

IT Hardware Industry

NTAP VAR survey indicates improving demand environment

Industry Overview

Demand environment improving; 4Q sales above plan

45% of the VARs surveyed for C4Q23 saw sales track in line with their plan, and the weighted score for respondents at +0.8% for this survey was up from -0.3% in the prior survey. We use the weighted average score as an indicator of sentiment directionality rather than an absolute indicator. Storage demand sustainability improved in C4Q23 with 35% noting that the storage order pipeline has both long-term & short-term deals (was only 10% in November) and 65% answered that they were unclear if storage demand will sustain through CY24 (down from 90% in C3Q23). We maintain our Underperform rating on NetApp (NTAP) as we see risk to estimates driven by weak macro, potentially weaker product growth, competitive price pressure and any share loss in All Flash Arrays (AFA).

Discounting slowed in C4Q23

C2024 revenue outlook for NTAP increased in the survey with respondents expecting +1.2% y/y (vs -0.3% y/y expectation in the prior survey). Storage discounting mostly unchanged q/q as 55% respondents observed that discounting has not changed which was higher than the 35% last quarter. 10% of respondents noted that discounting had come down, the first time since November 2022 that respondents noted a decline in discounting.

4Q orders sequentially stronger; lead times normalizing

Order rate in C4Q23 improved q/q with VARs on average observing $\pm 0.9\%$ q/q increase vs. $\pm 0.8\%$ q/q last quarter. January orders were higher vs December with VARs on average observing $\pm 0.8\%$ increase. Backlog also moved lower with 60% of respondents noting a sequential decline and increase from 45% in C3Q23. Lead times also decreased with 50% of respondents observing a reduction in lead times, an increase from 35% in C3Q23.

NTAP's flash deployments rise slightly, Pure & Dell lead

An average of 19% of the survey participants' customers currently deploy All-Flash FAS or NetApp's EF/E-series for their flash needs, which is a small increase from 18.5% in the previous survey. NetApp's flash wallet-share was stable at 20%. Pure (50% share, +5% q/q) and Dell (20% share, -5% q/q) were the leading flash vendors with NetApp ranking third. 24% of NetApp's installed base has so far converted to flash-based storage, which is a sequential increase from the 21% observed in the previous survey.

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Abbreviations:

AFA: All Flash Array

HCI: Hyper-converged Infrastructure

SMB: Small Medium Business

VAR: Value Added Reseller

S/T: Short Term

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Refer to important disclosures on page 11 to 14. Analyst Certification on page 10. Price
Objective Basis/Risk on page 10.

VAR survey takeaways

Our quarterly survey of VARs is designed to provide a closer look at storage channel dynamics. We surveyed 20 VARs, which ranged in size and scope from approx. \$86mn to \$3.4bn in annual sales, with total combined annual revenue of \$7.8bn.

Our main takeaways include:

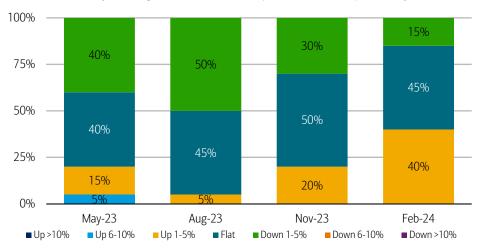
- In our recent survey, 40% of the VARs indicated upside to their revenue performance vs. planned last quarter. The weighted score for respondents was 0.75% which was also better than the -0.3% in the prior survey.
- Backlog is trending lower. The majority of VARs (60%) said that their backlog was
 down compared to last quarter, while 0% observed higher backlog and 40% noted
 backlog is flat q/q (vs 55% last qtr). Lead times are decreasing with 50% of VAR
 seeing no change in lead times while 0% noted an expansion and 50% saw a
 reduction in lead times.
- C4Q order growth increased sequentially with VARs on average noting +0.9% q/q. Orders in January were higher MoM than December.
- VARs remain cautious (albeit improving) on storage demand outlook for CY24, with 65% of respondents unclear if storage demand will sustain through CY24 (better than the 90% figure in the last survey).
- Storage discounting by NetApp moderated slightly as only 35% respondents observed that discounting has accelerated which was lower than the 65% noting accelerated discounting last quarter. Another 55% saw no change in discounts (up from 35% in the prior survey) while 10% of respondents saw price increases (up from 0% last qtr).
- HPE's Greenlake program still does not appear to have a material impact on NetApp as 80% of VARs expect no change to either HPE or NetApp sales (was 70% last quarter). 20% of VARs are more likely to sell NetApp products (lower than the previous survey).
- 19% of the participants' customers on average currently deploy All-Flash FAS or NetApp's EF/E-series for their flash needs (flat q/q). Average of 24% of NetApp's installed base has so far converted to flash-based storage (up from 21% in the previous survey).
- NetApp's flash wallet-share was stable at 20%. Pure (50% share, +5% q/q) and Dell (20% share, -5% q/q) were the leading flash vendors with NetApp ranking third.
- Availability of FSx shows some but small positive impact on PCS adoption. Cloud Insights and Spot were the most widely used NetApp Cloud services.
- Component shortages are abating as 90% of the VARs noted that component shortages are not having a meaningful negative impact on NetApp storage sales (vs. 75% in the prior survey). 10% said that NetApp is still facing some impact due to component shortages (vs. 20% in the prior survey).



