

# NetApp Alliance Partner Program

## Membership Overview

The NetApp® Alliance Partner Program is designed to bring together technology vendors with NetApp to deliver end-to-end business solutions for our enterprise customers. The program provides a variety of technical and marketing benefits for partners to develop, test and validate their solutions, and promote their complementary offerings. Join forces with NetApp to accelerate portfolio innovation, expand market awareness, and increase sales. To enroll in the NetApp Alliance Partner Program, sign up at <http://www.netapp.com/us/forms/alliance-partner-program-app.aspx> or contact [alliances@netapp.com](mailto:alliances@netapp.com) for more information.

MEMBERSHIP LEVEL	DESCRIPTION
<b>Advantage Alliance</b> <i>(criteria apply)</i>	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.
<b>Preferred Alliance</b> <i>(by invitation only)</i>	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 a variety of fronts, including engineering, marketing, and sales. Membership is by invitation only.
<b>Global Alliance</b> <i>(by invitation only)</i>	At this highest level, our partnership is global in nature and spans multiple functions across our companies. Membership is by invitation only.

PROGRAM BENEFITS	ADVANTAGE	PREFERRED	GLOBAL
Free Web-based NetApp training courses	•	•	•
NetApp Partner Access Lab for interoperability testing and validation	•	•	•
Equipment purchase discounts	•	•	•
Access to Simulator/SDK	•	•	•
Developer Network Community	•	•	•
Partner Resource Center	•	•	•
NetApp Compatible Program for validated solutions	•	•	•
Promote your company and solution profiles on Partner Directory	•	•	•
Use of program and NetApp Compatible logos	•	•	•
Co-branding marketing templates	•	•	•
Sponsorship opportunities to NetApp Insight user conference and Partner Academy	•	•	•
NetApp Interoperability Matrix Tool (IMT)		•	•
Dedicated business and technical alliance manager		•	•
Invitation to participate in NetApp product launches		•	•
Limited market development funds			•

**ABOUT NETAPP** NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit [www.netapp.com](http://www.netapp.com). #DataDriven