

NetApp Financial Analyst Day 2017



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Each of the presentations today will contain forward-looking statements and projections about our strategy, products, shareholder returns, as well as our future results, performance or achievements, financial and otherwise. These statements and projections reflect management's current expectations, estimates and assumptions based on the information currently available to us and are not guarantees of future performance. Actual results may differ materially from our statements or projections for a variety of reasons, including general economic and market conditions, and matters specific to the company's business, such as transitions in the IT industry, rapid technological change, market acceptance of our data fabric strategy, customer demand for our products and services and the success of our corporate transformation. These and other equally important factors that may affect our future results are described in reports and documents we file from time to time with the SEC, including the factors described under the section titled "Risk Factors" in our most recent filings on Form 10-K and Form 10-Q available at www.sec.gov. The forward-looking statements made in these presentations are being made as of the time and date of the live presentation. If these presentations are reviewed after the time and date of the live presentation, even if subsequently made available by us, on our web site or otherwise, these presentations may not contain current or accurate information. Except as required by law, we disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise.

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

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Marketing Transformation

Jean English

Senior Vice President and Chief Marketing Officer



Marketing's Priorities

**Tell the
Story of the
new NetApp**



Reposition NetApp to be relevant to new types of buyers

**Create a
buyer-centric
focus**



Connect to the needs of our buyers and the unique value that NetApp brings

**Deliver
meaningful
experiences**



Build experiences that connect to buyers earlier in their cycle and give them new ways to try & buy NetApp

The Story of the New NetApp

Driven by our customers

“In the next two years, two-thirds of Global 2000 CEOs will put Digital Transformation at the center of their growth and profitability strategies.”

“In healthcare, data growth is projected at 50x over today’s volume by 2020.”

“Greater cloud spending (cloud services and IT products) will exceed \$500 billion by 2020.”

Customers Are Transforming Digitally to Create Value

Optimize
operations

Create innovative
business
opportunities

Enable new
customer
touchpoints

Customers agree: data is #1 challenge

The Story of the New NetApp

NetApp is uniquely positioned for the data-centric world



Optimized to
protect



Designed for
simplicity



Ready for the
inevitable
change ahead



Open to
enrich choice

Create a Buyer-Centric Focus

Empowering customers to address their business imperatives

Traditional Infrastructure
Buyer

CIOs, Cloud & Enterprise
Architects, DevOps

Modernize storage and
data management

Build a next-generation
data center

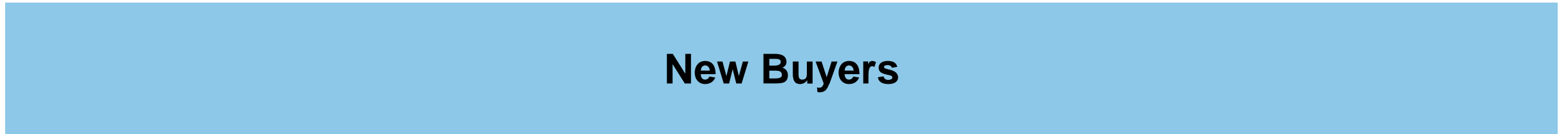
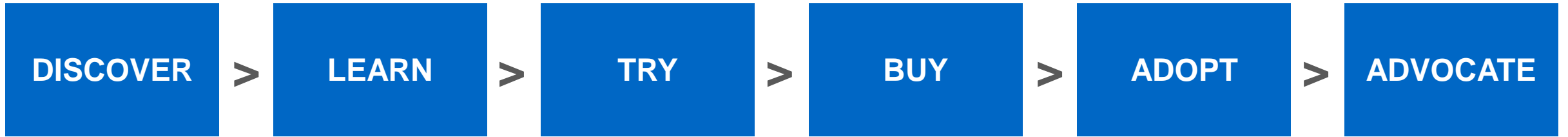
Harness the power of
the hybrid cloud