Survey Details

Figure 1: What % above or below plan did the last quarter track?

In the Jan 2024 survey, the weighted score was +0.8%, up from -0.3% in the prior survey

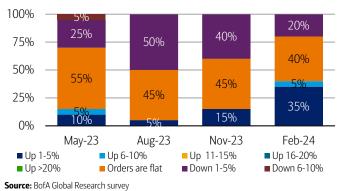


Source: BofA Global Research survey

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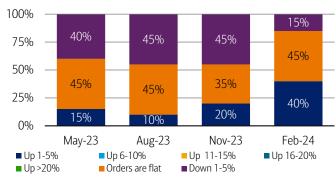
Figure 2: How did order rates trend in C3Q vs C2Q?

4Q order growth was directionally stronger



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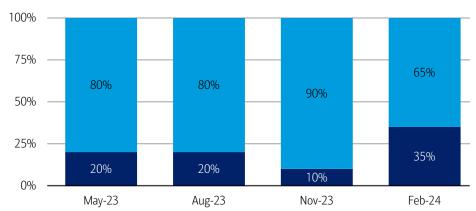
Figure 3: How did order rates trend in January vs. December? January orders were higher than December



Source: BofA Global Research survey

Figure 4: Looking at pipeline of storage orders, is it a short-term pipeline, or will storage demand sustain throughout CY24?

65% of the respondents were unclear if storage demand will sustain through CY24



■ Pipeline has mostly short-term deals. It is unclear if demand for storage will sustain

■ Yes, pipeline has both short term and long-term deals. Demand for storage should sustain

Source: BofA Global Research survey

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Figure 5: Has NetApp Storage discounting changed this quarter versus prior quarters? 55% of VARs observed discounting has accelerated this quarter, lower than 65% in the prior survey



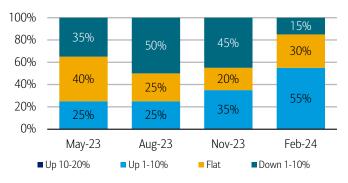
■ Discounting has accelerated ■ Discounting has not changed ■ Discounting has come down

Source: BofA Global Research survey



Figure 6: How much do you expect 2024 revenues (from NTAP) to be up/down relative to 2023?

Respondents on average expect their NetApp storage revenue to increase +1.2% y/y in CY2024

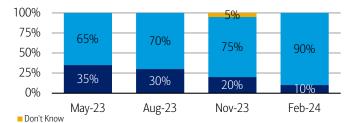


Source BofA Global Research survey

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Figure 7: Are component shortages negatively impacting storage sales for NTAP?

90% of respondents noted that component shortages are not having a meaningful negative impact on NetApp storage sales



■ No, component shortages are not having a meaningful negative impact on sales of NTAP storage

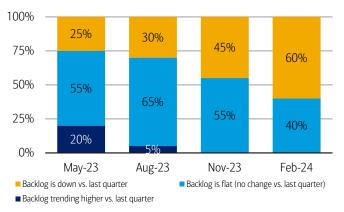
Yes, component shortages are having a meaningful negative impact on sales of NTAP storage

Source: BofA Global Research survey

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Figure 8: How is your own backlog trending?

60% of VARs said their backlog was lower than last qtr

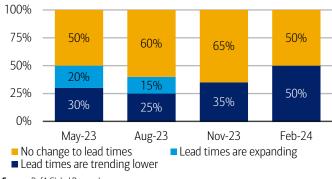


Source: BofA Global Research survey

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Figure 9: Relative to 3 months ago how are lead times trending?

