E-BOOK

5 ways to sell more on AWS with NetApp
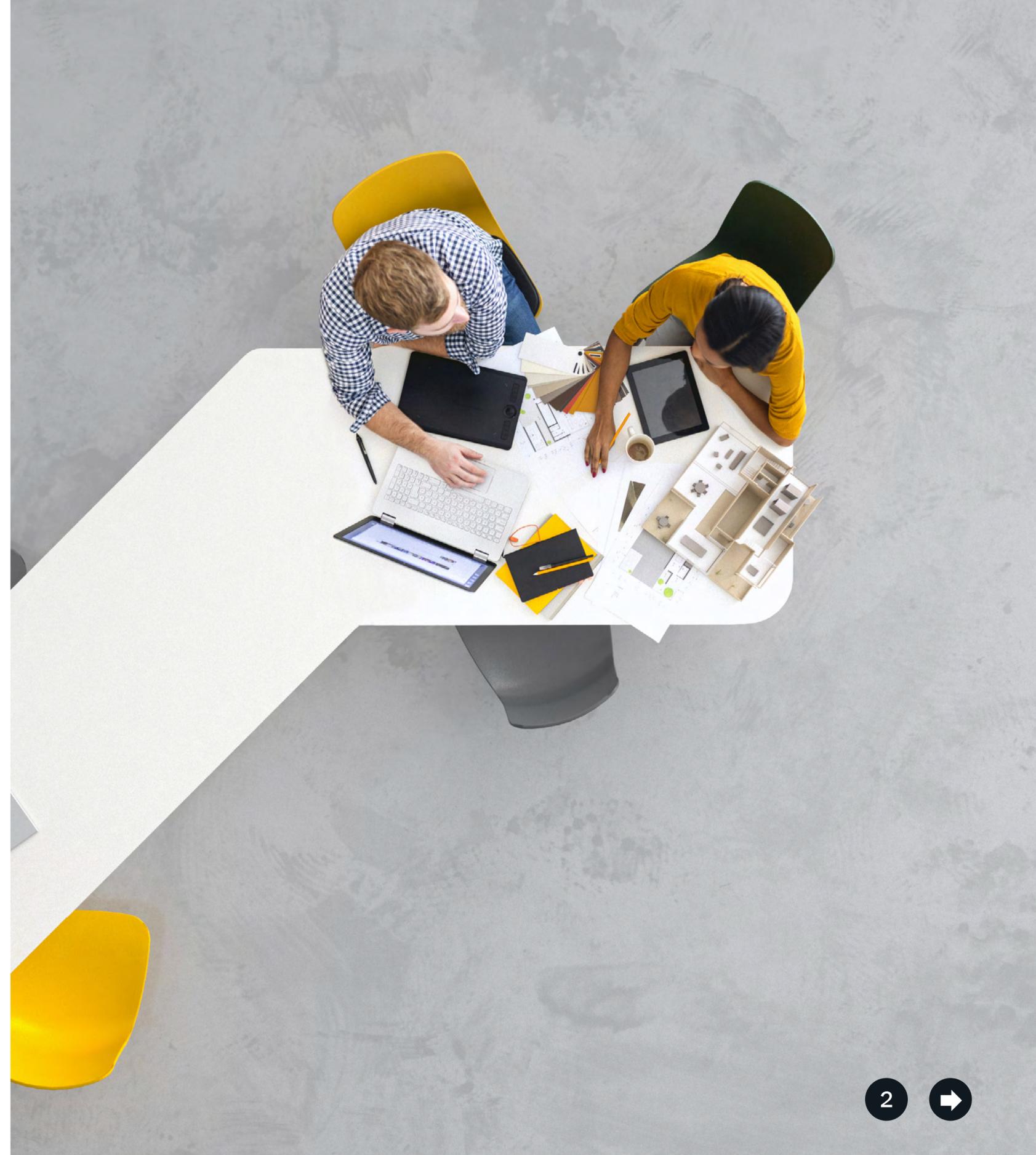
Your complete guide to co-selling success

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Contents

AWS + NetApp = Proven pair

Leader in public cloud

Leader in data management solutions

Better together

If you're a partner with AWS and want to turbo-charge your sales, keep reading. If you haven't already experienced the greatness of co-selling, it offers immense opportunities to improve your customer acquisition and relationships, especially when the partnership makes sense.

Want to know more about leveraging the joint power of these two tech titans? Glad you asked. Let's count the ways.

#1 The right tools

Pair NetApp solutions with top customer use cases

NetApp makes it easier than ever to solve buyers' most pressing needs. In fact, our leading solutions address the most common use cases.

Solutions	Data Center Evacuation & Extension	Containers	Discovery & Classification	Optimization	Backup & Data Protection
Cloud Insights	X	X	X	X	—
Cloud Sync	X	—	—	—	X
Data Sense	X	X	X	X	—
Cloud Tiering	X	—	—	X	—
Cloud Volumes ONTAP	X	X	—	X	X
Cloud Backup	X	—	—	—	X
Astra	X	X	—	—	X
Spot Ocean	—	X	—	X	—
Spot Eco	—	—	—	X	—
Spot Elastigroup	—	—	—	X	—

Use Cases

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#1 The right tools

With AWS and NetApp, customers can achieve the most challenging outcomes with ease. Our partners can enhance their migration services to provide positive results:

Discover: Explore systems, resources, assets, and issues; Assess data, patterns, usage, opportunities, and risks.