Across Environments and Use Cases



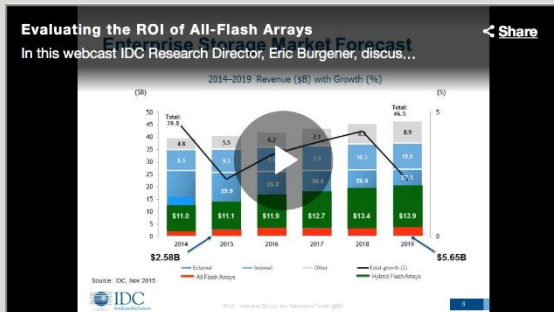
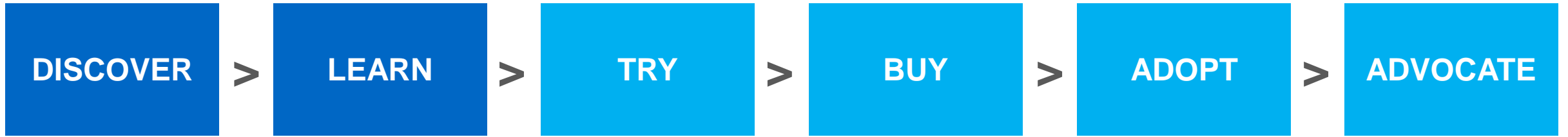
Deliver Meaningful Experiences Across Every Touchpoint

Increased digital investments



Deliver Meaningful Experiences Across Every Touchpoint

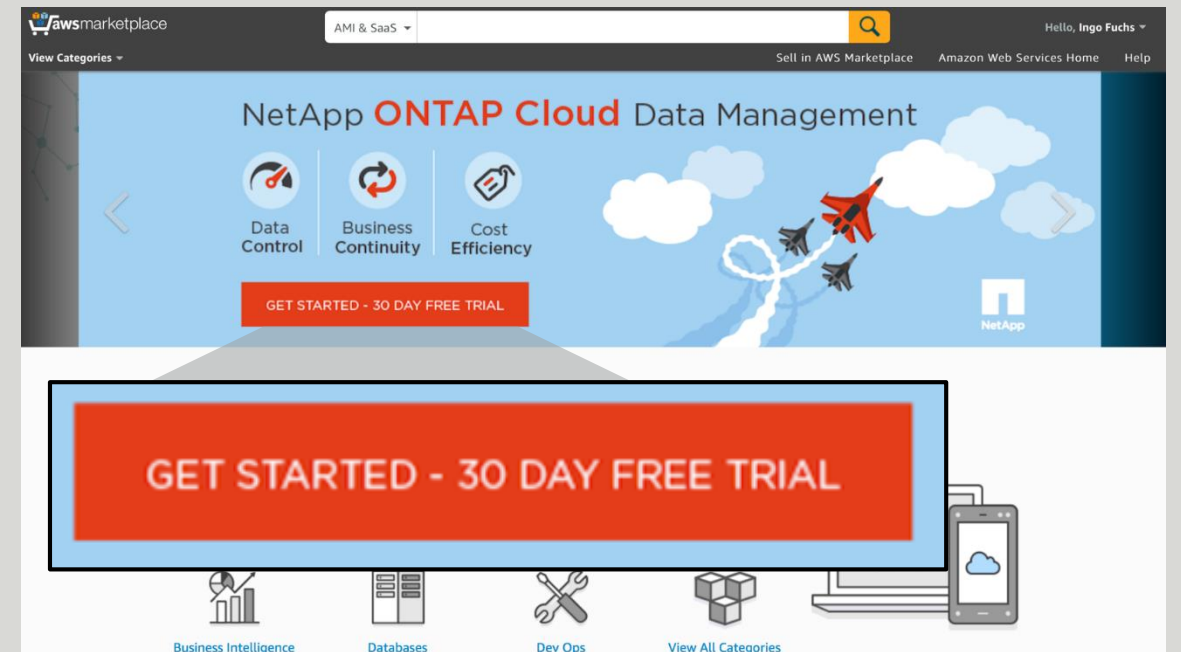
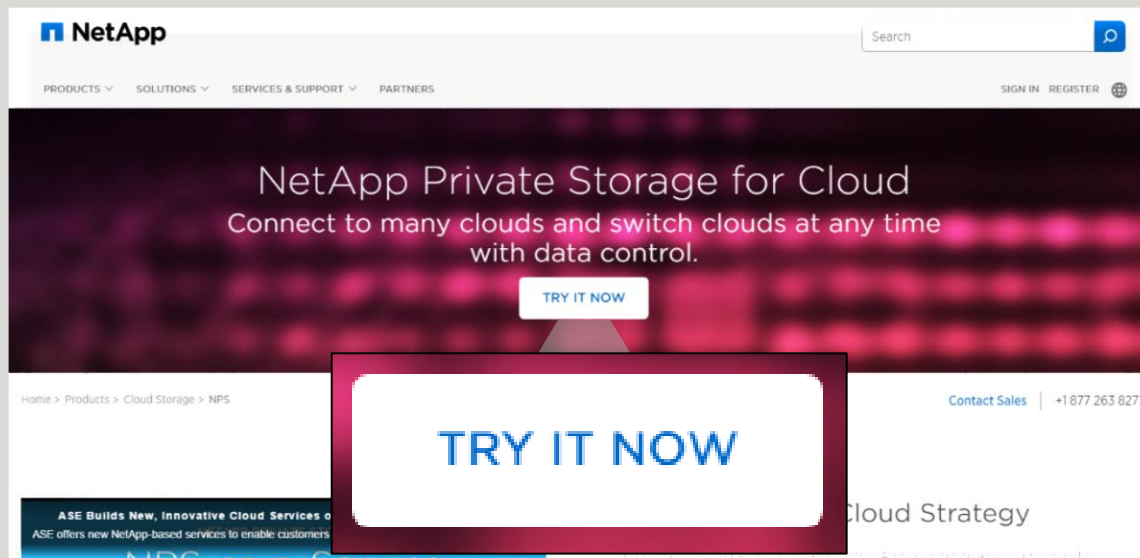
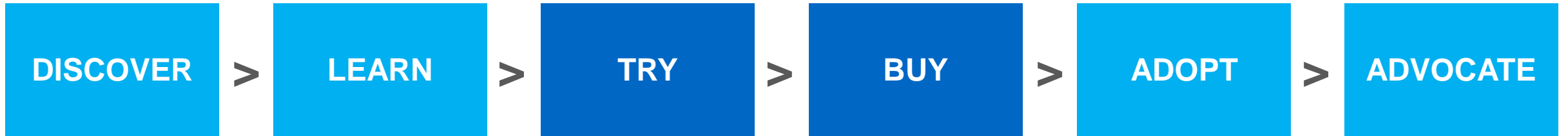
Increased digital investments