50% of VARs observed no change to lead times

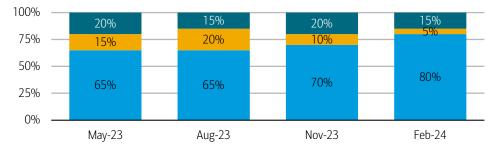


Source: BofA Global Research survey



Figure 10: Respondents' views of HP Enterprise and NetApp given the new GreenLake model

80% of VARs expect no change to end customer sales for either HPE or NetApp



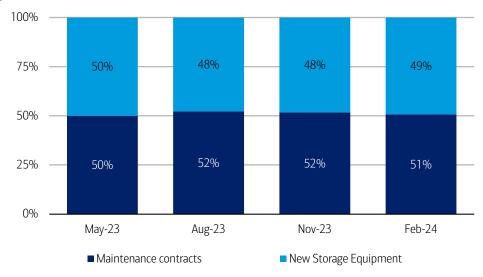
- More likely to sell NetApp products, despite the HPE GreenLake program
- NetApp channel program still better and more likely to sell NetApp products to end-customers
- No change to end-customer sales for either HPE or NetApp
- More likely to offer HPE Storage products to end-customers versus NetApp

Source: BofA Global Research survey

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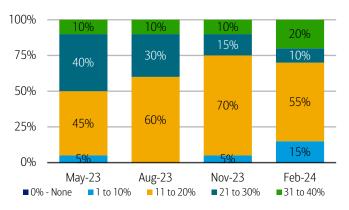
Figure 11: Percentage of customers renewing maintenance contracts vs purchasing new storage equipment

In the February 2024 survey, 51% of customers renewed maintenance contracts



Source: BofA Global Research survey

Figure 12: % of customers currently deploying NetApp's flash solutions 19% of the respondents' customers deploy NetApp's flash solutions, which was slightly lower compared to the previous survey

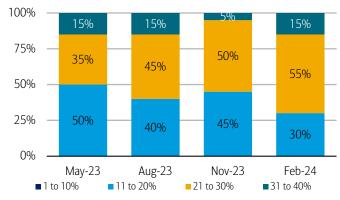


Source: BofA Global Research survey

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Figure 13: How much of your NTAP installed base has so far converted to flash-based storage?

An average of 24% of NetApp's installed base has so far converted to flash-based storage

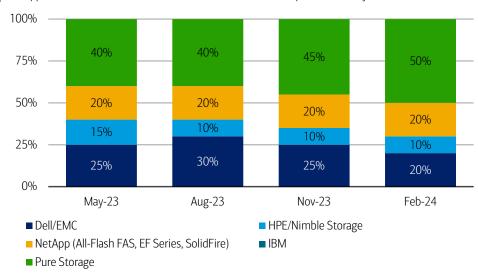


Source: BofA Global Research survey

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Figure 14: Which vendor has biggest wallet share of flash-based storage spend at your customers?

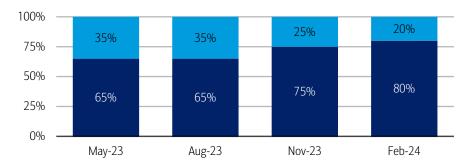
NetApp's flash wallet-share was 20%, which was similar to the previous survey



Source: BofA Global Research survey

Figure 15: Is the adoption of NTAP PCS improving after the announced of FSx?

20% of respondents noted moderate impact on NetApp PCS adoption after the announcement of Amazon FSx



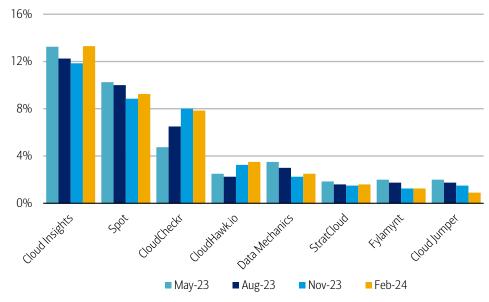
- Moderate impact so far. 5-15% of customers incrementally moving workloads to AWS driven by anouncement of FSx
- Low impact so far. Less than 5% of customers incrementally moving to workloads to AWS driven by FSx

Source: BofA Global Research survey

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Figure 16: What percent of your customers use each of the following NTAP Cloud services?

