

NetApp Financial Analyst Day 2017



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The non-GAAP to GAAP reconciliation of the financial information presented is available on our website at www.netapp.com.

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Go-to-Market Transformation

Henri Richard

Executive Vice President of WW Field and Customer Operations



Go-to-Market Transformation



CAPACITY



GROWTH



FLASH



SOLUTIONS & SERVICES



CLOUD



EFFICIENCY

IT Imperatives Driving NetApp Solutions

Modernize
storage and data
management

Build a next-
generation
data center

Harness the
power of
hybrid cloud

Aligned to Capture the Opportunity

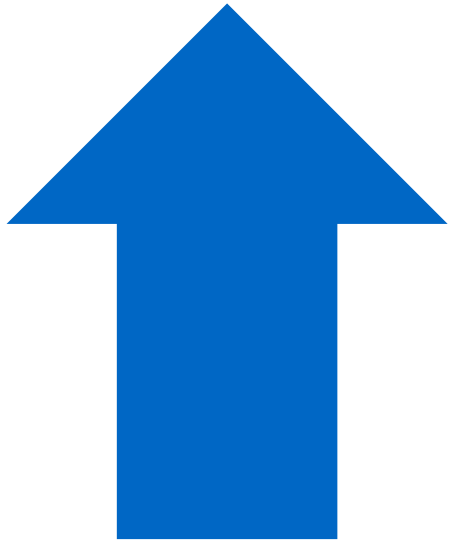
Three Geographies



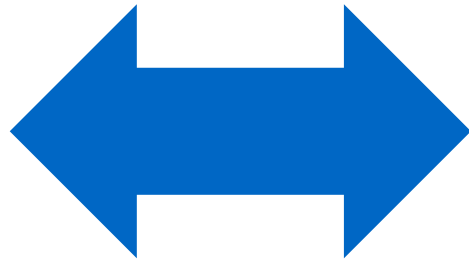
Eight Functions

- System Engineering and Professional Services
- Customer Support and Delivery
- Pathways - OEM, GSI, Alliances and Channel
- Cloud and Software Sales
- Next Gen Data Center
- Strategic Programs
- Quality and Customer Advocacy
- Sales Operations and Strategy

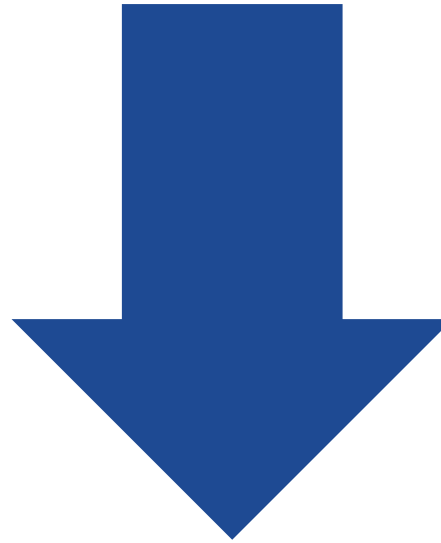
Maximizing Capacity Resources for Growth



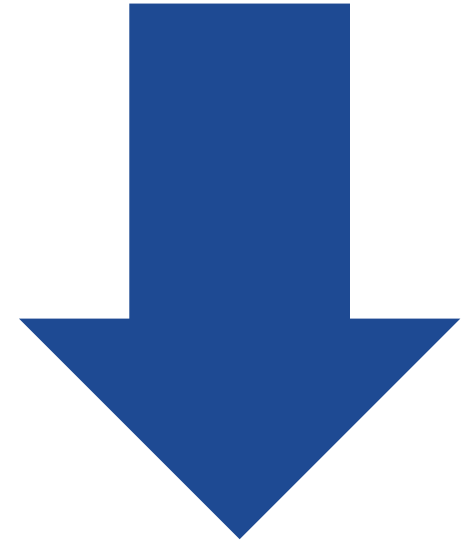
Direct Quota
Bearing Reps



System
Engineers



Overlays/
Management



Back
Office

Deploying a Right Touch Model to Improve Productivity

High Touch



Low Touch

1

Global sales teams on largest global customers (G100)