Integrate: Hybrid/multiprotocol storage available to apps/workloads anywhere. Native AWS service available through AWS Console or BlueXP.

Automate: Data management as a service, leveraging full cloud automation. Intelligent services employing AI/ML and machine logic to speed results and slash risk.

Optimize: More storage resources at less cost = your highest ROI. Automated movement and mobility of data.

Protect: Complete data protection from backup/restore to DR. Full cross-geo replication/protection.

Secure: Detect, protect, and resolve threats to your data. Protect your business with governance and compliance services.

#2 The right opportunity

Use ACE to find & pursue deals

ACE (Amazon Partner Network Customer Engagement) is a direct plugin to Amazon's CRM. ACE is an express link to over 40,000 employees and provides a platform for managing leads, driving engagement, and enriching your customer relationships.

Adding this service to your arsenal[2] lets you:

· Connect with and leverage AWS contacts (Sales Rep, Account Manager, Partner Success Manager, and more)

· Align with AWS Account Managers and earn awarded leads by Amazon

· Earn discounts for new customers

· Seek funding for migrations

· Uncover opportunities to cross-sell, upsell, co-sell, and increase revenue

· Leverage the combined expertise of AWS Sales teams and your NetApp Cloud connections

The advantages of this service can't be overstated if you want to build a framework for repeating and advancing sales.

2 Dossola, Isabella. "How to Sell More on AWS Marketplace with the ACE Program." Tackle.io. September 1, 2022.
https://tackle.io/blog/how-to-sell-more-on-aws-marketplace-with-the-ace-program/.

#3 The right approach

Use AWS Marketplace to your advantage

If you want to sustain a strong sales team selling AWS, understanding and leveraging its intricacies and services is vital.

Consider the following best practices:

Build business beyond the software

Many thriving partners offer valuable services that complement their solutions (consulting, design, migration, engineering, and more).

Bring clients into the cloud

While many businesses already understand and embrace the cloud, others might remain skeptical due to cost or other hurdles. Fortunately, the combined functionality of AWS and NetApp solves these challenges, making this co-selling opportunity easier from the start.

Get familiar with the Consulting Partner Private Offer process

AWS customers prefer customized pricing methods, so understanding how this system works is key to meeting client needs. Good thing we dissect the CPPO process in the next section.

Leverage co-selling opportunities

When you spot a chance to co-sell, grab it. Enthusiastic buyers flock to these deals[3] because they bring desired outcomes. If you adopt a fact-based, transparent approach to sales, these strategic partnerships will help you close sooner and faster than ever before.

3 Horton, Christine. "AWS' Co-Sell Strategy Paying Off, Says EMEA Partner Chief." Channel Futures. December 6, 2021.
https://www.channelfutures.com/cloud-2/aws-co-sell-strategy-paying-off-says-emea-partner-chief.

#4 The right deal

Structure a standout CPPO

If you want to sustain a strong sales team selling AWS, understanding and leveraging its intricacies and services is vital.

Consider the following best practices:

- Connect with a NetApp AWS expert

- Determine offer type (hourly, monthly, annually)

- Find quote strategy (discount on PayGo, capacity, term)

- Get pricing approval

- Propose to customer (pricing for solution, purchase options, how to purchase, special terms, get agreement)

- Submit offer

- Place offer on AWS (customer sees offer, selects to subscribe, and completes transaction)

- AWS invoices customer, and once payment is made, AWS distributes money to the partner and deploys solution

The private offer system is one of the many benefits AWS provides. Customers prefer it because they score wholesale pricing and a personalized experience, and channel partners leverage dedicated resources at AWS to grow alliances and co-selling opportunities.

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#5 The right partner

Let NetApp help you prep & close

At NetApp, we understand the nuance of selling software and applicable services. That's why we ensure you have everything you need to build trust and exceed your customers' expectations.

We're serious about making sure you receive the full combined power of AWS and NetApp. When you partner with us, you get a long-term strategic ally.

Solid strategy

Offering clients what they need when they need it takes planning and organization. Let our experts help. We offer one-on-one strategy sessions to help your team understand and highlight solutions that meet your customers' unique needs.

Useful resources

We have lots of tools, information, and resources that make finding and closing deals on AWS smooth and efficient. And we make our stockpile available to you!

Practical training

Want help meeting quotas? We provide numerous engaging, informative training events and webinars that help your team eclipse their sales goals.

Expert help

Whether you need a real-time demo/walkthrough or want a second set of eyes, our AWS Hyperscaler Alliance team can help your team prep/present deals and solutions.

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Final thoughts

When you join the NetApp & AWS teams, you receive support from not one but two cloud experts.

Why NetApp + AWS Works

Migration: get there faster and easier.

Data Management: protect and manage data, whether it's in the cloud, on-prem, or a hybrid/multi-cloud solution.

Cyber Resiliency: protect precious data while optimizing performance.

DevOps: manage and store what you have, whether it's SAP, VMware, Dev, or Production on Kubernetes.

Added benefits with NetApp

• Exclusive VIP information sent straight to your inbox

• Training and resources you can't get anywhere else

• Interesting events and webinars

• Fun incentives (the more you sell, the more you win)

Get started

Build a thriving cloud business by offering your clients enterprise-grade services and a set-it-and-forget-it cloud experience.

To learn more about how NetApp can help drive sales on AWS, schedule a call with one of our experts today.

→ **Talk to an expert**

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+1 877 263 8277