YOU'RE INVITED TO PARTICIPATE IN THIS YEAR'S INSIGHT 2025 - AN EXPERIENCE LIKE NO OTHER

Share your expertise and insights with the data-driven community! NetApp invites passionate customers and partners like you to deliver compelling presentations at INSIGHT 2025 in Las Vegas.

Experience the energy of INSIGHT 2025! Join the brightest minds in data infrastructure to explore the future of business through Intelligent Data Infrastructure. This "festival of action" offers hands-on learning and participatory experiences that empower attendees to unlock action, amplify influence, and prioritize with precision. Mark your calendar:

INSIGHT 2025
October 13-15, 2025
MGM GRAND, LAS VEGAS

If you have any questions, please email:
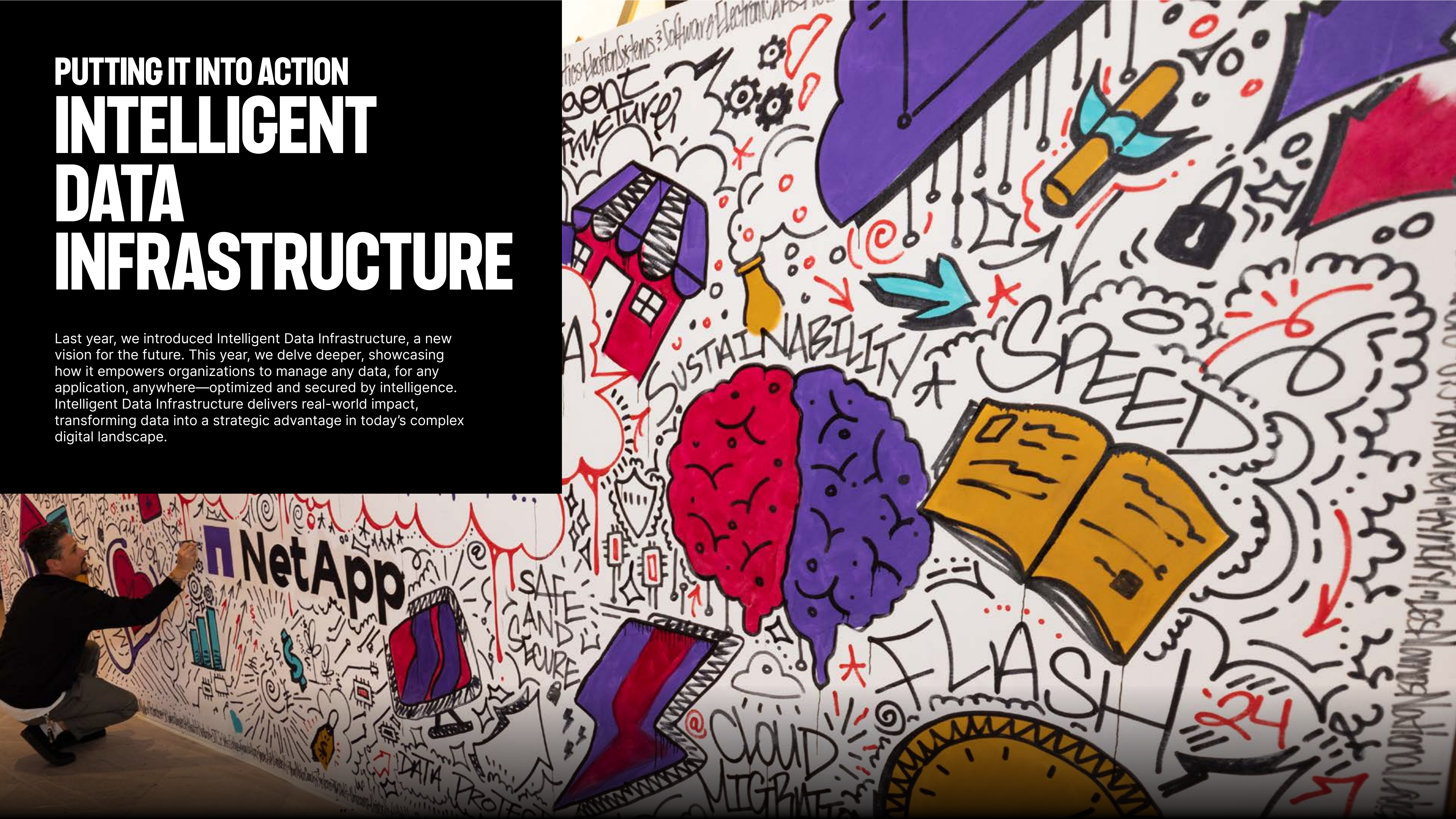**insight-content@netapp.com**