2

Enterprise Account Sales on named accounts / territories

3

Inside Sales and Channel Sales driving our partners

Sharpening Our Focus on Performance

Improved Productivity



Net New Accounts



Portfolio Pay Differentiation



Growth in Global 100 Accounts



Gross Margin Performance

New Sales Motions



Hybrid Cloud Plan

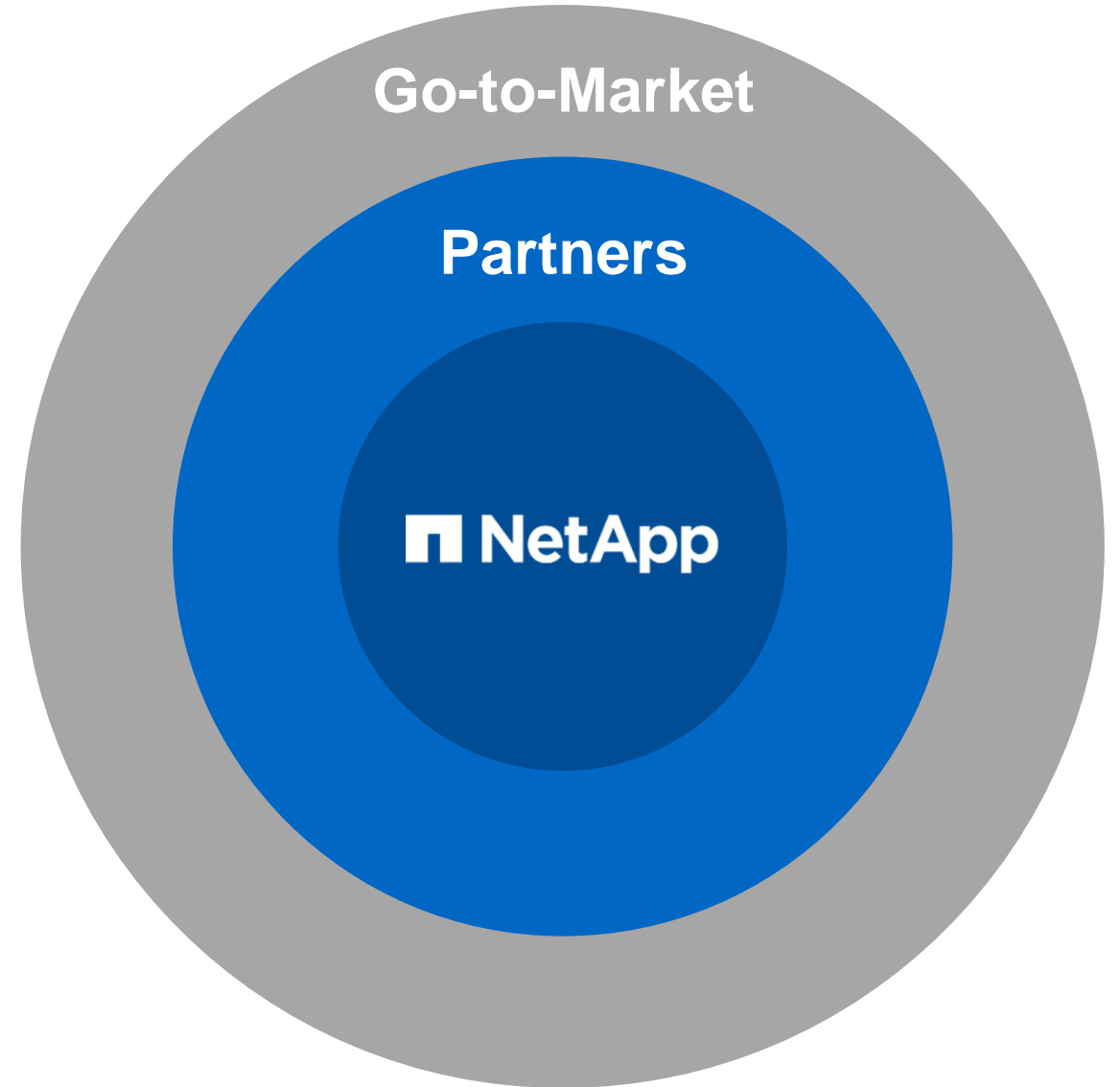


Consumption Models Plan

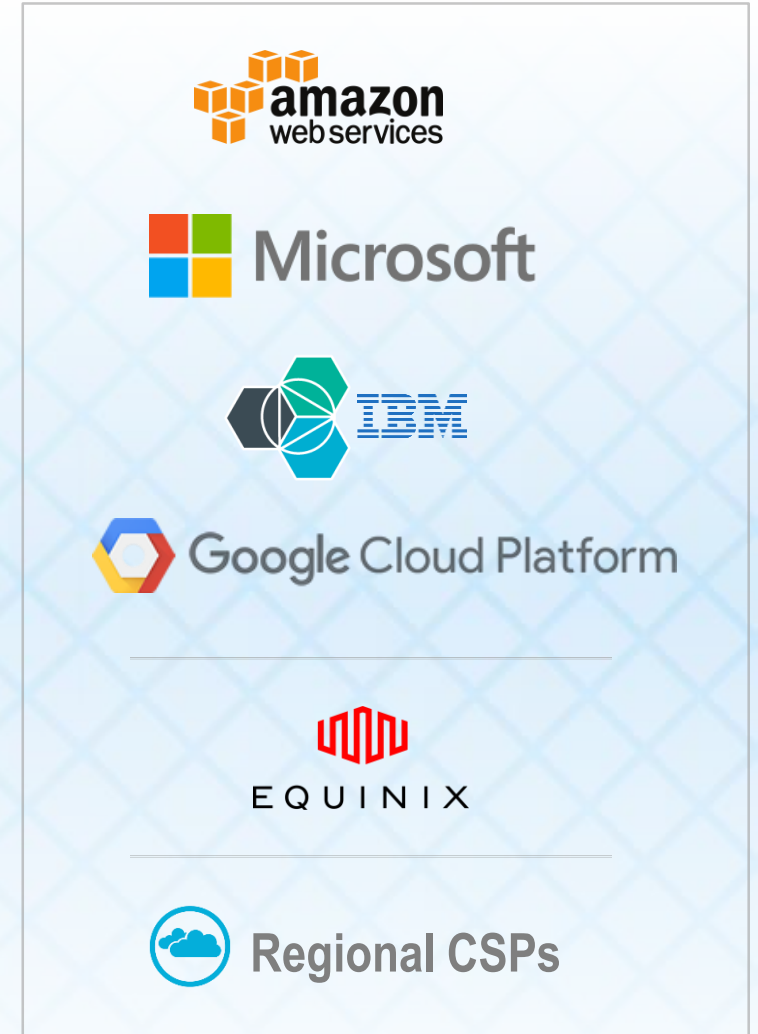
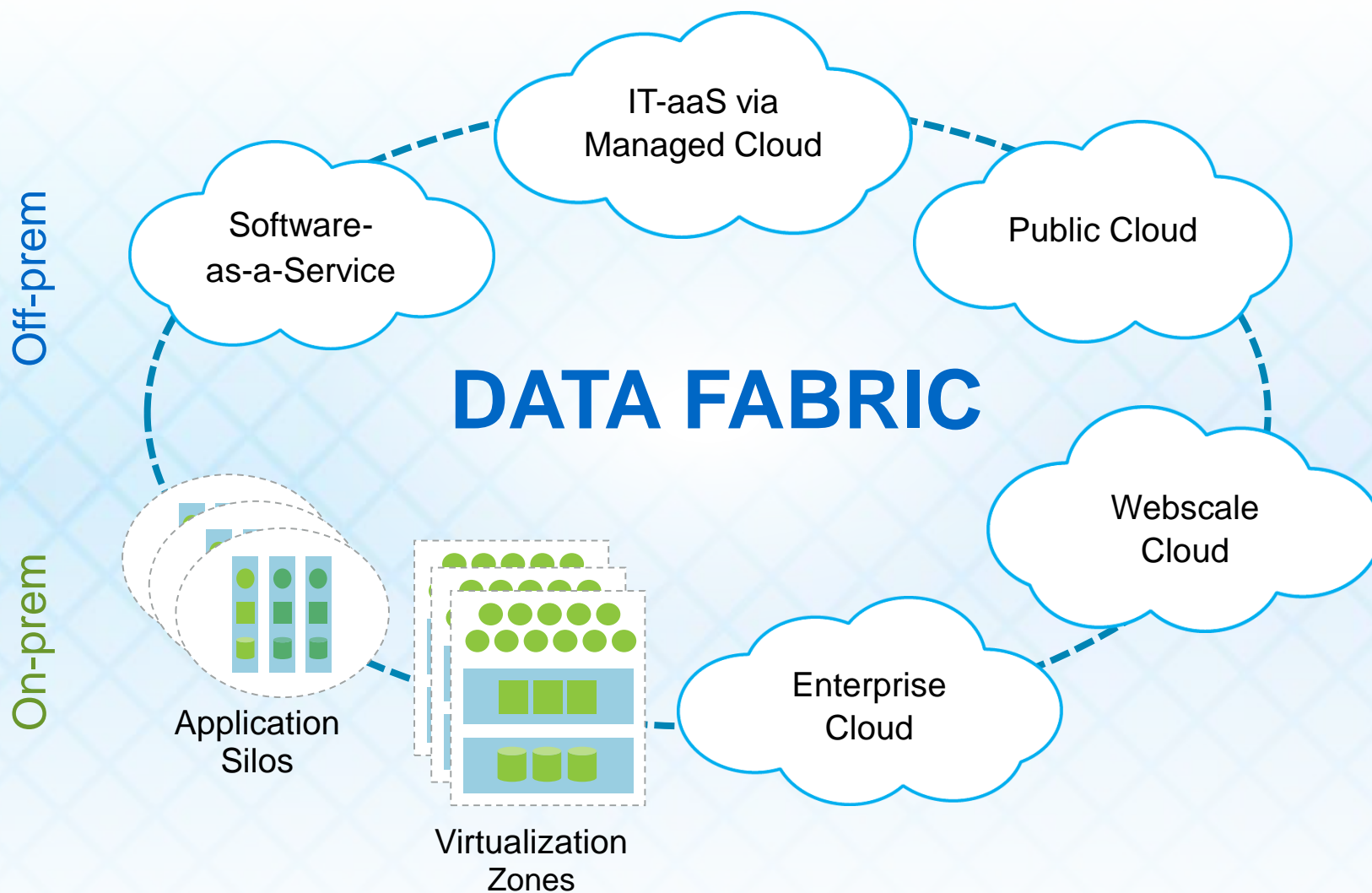


