

# Top 5 reasons customers choose—and stay with—NetApp

What our customers say about why they choose us over the competition



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## Solutions that meet customer needs

- Suite of solutions built and optimized according to customer feedback
- Continual improvements for product relevancy
- Solutions tailored to customers' business-specific objectives and workloads



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NetApp offers a good portfolio of solutions and company vision.

”

Semiconductor industry customer

## Unparalleled product performance

- 30+ years of celebrated data storage performance
- A legacy of forward-thinking solutions for ever-evolving customer expectations
- Product offerings that balance innovation, simplicity, flexibility, and quality

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NetApp has “state-of-the-art equipment” and is “very efficient and very reliable”.

”

Aviation industry customer



3

## Our customers trust us

- A priority on creating the best possible customer experience
- Commitment to earning—and keeping—our customer's trust
- A retention rate hovering near the industry loyalty benchmark of 60%<sup>1</sup>



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NetApp has a “fantastic account team that comes up with creative solutions and partnership initiatives”.

”

Telecom industry customer

## History of innovative technology

- Consistently viewed by customers as more innovative than the competition
- A deep history of industry firsts (for example, unified storage, deduplication, and FC-NVMe)
- Solutions that enable customers to focus on business outcomes instead of operations

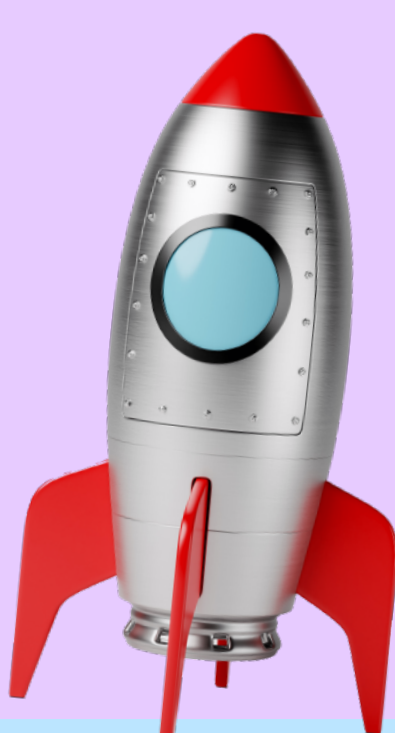
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NetApp's technology is future oriented.

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Automotive industry customer



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## Exceptional customer experience

- Commitment to delivering a simpler, more dynamic customer experience
- Reduced complexity from initial purchase through renewal
- Simplification of the transition from the premises to cloud



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The NetApp support team works closely with us to resolve any issues/questions, which translates directly to our customers' satisfaction.

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Finance industry customer

See the NetApp® customer experience difference

1. Walker 2018 IT B2B Loyalty Quadrant Benchmarks.