reviews to understand performance versus key metrics and additional demand generation activities.

The Fueled by NetApp Process in Detail



Section 1: Plan Phase (Pre-purchase)

The first section of the Fueled by NetApp program is heavily focused on working with the service provider to understand and evolve revenue growth plans and compare these to industry market trends and how the hosting industry is evolving.

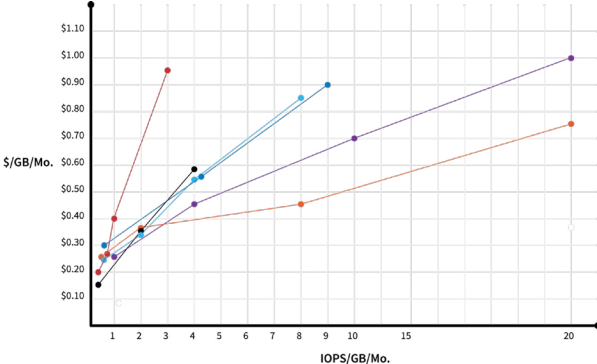
This component of the program covers two major elements that are key to the success of the service provider. The first is that of understanding current market trends and how the competition is positioned (by geographic region and segment), while the second builds on the first – understanding/reviewing the company’s revenue growth targets and services productization strategy.

Market Trends and Revenue Growth Opportunities

- FBNA market perspective
- Market opportunity definition
- Use case identification
- Business model overview
- Technical deep dive
- Live product demonstration

Deliverables

- Global insight to the current trends taking place in the hosting and cloud industry
- Insights into new service design and market opportunities
- Anticipated margins models based on your go-to-market ideas



Initial Productization & Strategy Consulting

- Hands-on productization workshop
- Market pricing guidance
- Proposed packaging concepts
- Market positioning ideas
- Business model detail definition
- QoS SLA reference document

Deliverables

- Insider information on how other service providers are deploying flash-based storage services
- An understanding about how they are driving demand for their flash based services.
- Service provider-centric content written to help you more rapidly define your go-to-market strategy for your NetApp storage service
 - Business tools including: margin analysis, MRD, RFI template

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Tier Constraints		Tier Pricing		Growth Projections	
Active Tier	Min IOPs / Max IOPs / Avg IOPs / Lock / Day Zero	\$/GB / \$/IOP	Customers (Monthly)	Capacity (GB / Monthly)	Growth Rate
0	500 / 5000 / 250 / 1.0 / 0	\$0.00 / \$0.00	1	2000	5%
1	100 / 1000 / 250 / 1.0 / 0	\$0.40 / \$0.00	1	1000	5%
2	250 / 750 / 250 / 1.0 / 0	\$0.25 / \$0.00	2	2000	5%
3	100 / 100 / 250 / 0.5 / 0	\$0.15 / \$0.00	3	2000	5%
4	20 / 20 / 7 / 4.0 / 0	\$0.00 / \$0.00	4	0	0%
5	100 / 150 / 400 / 0.8 / 0	\$0.00 / \$0.41	5	0	0%
6	100 / 150 / 400 / 0.8 / 100	\$0.00 / \$0.50	6	0	0%

Summary - Storage Costs Only		Summary - Including Ops Costs		Summary - Capacity and IOPS Utilization	
Margin to Positive Margin	Ending Margin	Margin to Positive Margin	Ending Margin	Capacity Utilization	IOPS Utilization
83.54%	\$2.54K	47.62%	\$7.62K	78.61%	79.62%

Sections 2,3, & 4 : Implement, Monitor & Optimize Phase (Post-purchase)

The sections of the Fueled by NetApp program after purchase are designed to enable the service provider to fully take advantage of their NetApp purchase – whether this takes the form of sales enablement training, messaging, demand shaping, or pricing. The end goal of these sections is to work in partnership to define and agree upon your portfolio offering, price points, education around the value proposition, and assist in demand generation activities. Furthermore, ongoing review and support on a quarterly basis is provided so that any post-launch optimization of the service provider's strategic plan can be implemented.

Section 2: Hands-on Productization (Implement)

- Launch workshop
- Finalize pricing, packaging, use case, positioning
- Develop messaging
- Develop SLAs
- Marketing concierge
- AE/SE training
- Integration support

BASIC	ENHANCED	PREMIERE	CUSTOM DESIGN (ICB)	DEDICATED PREMIERE (ICB)
USE CASES	USE CASES	USE CASES	USE CASES	USE CASES
Web Servers, Non-Performant 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 Services, High Performance Databases, Analytics Applications, VDI, Virtual Datacenters, MS Exchange, MS SharePoint, Oracle, ERP, Large CRM	High Performance eCommerce, Ultra-High Performance Web Services, 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 Nightly Backup Offsite Replication	Hourly Snapshots Nightly Backup Offsite Back-ups Offsite Replication	Hourly Snapshots Nightly Backup Offsite Back-ups Offsite Replication	Hourly Snapshots Nightly Backup Offsite Back-ups Offsite Replication SAN - SAN Remote Replication

Section 3: Program and Launch Delivery (Monitor)

- Business reviews
- Ongoing support initiatives
- Social media support
- Digital marketing support
- Press release
- White paper case study

Section 4: Ongoing Program Deliverables (Optimize)

- Awareness efforts - PR/AR/case study
- Demand generation campaigns
- Sales enablement
- Proposal-based marketing development funds
- Service enhancements and adjustments



Deliverables

- Cost-model consulting and recommendations based specifically on NetApp next generation storage architectures
- Consulting report outlining the proposed pricing and positioning models discussed during the workshop
- Service provider-centric content written to help you more rapidly define your go-to-market strategy for your NetApp storage service
- Business tools including: margin analysis, launch checklist, service description, co-branding collateral

For further information on the benefits of the Fueled by NetApp consultancy program, contact your local sales representative to arrange a meeting with your Fueled by NetApp consultant.



Addendum: NetApp Service Provider Program

While all aspects of the Fueled by NetApp program are complementary in nature, all NetApp SolidFire service provider customers have access to a broader, global NetApp Service Provider Program with even more member benefits, including recognition on NetApp's corporate website, financial assistance (MDF), and support from local NetApp sales teams.

The NetApp Service Provider Program has two partnership levels, Gold and Platinum:

- The Gold level is designed for service providers who are regional in scope. Gold partners are supported by local NetApp teams.
- Platinum-level partners have a global scope, specific company size, defined strategic business plans, and a commitment to a NetApp revenue goal. For these partners, support is provided by a dedicated NetApp cloud team.

In order to be eligible to participate in the Service Provider Program, you must have a service offering that includes managing and distributing hosted or cloud services based on NetApp technology to one or more end customers across a network from your data center (a "service provider offering" or "cloud services"). Such service provider offerings include storing, retrieving, and maintaining end-customer data files by using NetApp products for data storage, Infrastructure as a Service (IaaS), Software as a Service (SaaS), and/or Platform as a Service (PaaS).

For further information on the benefits of the NetApp Service Provider Program, visit the NetApp website [here](#) or contact your local sales representative