WHITE PAPER
NetApp Data Fabric Architecture Fundamentals

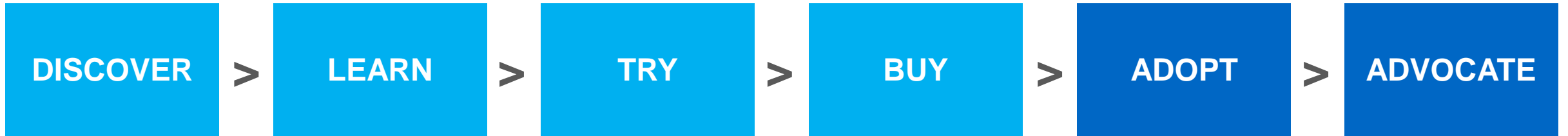
Deliver Meaningful Experiences Across Every Touchpoint

Increased digital investments



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Increased digital investments



Shanghai FESCO Cloud
Speeds Time to Market for New HR
Services with Flash

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NetApp
INSIGHT

NetApp A-Team @NetAppATeam · Mar 16
Announcing @jabenedicic as the newest member of the #NetAppATeam !! Welcome to the club! Check out his new blog [community.netapp.com/t5/Technology/...](https://community.netapp.com/t5/Technology/)

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Marketing's Impact



- Be bold in our story – drive interest with new buyers and existing customers
- Create digital experiences that acquire and drive revenue with new customers
- Deliver more than just a campaign – build confidence in sellers, employees, partners, and analysts