NetApp Technology Alliance Program

Membership Overview

The NetApp Technology Alliance Program is designed to bring together technology vendors and NetApp to deliver end-to-end business solutions for our enterprise customers. The program provides various technical and marketing benefits for partners to develop, test, and validate their solutions and to promote their complementary offerings. Join forces with NetApp to accelerate portfolio innovation, to expand market awareness, and to increase sales. To enroll in the NetApp Technology Alliance Program, sign up here. For more information, contact alliances@netapp.com.

Membership Level	Description
Advantage Alliance (criteria apply)	This entry-level partnership is designed to help create synergies in the marketplace, paving the way for the relationship to evolve to a more strategic level.
Preferred Alliance (by invitation only)	This level is for companies with significant expertise and market presence in a focus area that is strategic to NetApp. We engage in joint initiatives on various fronts, including engineering, marketing, and sales. Membership is by invitation only.
Global Alliance (by invitation only)	At this highest level, our partnership is global in nature and spans multiple functions across our companies. Membership is by invitation only.
Industry Solutions (by invitation only)	This track includes technology partners who support industry-specific use-case solutions such as media and entertainment, oil and gas, and healthcare. Membership is by invitation only.

Program Benefits	Alliance Level			Industry Solutions
	Advantage	Preferred	Global	
Free web-based NetApp® product training courses	●	●	●	●
NetApp Partner Access Lab for interoperability testing and validation	●	●	●	●
Equipment purchase discounts	●	●	●	●
Access to the NetApp Simulate ONTAP® tool and NetApp Manageability SDK	●	●	●	●
Developer Network Community	●	●	●	●
NetApp Compatible Program for validated solutions	●	●	●	●
NetApp Partner Directory to promote your company and solution profiles	●	●	●	●
Use of program and NetApp compatible logos	●	●	●	●
Co-branding marketing templates	●	●	●	●
Sponsorship opportunities for the NetApp Insight® user conference and Partner Academy events	●	●	●	●
NetApp Interoperability Matrix Tool (IMT)		●	●	●
Business and Technical Alliance Manager		●	●	●
Limited market development funds			●	

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