n NetApp

SUPPORTEDGE CUSTOMER SUCCESS: EXPERT

Get higher value support for a proactive, predictive, and proven experience across your NetApp® hybrid cloud infrastructure.

At NetApp, we firmly believe that customer success hinges on fostering a strong collaboration between our team and the customer. With NetApp SupportEdge Expert, we actively prioritize open communication and strive to gain a deep understanding of your unique needs and pain points. By doing so, we are able to deliver tailored support, services, and training that effectively address your specific challenges and cultivate a collaborative environment.

We aim to establish a sense of shared ownership and accountability, ensuring that bothyou and our customer success teams actively participate in problem solving and continuous improvement. This proactive approach enables us to mitigate risks and swiftly respond to immediate needs.

We recognize that long-term success necessitates strategic planning and ongoing collaboration. To that end, we offer support account management services to assist our Expert customers in aligning their hybrid cloud infrastructure with their business goals and driving sustainable growth. Our team works closely with you to develop strategies that optimize efficiency, scalability, and cost-effectiveness.

When you have an Expert contract with us, you gain access to a comprehensive range of customer success services, available whenever and wherever you need them. With SupportEdge Expert, customers benefit from our extensive expertise and resources. Our team of professionals provides guidance throughout complex challenges, leveraging their deep knowledge and experience to help customers overcome any obstacles they may encounter.

Our Expert support is AI-enabled, empowering us to anticipate potential issues and deliver proactive solutions. To optimize the efficiency, security, performance, and availability of your NetApp data infrastructure, we offer actionable proactive analytics and predictive support through NetApp BlueXP™ Digital Advisor (powered by Active IQ®). This powerful tool enables you to make informed decisions and maximize the effectiveness of your NetApp data infrastructure. BlueXP Integration services and training are included so customers can take full advantage of these predictive AI tools.

The following chart describes the features and value of NetApp® SupportEdge Expert. For complete details and features included with each SupportEdge Services offering, please see the SupportEdge Expert service description.

SupportEdge Expert feature	Description
Personalized Support Advocate	Your Expert contract opens up a more personalized array of customer success services when and where you need them. The services may include strategic advice, onboarding facilitation and management, training, lifecycle planning, monitoring, proactive communications, and usage optimization to ensure you get the most value from your products. It may also include outcome-driven planning, technical health assessments, best-practice adoption, security vulnerability assessments, and scheduled service and support review meetings. Your Personalized Support Advocate aims to provide you with a reliable and efficient support system that ensures timely issue resolution, proactive problem prevention, and smooth maintenance events, ultimately enhancing the stability and reliability of your systems. This helps to ensure prompt and effective resolution of critical issues that minimizes downtime and its impact on your business operations. NetApp aims to provide a comprehensive and holistic support experience that goes beyond reactive troubleshooting.
Designated pool of global technical support experts wtih an exclusive Expert hotline	Our designated team of highly skilled engineers and cutting-edge tools offer a centralized global technical support resource exclusively for our Expert customers.Customers can effortlessly open cases via BlueXP, chat, web, or via an exclusive Expert-only toll-free hotline and take advantage of our 15-minute response objective for P1 cases. By prioritizing customer needs and infrastructure, our designated team enhances efficiency and utilization, and streamlines operations. We build lasting relationships with our Expert customers, ensuring their long-term satisfaction and an enhanced customer experience. Moreover, Expert customers enjoy the advantage of an exclusive toll-free hotline based in the United States. Leveraging advanced artificial intelligence and machine learning technologies, they provide proactive and preemptive information from our comprehensive digital repository of knowledge and tools. This empowers customers to optimize productivity effectively, enabling them to make the most of their resources.
Level 1 bypass for software cases	NetApp focuses on providing a support experience that is efficient and hassle-free for customers. By eliminating unnecessary steps and optimizing processes, NetApp aims to make it easier for customers to get the help they need quickly and effectively. Through a streamlined support approach, NetApp aims to ensure customers feel valued and understood and that their needs are being prioritized and their time is respected.
Flat and predictable pricing[1]	Flat and predictable pricing offers several benefits to customers, which contribute to customer value: transparency, clarity, and the ability to budget and plan. Predictable pricing increases customer satisfaction by reducing unexpected costs. Flat and predictable pricing means that consistent support rates will apply to eligible systems so that there are predictable prices at each support renewal. For more information on terms and conditions that may apply, see the SupportEdge Customer Reference Guide. Contact your NetApp account representative or partner for more details.
Managed NetApp ONTAP® upgrades	NetApp recommends that customers keep their ONTAP software up to date to take advantage of the most recent features and security improvements. NetApp performs remote upgrades for customers' ONTAP versions, providing project management and installation services to handle the upgrade process. This can be requested up to two times per year.
NetApp BlueXP™ Digital Advisor (powered by NetApp Active IQ®)[2, 3]	NetApp BlueXP provides advanced data management capabilities, seamless cloud integration, efficient resource utilization, cost reduction, enhanced data security, and the freedom to focus on innovation. By leveraging BlueXP capabilities, organizations can optimize their data infrastructure, reduce costs, and ultimately achieve higher levels of productivity and agility. BlueXP can help customers employ data analytics to proactively identify and alert about potential issues, and provide actionable insights to address them before they escalate into problems. It also offers prescriptive recommendations and guided remediation to improve system health. Additionally, BlueXP facilitates user and data activity auditing, anomaly detection, and appropriate actions.

