



Accelerating Marketing Impact

Jean English
Senior Vice President, Chief Marketing Officer



Agenda

- 1) Customer Needs
- 2) Marketing Priorities
- 3) Reinventing NetApp to Win New Customers

Digital Transformation Is Driving New IT Imperatives



INSPIRE
innovation with
the cloud

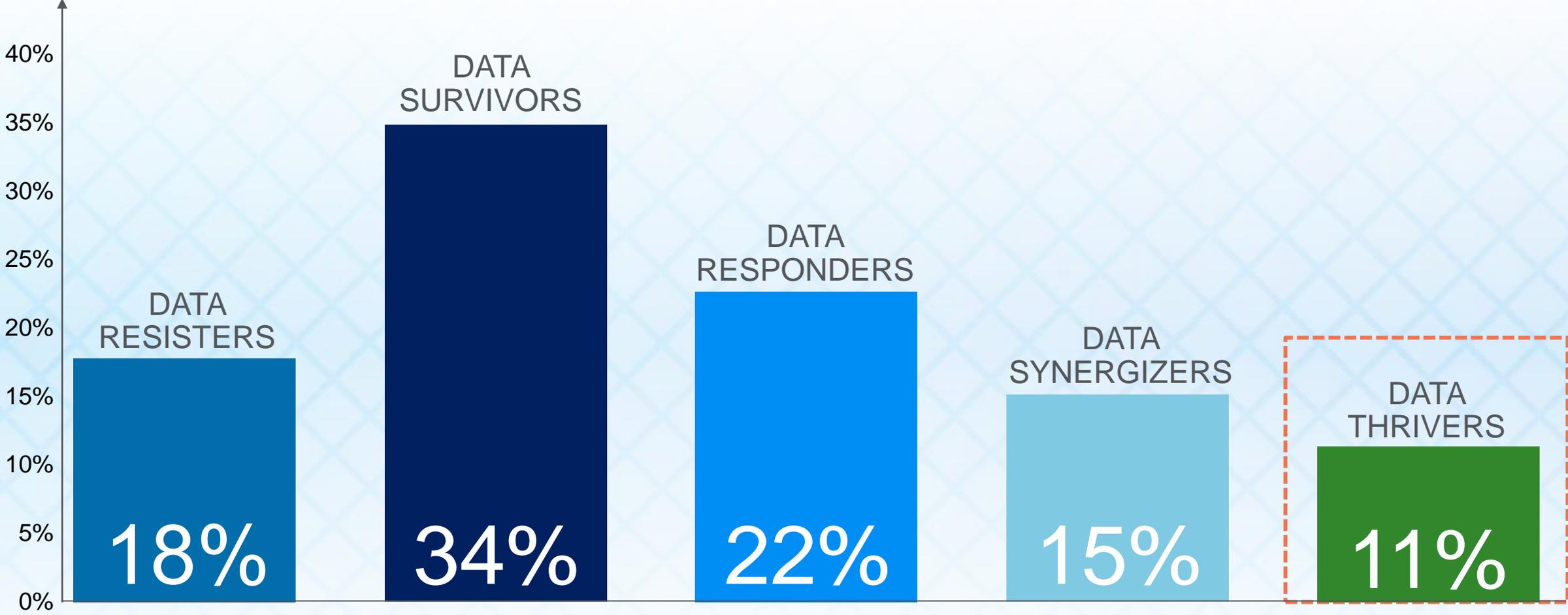


BUILD
clouds to accelerate
new services



MODERNIZE
IT architecture with
cloud-connected flash

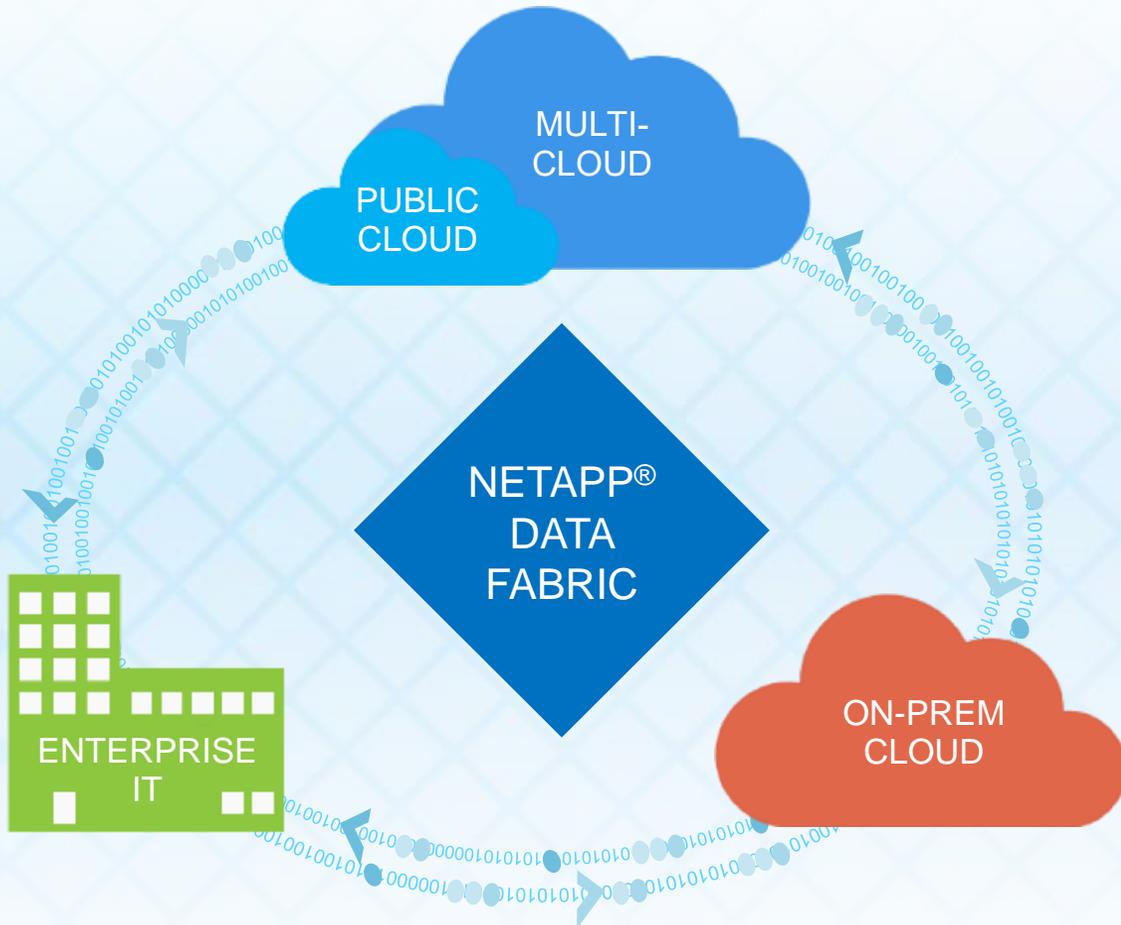
The Next Era of IT: Helping Customers Manage and Safeguard Data



Source: Become a Data Thriver Study, sponsored by NetApp, November 2017

NetApp's Unique Position Is the Data Fabric

Accelerating digital transformation by simplifying and integrating data management



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IT architecture with
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Marketing Accelerates Our Existing Momentum

FY18 – FY19 Marketing Goals

Reinvent
NetApp

Buyer-centric
focus

Meaningful
experiences
at every
touchpoint

World
class
modern
marketing

Investment Strategies for FY19

Focus on
cloud first

Reach new
buyers

Acquire
new
customers

Optimize
demand



Millions of data points.
A singular vision.