WHAT IS INSIGHT?
AN EXPERIENCE DESIGNED TO ELEVATE

INSIGHT is a high-impact experience where the data-driven community collaborates to shape the future of Intelligent Data Infrastructure. This year's INSIGHT will be even more powerful, thanks to partners like you. Your expertise empowers INSIGHT attendees to reach new heights with data. The following pages provide the information and inspiration you need to submit session proposals that will help craft the event's story, messages, and agenda. Our team will review your submissions and provide prompt next steps.

PUTTING IT INTO ACTION
INTELLIGENT DATA INFRASTRUCTURE

Last year, we introduced Intelligent Data Infrastructure, a new vision for the future. This year, we delve deeper, showcasing how it empowers organizations to manage any data, for any application, anywhere—optimized and secured by intelligence. Intelligent Data Infrastructure delivers real-world impact, transforming data into a strategic advantage in today's complex digital landscape.

INSIGHT AUDIENCE

Our target audience at INSIGHT 2025 is primarily Accelerators. These are the infrastructure leaders, architects, and engineers who turn complexity into clarity and drive innovation, efficiency, and scalability. They know their objectives but must determine what comes first, balance immediate execution with long-term strategy, and translate knowledge into decisive action. As part of the Accelerator group of attendees, there are three primarily audiences

Decision-Makers & Budget Owners

CIOs, VPs of IT, and senior technology executives responsible for high-level purchasing and long-term strategy.

20%
of audience

"I care about business outcomes, ROI, and vendor trust."

Architects & Strategists

Enterprise Architects, IT Directors, and Cloud Strategists who translate business goals into technical roadmaps.

67%
of audience

"I care about finding the best-fit solutions to scale infrastructure and improve efficiency. I prioritize flexibility, integration, and long-term scalability."

Technical Implementers & Operators

Storage Admins, DevOps Engineers, and IT Operations Managers responsible for executing and maintaining technology solutions.

13%
of audience

"I care about hands-on learning, technical depth, and tools that improve daily workflows."

Accelerators...

Act with Knowledge
The more they know, the more they can make happen—for their businesses and their customers.

Set Clear Priorities
Framing trade-offs, setting roadmaps, and defining what's next.

Drive Influence
Shaping decisions, adoption, and impact.

SESSION CONTENT
ACTION-DRIVEN LEARNING

INSIGHT 2025 is designed to be an action-driven experience. We are seeking sessions that emphasize "learning by doing," collaboration, and interactive engagement.

We encourage submissions that:

1. Provide practical takeaways and actionable strategies.
2. Foster discussion and knowledge sharing among attendees.
3. Showcase real-world use cases and success stories.
4. Offer hands-on learning experiences, such as workshops or labs.

You can lead sessions in any of the following session styles:

SESSION STYLE	SESSION TYPE	DESCRIPTION	DURATION
Theater	Partner Innovation	Discover cutting-edge technologies, collaborative strategies, and real-world success stories from our partners.	30 Minutes
	Customer Innovation	Customers will have the opportunity to showcase their innovation and how they are creating their intelligent data infrastructure that helps their customers solve business challenges.	
	NEW Product and Solution Demo	Experience our cutting-edge solutions in action at the Demo Theater, where our experts will showcase real-world applications and capabilities through dynamic, interactive demonstrations.	
Breakout	Product Deep Dive	Deep-dive learning experiences focused on a product.	60 Minutes
	Solution Deep Dive	Deep-dive learning experiences focused on a solution.	
	NEW Future Proof Workshops	Impactful, interactive and focused learning sessions diving into practical skills with tangible results.	

CONTENT GUIDELINES

We are looking for sessions that align with today's business priorities and provide value to our attendees.

What We're Looking For:

Address Key Imperatives: Align with the four imperatives that will serve as content tracks:
1. Data infrastructure modernization
2. Cloud transformation
3. AI innovation
4. Cyber resilience

Offer Actionable Insights: Provide attendees with practical takeaways and strategies they can implement in their organizations.