SupportEdge Expert feature	Description
BlueXP Managed Integration Service	Exclusively available to Expert customers, this Professional Service will assist with remote deployment and updates of BlueXP Standard Connector. It helps customers to integrate BlueXP into their infrastructure so they can take full advantage of all the tool offers. Included up to twice per year. Exclusive to Expert customers.
BlueXP Training	Customers are provided with training specifically designed to help them understand and best utilize BlueXP in their environments. Training allows customers to gain a comprehensive understanding of BlueXP, its features, and functionalities. This knowledge equips them to make informed decisions and effectively utilize the platform to meet their specific needs. This reduces dependency on external resources and empowers them to independently manage and optimize their usage of the platform.
Remote assistance via video conference	Remote assistance with video conferencing offers a more interactive and immersive support experience, enabling effective communication, faster problem solving, and personalized assistance on complex issues.
Proactive quality risk management	Proactive quality risk management (PQRM) focuses on identifying and addressing potential quality risks before they occur, rather than reacting to issues after they have already happened. Customers can can realize higher product quality, safety, timely issue resolution, consistent performance, improved communication, and long-term cost savings. PQRM demonstrates NetApp's commitment to customer satisfaction and an effort to build customer loyalty.
Replacement parts delivery and optional installation service	NetApp prioritizes timely spare parts delivery and efficient parts logistics to provide exceptional customer value. By promptly delivering the required components, NetApp minimizes equipment downtime, promoting customer satisfaction and enhancing the overall customer experience. ensuring customer satisfaction and enhancing the overall customer experience. Available options include Next Business Day parts delivery and/or parts replacement, 4-hour parts delivery and/or parts replacement, and 2-hour parts delivery and/or parts replacement. **Note:** Replacement parts will be shipped to customer locations for next local business day arrival. Local shipment cutoff times, customs, or other logistics factors such as size and weight may affect target response objective. Upgrades are not available in all locations.
On-site support and troubleshooting[4]	At NetApp, we prioritize your satisfaction by offering unmatched on-site support services tailored to your needs when deemed necessary by our technical support team. Our designated technical support team combines remote problem identification with on-site engineering expertise, ensuring a comprehensive support experience. We are committed to promptly and effectively resolving any issues you may face, providing you with peace of mind and uninterrupted productivity.
Software support	Customers get access to the software download center where they can access patches, features, security updates, and vital software updates for NetApp software they have purchased. This results in enhanced security as well as system stability and reliability.
Remedial software upgrades[5]	NetApp provides remedial software upgrades, as required, centered around improved stability, enhanced performance, increased security, access to new features, and long-term support. These benefits help customers maximize the value they derive from their NetApp solutions.

1 NetApp offers flat and predictable pricing only for the party purchasing directly from NetApp, whether that is the end customer, distributor, or reseller partner. Flat and predictable pricing(i) is subject to increases for annual inflation (as measured by the Producer Price Index); (ii) does not include replicating any one-time promotional discounts or deal discounts upon renewal; (iii) third-party branded products that NetApp supports may be subject to additional passthrough increases imposed by third-party vendors.

2 Active IQ Digital Advisor requires AutoSupport® to be turned on.

3 Capabilities can vary by product.

4 NetApp sends authorized engineers to the installation location to work on the problem after NetApp has isolated the problem and deemed on-site support necessary.

5 Nondisruptive firmware upgrades use Ansible playbooks for ONTAP drives and shelves.

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