Right Touch Model

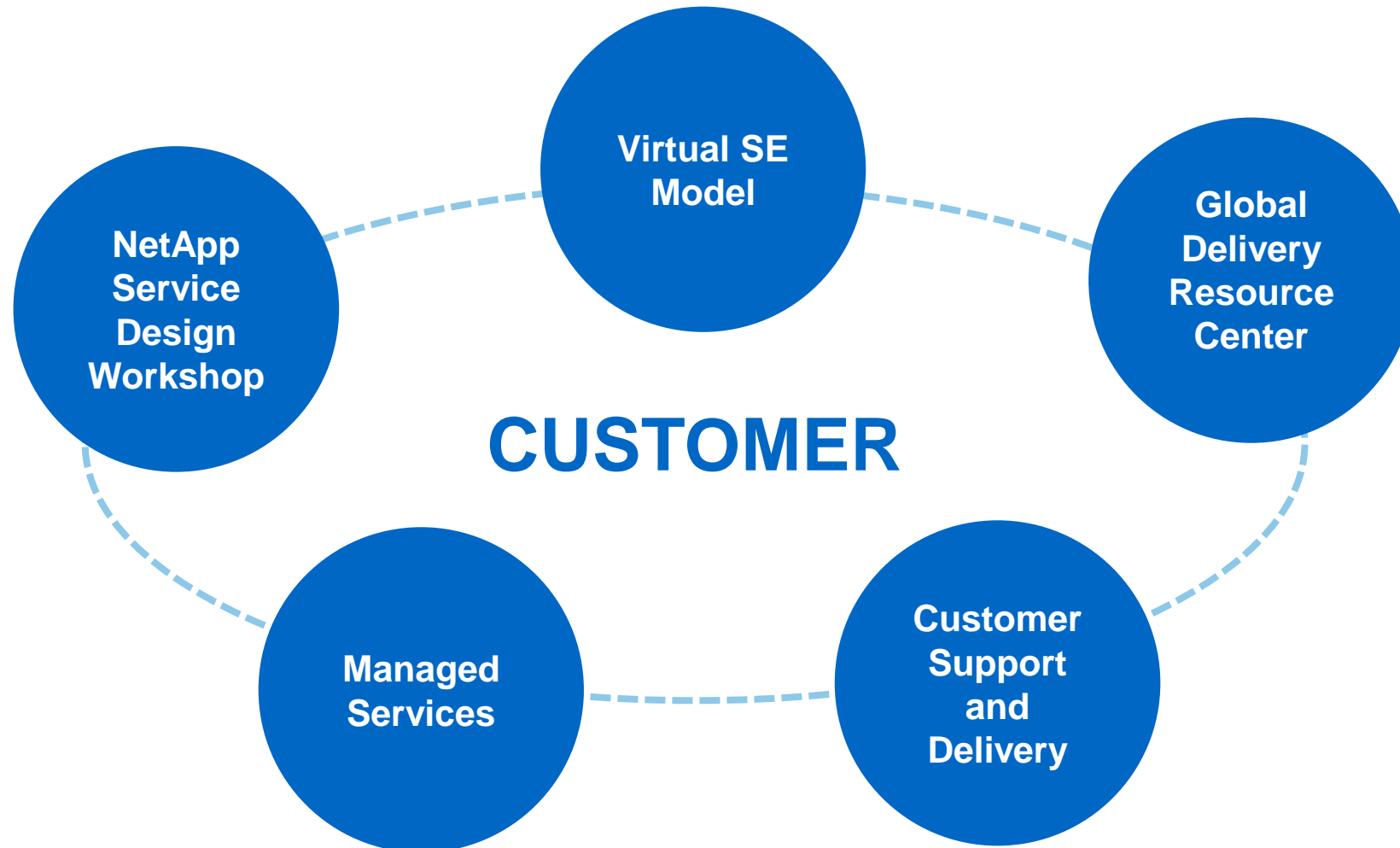
Delivering a Higher Level of Value to the Enterprise



Accelerating the Customer's Journey to the Cloud



Transforming Our Technical Services



Priorities and Areas of Focus



FY18

- Market share gains
- New buyers / new accounts
- Next Gen Data Center focus
- Cloud Service Provider engagements
- Consumption models development
- Software sales specialization

Transforming to Lead

It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.

-Charles Darwin