 **NetApp**
Data Driven



Reinvent NetApp

70% see a new
NetApp

Industry analyst sentiment is
strong to extremely strong



NetApp Is Winning New Customers and Buyers

Data Innovation Leader

Chief Data Officer / CIO

Focus: cloud and digital transformation

David Chou
VP, CIO and CDO



Evolutionary Agent

VP of IT Infrastructure

Focus: accelerating workloads

Duleep Wikramanayake
CIO



Revolutionary Agent

Cloud Architect

Focus: automation and scale

Steven May
VP of Cloud Services



Innovation Influencer

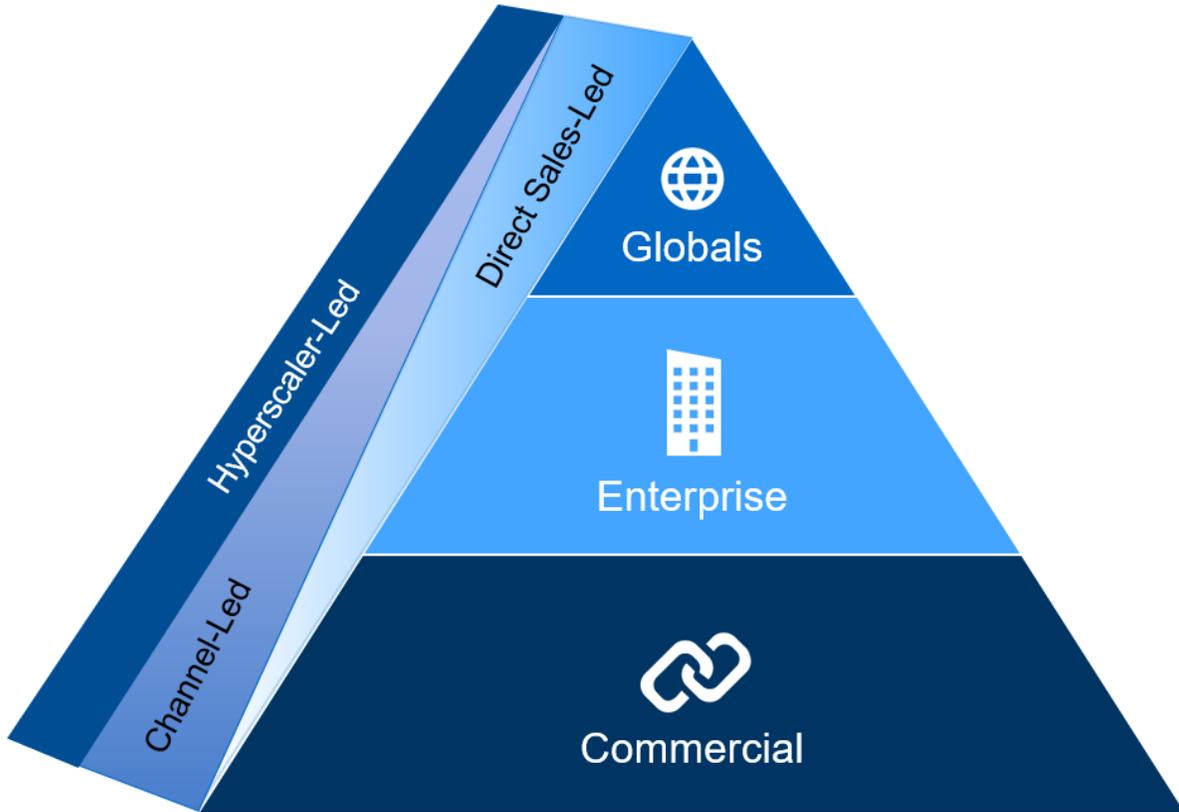
Application Developer

Focus: innovating in cloud

Lorenzo D
Solution Architect



Tight Alignment to GTM



Priorities

Tactics

Global

- Cloud first
- Acquire new buyers

- Account based marketing
- Insight Global Conference
- Digital
- Advanced Value Selling
- Data Thriver

Enterprise

- Acquire new buying centers
- Lead HCI and cloud business

- Insight Global Conference
- Digital
- Regional events
- Advanced Value Selling
- Data Thriver
- Trials/Demos

Commercial

- Reach new customers

- MDF
- Digital
- Insight Sales Team/Azure



ENGAGE



Mercy



UMC
UNIVERSITY
MEDICAL CENTER
NEW ORLEANS



Deutscher Wetterdienst
Wetter und Klima aus einer Hand



technologyone
Transforming business, making life simple

CLAVIS INSIGHT

DARZ
Daten sind wertvoller als Geld

concerto
cloud services

NEBRASKA
Good Life. Great Vision.
OFFICE OF THE CIO

EIDOSMEDIA

ТАВРИЯ В

ezVERIFY



Tucson
Medical
Center

OVERLAKE
MEDICAL CENTER AND CLINICS



Trinity Mirror

RSAWEB



AmTrust
FINANCIAL

PREMIER
EYE CARE
PREMIER EXPERTISE. PREMIER SERVICE.

consultelcloud



KOKOMO SCHOOL CORPORATION
Creating a Better World Through Education

BriteSky
Enterprise Cloud Provider



WIRESTORM

CITRIX



POLARIS
ALPHA

Safelite
AutoGlass

tierpoint

calligo

ON Semiconductor



mcs



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ELEKTRİK
DAĞITIM



VITAL
ENERGI

neteffect
TECHNOLOGIES

Apache

Ultimate
SOFTWARE

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MONASH
University

Samaritan's Purse
INTERNATIONAL RELIEF



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Paraplegiker
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RapidScale
personalizing business cloud



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NetApp is the data authority in hybrid cloud