Showcase Real-World Applications: Feature customer success stories, case studies, and practical examples.

Promote Interactive Engagement: Encourage attendee participation through Q&A, polls, discussions, and hands-on activities.

Target the Right Audience: Clearly define the target audience for the session and tailor the content accordingly.

What We're NOT Looking For:

Product-Only Pitches: Sessions focused solely on promoting NetApp products without providing broader educational value.

Sales-Oriented Presentations: Sessions that are primarily designed to generate leads or close deals.

Basic Introductory Content: Sessions that cover fundamental concepts that are already widely known by our audience.

Content Lacking Clear Takeaways: Sessions that are theoretical or abstract without providing actionable insights.

WORKSHEET
PLAN YOUR WINNING SESSION

Use this worksheet to outline your session and guide you through the key choices you'll need to make when submitting your proposal for INSIGHT 2025. You'll be able to make these selections when you visit the NetApp INSIGHT 2025 Session Submission website at bit.ly/4iSDVjf.

Customer Imperative

- [ ] Data infrastructure modernization
- [ ] Cyber resilience
- [ ] Cloud transformation
- [ ] Artificial intelligence

Business Outcome

- [ ] Risk mitigation
- [ ] Operational efficiency
- [ ] Cost efficiency
- [ ] Data intelligence
- [ ] Adaptability
- [ ] Sustainability

Workload

- [ ] Storage modernization (Flash, Object)
- [ ] VMware and virtualization
- [ ] Storage-as-a-Service
- [ ] Enterprise apps and databases
- [ ] DevOps and automation

Value Add (optional)

- [ ] NetApp on NetApp
- [ ] Partner solutions
- [ ] Professional services
- [ ] Customer success and support
- [ ] Industry verticals

Business Result

- [ ] Unified control
- [ ] Predictive operations
- [ ] AI-ready infrastructure
- [ ] End-to-end security
- [ ] TCO optimization
- [ ] Mitigate risks
- [ ] Increased operational efficiencies
- [ ] Gain faster time to insights and improved AI outcomes
- [ ] Lower operational costs and smarter use of resources
- [ ] Adapt and be ready for future workloads
- [ ] Reduce carbon footprint and be more sustainable

Transformation (if applicable)

- [ ] **From Storage to Data-driven Infrastructure:** Moving beyond basic storage toward AI-powered, self-optimizing data management.
- [ ] **From Fragmented Data to Unified Hybrid Control:** Breaking down silos and connecting data across all environments.
- [ ] **From Point Solutions to End-to-End Data Strategy:** Transitioning from piecemeal approaches to one integrated foundation for all workloads.
- [ ] **From Costly Operations to Optimized Efficiency:** Automating processes to lower TCO, improve sustainability, and maximize value.

PARTNER INNOVATION THEATER
SPOTLIGHT YOUR SOLUTIONS

NetApp partners, showcase your solutions at the Partner Innovation Theater at INSIGHT 2025! By submitting your session abstract, you'll also enter the INSIGHT 2025 Partner Innovation Award Contest. Three finalists will be selected prior to INSIGHT, with the winner announced live at the event.

Throughout INSIGHT 2025, the Partner Innovation Theater will highlight innovative partner solutions in Data Infrastructure Modernization, Cyber Resilience, AI, and Cloud Transformation. Don't miss this opportunity to amplify your visibility and gain industry recognition!

HOW AND WHEN TO SUBMIT

SUBMISSION PROCESS

Submitting your session proposal for INSIGHT 2025 is easy. Simply follow these steps:

Prepare Your Submission:
Gather all the necessary information, including:
– Session title and description
– Target audience
– Session format
– Learning objectives
– Speaker bio(s)

Submit Online:
Visit the INSIGHT 2025 website and navigate to the "Call for Sessions" page. Complete the online submission form with all required details.

Review and Submit:
Carefully review your submission before finalizing it. Once you are satisfied, submit your proposal.

IMPORTANT DATES AND DEADLINES

Please note that these dates are subject to change. We encourage you to submit your proposal as early as possible to ensure consideration.

Submissions Open:
April 1, 2025

Submissions Closed:
May 16, 2025

SUBMIT YOUR SESSION TODAY
Scan the QR code or go to
bit.ly/4iSDVjf

QUESTIONS?
If you have any questions, please email:
insight-content@netapp.com