

NETAPP STORAGE LIFECYCLE PROGRAM

Focus on Business Outcomes, Not Upkeep.

The challenge

Over the lifecycle of storage systems, growing data demands can gradually outpace infrastructure capabilities, making it harder to keep pace with evolving business needs. The rise of AI has accelerated this change, requiring infrastructure to adapt quickly to support new priorities. As systems age, factors like media density, power consumption, and maintenance costs can become increasingly burdensome, reducing overall storage efficiency.

To address these challenges, enterprises typically perform costly, disruptive, and time-consuming system refreshes to adopt the latest controller and media technologies. These updates are often driven by vendor refresh cycles rather than business priorities, creating operational disruptions and an increased burden on IT teams.

Organizations need a predictable approach that minimizes risk, allows for flexibility, and frees IT to focus on strategic initiatives.

The solution

NetApp's Storage Lifecycle Program (SLP) simplifies storage management with a predictable, OpEx-based model and future-proof flexibility for evolving business needs. Customers receive a free controller update every three years, ensuring access to the latest technology—without new CapEx approvals.

By adopting lifecycle pricing, organizations gain financial predictability and avoid surprise costs. SLP's flexible capacity credit allows organizations to redirect resources toward changing priorities like AI-driven workloads, without paying for the same storage twice. NetApp handles onsite updates and software upgrades, while proactive health monitoring and AI-driven analytics resolve issues before they impact performance.

The result: predictable costs, optimized IT resources, and a future-proof storage environment that grows with your business.

Key benefits

Faster, Simpler Upgrades—Indefinitely

Receive a free controller update every three years when eligible, services included.

Flexible Trade-In Options

Receive 100% capacity credit on previously purchased media and apply it toward eligible NetApp products so you never pay for the same storage twice.

Simplified Support-Managed Software Upgrades

Enjoy automatic software patches and upgrades with the NetApp-managed software upgrade service.

Business impact

Lower TCO

Lifecycle-based OpEx pricing helps reduce TCO by helping you avoid unexpected CapEx costs in year 3-5.

Reduced IT Workload

Onsite installation services, proactive health monitoring, and NetApp-managed software updates free up IT resources.

Predictable Budgeting

Eliminate surprises and simplify approvals with scheduled refresh cycles.

Flexible Growth Options

Align IT spend with business goals—choose credits over refresh cycles to fund what matters most.

Predictable, OpEx Lifecycle Pricing

Avoid the scramble for CapEx budget in 3 to 5 years and remove the need for a time-consuming procurement process with SLP's lifecycle-based pricing model.

Included support

White-Glove Support and Predictive AI Analytics

By purchasing NetApp's Storage lifecycle Program, you automatically upgrade to NetApp's SupportEdge Advisor.

Resolve technical support issues while avoiding unplanned downtime and gaining actionable insights into your storage lifecycle.

SupportEdge Advisor includes:

- Remote technical support, including 24/7 chat
- 30-minute P1 response time
- Next-day replacement parts delivery
- Onsite support and troubleshooting
- Full Active IQ capabilities including predictive AI analytics to help maximize availability and optimize performance
- Full-stack visibility to identify, troubleshoot, and address issues outside of the storage system

System compatibility

The Storage Lifecycle Program is currently available as an upgrade with new NetApp AFF A-Series, C-Series, FAS, and latest versions of ASA (R2).

Additional upgrade options

Customers who benefit from the Storage Lifecycle Program may also take advantage of other NetApp programs and upgrades like those listed below.

Storage Efficiency Guarantee

With this upgrade, customers can enjoy a guaranteed storage efficiency of 4:1 for SAN workloads and 1.5:1 for NAS workloads on our ONTAP AFF systems. Enjoy high performance while minimizing energy usage, greenhouse gas emissions, and energy costs.

Support Account Manager (SAM)

Customers can upgrade to a dedicated Support Account Manager (SAM). SAMs help organizations optimize storage utilization and efficiency while minimizing business risk by providing installed base asset lifecycle and support metrics reporting, delivering end-to-end case and escalation management, and assisting with upgrades.

SupportEdge Expert

Customers can also upgrade to SupportEdge Expert that provides a SAM and additional benefits like a 15-minute P1 response time, expert hotline and Level 1 bypass for software cases.



Contact Us

About NetApp

For more than three decades, NetApp has helped the world's leading organizations navigate change – from the rise of enterprise storage to the intelligent era defined by data and AI. Today, NetApp is the Intelligent Data Infrastructure company, helping customers turn data into a catalyst for innovation, resilience, and growth. At the heart of that infrastructure is the NetApp data platform – the unified, enterprise-grade, intelligent foundation that connects, protects, and activates data across every cloud, workload, and environment. Built on the proven power of NetApp ONTAP, our leading data management software and OS, and enhanced by automation through the AI Data Engine and AFX, it delivers observability, resilience, and intelligence at scale. Disaggregated by design, the NetApp data platform separates storage, services, and control so enterprises can modernize faster, scale efficiently, and innovate without lock-in. As the only enterprise storage platform natively embedded in the world's largest clouds, it gives organizations the freedom to run any workload anywhere with consistent performance, governance, and protection. With NetApp, data is always ready – ready to defend against threats, ready to power AI, and ready to drive the next breakthrough. That's why the world's most forward-thinking enterprises trust NetApp to turn intelligence into advantage.

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