THE VALUE OF

Partnering with NetApp

NetApp is committed to being the data authority in the evolving landscape with our partners.

We work with our partners to help customers maximize the value of their data in a hybrid multicloud environment by keeping data secure, moving it between cloud resources, and managing it across platforms. NetApp has the vision, the solutions, and the ecosystem to help our partners as they venture into the cloud-based solutions business. In fact, NetApp business is 80% partner driven. By partnering with NetApp, you are choosing the company that has a partner-first approach, empowering people while providing a profitable and predictable environment in which your business can thrive.

DIGITAL TRANSFORMATION

In a world where technology is changing our everyday lives, data-driven digital transformation is accelerating business outcomes. Embracing this change wins more business and strengthens customer relationships. NetApp is here to help you take the lead. As customers transform their businesses, you will play a crucial role in helping them determine the requirements for building the right solutions to extract maximum value from their data. We offer a differentiated vision, solutions, and programs to help you thrive in a transformative market with a growing portfolio of enterprise and web scale data management solutions that address customer requirements.

The NetApp Approach to Data Management

INSPIRE Innovation with the cloud
NetApp is #1 in hybrid cloud data services with AWS, Microsoft, Google, and Alibaba.

BUILD Clouds to accelerate new services
Only NetApp offers public cloud architectures for private clouds.

MODERNIZE IT architecture with cloud-connected flash
NetApp is the #1 data operating system for hybrid cloud and on-premises data management.

☑ secure   ☑ efficient   ☑ future-proof   ☑ freedom of choice

NetApp Delivers a Data Fabric Built for the Data-Driven World

NetApp Data Fabric simplifies the integration and orchestration of data for applications and analytics in clouds, across clouds, and on-premises to accelerate digital transformation. Cloud connectivity is one of the core tenets of our portfolio, whether it's cloud connected, or cloud-connected flash, or NetApp® HCI. And the underlying technology for that connectivity is the NetApp Data Fabric. The Data Fabric is what glues together your customers' on-premises world with hyper-converged partners, whether it's Amazon Web Services (AWS), Microsoft Azure, or Google Cloud Platform (GCP). We enable customers to choose their hyperscaler and connect to it with Data Fabric.

DID YOU KNOW?

42%

By the end of 2019, digital transformation spending will reach $1.7 trillion worldwide, a 42% increase from 2017[1].

ENABLING PARTNER SUCCESS

Together we provide the right solutions and business opportunities to mature and grow your business enabling you and your customers' businesses to thrive.

EMPOWER CUSTOMERS	NetApp gives partners unique advantages to drive better business outcomes with alignment to NetApp's portfolio in three key growth segments

→ **Flash.** Modernize your customers' IT architecture by delivering the industry's highest-performing cloud-connected flash solutions for hybrid cloud.

→ **NetApp HCI.** A hybrid cloud infrastructure that enables your customers to experience the best of the public cloud in the private cloud, NetApp HCI helps to increase productivity, maintain simplicity, and deliver more services at scale.

→ **Cloud.** Build recurring revenue streams by inspiring innovation with the cloud. Integrate, protect, and optimize customer data on all the biggest clouds, including Microsoft Azure, AWS, and GCP.

ACCELERATE PROFITABILITY	NetApp's resources help you to mature your business and drive profitable margins

→ **Enable new customer touchpoints** by leveraging the full value of the customer experience.

→ **Create innovative business opportunities** to expand your revenue with new products, services and offerings.

→ **Optimize operations** by implementing new operating models to reduce costs and respond faster.

3x

Partner Profitability
Partners who digitally transform achieve superior business results.

3X increased profitability & new customer acquisition.[2]

[1] IDC Reveals Worldwide Digital Transformation Predictions https://www.idc.com/getdoc.jsp?containerId=prUS43188017

[2] NetApp research conducted with IDC

→ **Distinguish yourselves** as digital transformation experts as customers look to you to determine the right mix between traditional IT and the cloud. Digital transformation engagements can open new doors for verticals and Line of Business selling enabling you to deepen conversations and improve relationships with your customers.

→ **Deliver a differentiated vision** to help your customers manage, protect and move their data with NetApp Data Fabric to simplify and integrate data management across clouds and on premises, anywhere, anytime.

→ **Drive product sales** by capitalizing on the fastest growing areas of data management. Increase profitability with leading products and services and expand into new markets.

→ **Drive your services sales** with presales consulting, implementation, and optimization services. Partners who consistently deliver services can achieve 30% growth in profits year over year.[3]

NetApp Partner Ecosystem
Join the ecosystem of technology and thought leaders.

We form lasting partnerships with the industry's best reseller, application, infrastructure, consulting, OEM, and cloud service providers with one goal in mind: the success of our partners. NetApp offers a robust and expanding ecosystem of partners as an extension of the NetApp data authority position. Join the ecosystem of technology and thought-leaders such as Cisco, Intel, Microsoft, Samsung, SAP, and VMware. We offer integration with hyperscale service providers, including AWS, Microsoft Azure, and Google Cloud Platform.

ALLIANCE PARTNERS	HYPERSCALE SERVICE PROVIDERS
We are accelerating our alliances investments with partners like Commvault and Veeam for data protection; VMware and Red Hat for on-premises hybrid cloud infrastructure; and Nvidia for the world's fastest artificial intelligence reference architecture. The NetApp and Cisco partnership delivers FlexPod, the fastest growing converged infrastructure in the market today.	We continue to make big bets in the cloud with NetApp technology natively offered in cloud platforms from Amazon Web Services, Microsoft Azure, and Google, giving our partners and customers maximum choice in the cloud.

[3] http://mynetapppartners.com

NetApp Unified Partner Program

Get all the resources you need to gain expertise, market to customers, and drive demand.

As part of the NetApp Unified Partner Program, you have access to:

- Strong enablement with seller onboarding, sales and technical enablement, and ongoing education
- Marketing and sales tools
- Demand Generation campaigns
- Financial rewards (earn up to $100K per deal)
- Competitive intelligence
- Strong attach rates for services and complementary products
- Easy solution delivery (Express Packs)
- Support to build predictable and profitable practices
- Profitable customer promotions, incentives, and seller rewards

$7.41 for every $1

STRONG SERVICES PRACTICES

Partners earn up to $7.41 for every $1 of NetApp solutions sold.[4]

Get Started Now
Join the Award-winning NetApp Unified Partner Program

1 **Are you currently a NetApp partner?**

Visit Partner Hub for access to relevant tools, resources, training, and news based on your specific job function. (Partner SSO login is required.)

2 **Interested in becoming a NetApp partner?**

Learn more at www.netapp.com/partners. Complete the NetApp Partner Application Form and get started today.

■ NetApp

[4] 2018 NetApp Worldwide Partner Profitability Study.