Cloud Insights (13%) and Spot (9%) are the most widely used NetApp Cloud services

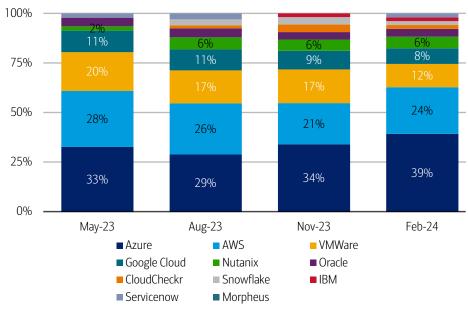


Source: BofA Global Research survey



Figure 17: If not NetApp, which of these other vendors to your clients use for Cloud ops?

Azure, AWS, VMware and Google Cloud are popular choices for customers who do not use NetApp

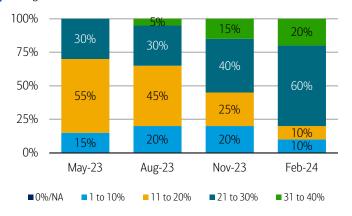


Source: BofA Global Research survey

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Figure 18: % of customers planning to deploy Nutanix HyperConverged Storage in the next 12 months

An average 24% of customers plan to deploy Nutanix HyperConverged Storage in the next 12 months



Source: BofA Global Research survey

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Figure 19: Which vendor has biggest wallet share of HyperConverged (HCI) storage spend at your customers?

Nutanix and Dell had the biggest wallet-share in HCl storage spend share respectively

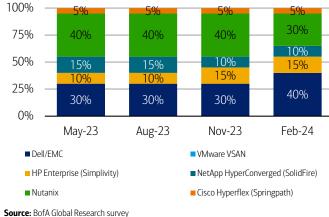
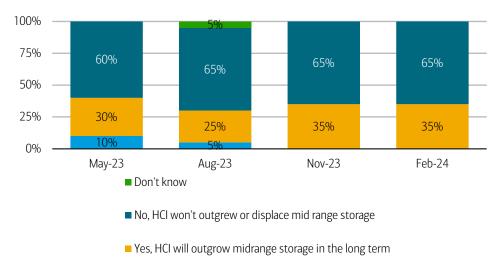




Figure 20: Will Hyperconverged (HCI) outgrow/displace midrange storage?

65% of VARs do not expect HyperConverged (HCI) to outgrow or displace midrange storage



Source: BofA Global Research survey

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Price objective basis & risk

NetApp Inc. (NTAP; B-3-7; \$86.03)

Our price objective (PO) of \$73 is based on 12x C24E EPS of \$6.07. This multiple is at the lower end of its historical range of 10-18x. We believe this multiple balances the benefit of potential revenue growth in All Flash Arrays against the long-term risk from data-center migration to the Cloud, and technological pressure from emerging competitors.

Upside risks are faster-than-expected growth in public cloud revenues and lower drag from investments, unexpected share gain from competitors, unanticipated large M&A, which drives revenue growth faster than expected, and faster-than-expected penetration of Flash into the existing NetApp installed base.

Downside risks are extended component shortage, an unexpected slowdown in the economy, higher-than-expected inflation, stall in the installed base refresh, material share loss in the Flash and Converged technology space, including Hyper Converged to competitors, acceleration of storage moving to the public cloud, and decline in penetration and success beyond the top enterprise accounts.

Analyst Certification

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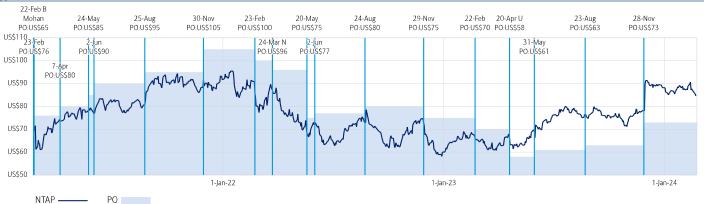
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	HP Inc.	HPQ	HPQ US	Wamsi Mohan
	International Business Machines Corp.	IBM	IBM US	Wamsi Mohan
	Jabil Inc.	JBL	JBL US	Ruplu Bhattacharya
	Nutanix Inc	NTNX	NTNX US	Wamsi Mohan
	Roku, Inc.	ROKU	ROKU US	Ruplu Bhattacharya
	Seagate Technology	STX	STX US	Wamsi Mohan
	TD Synnex Corp	SNX	SNX US	Ruplu Bhattacharya
	TE Connectivity Ltd.	TEL	TEL US	Wamsi Mohan
	Western Digital Corporation	WDC	WDC US	Wamsi Mohan
NEUTRAL				
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	Avnet Inc.	AVT	AVT US	Ruplu Bhattacharya
	CDW Corp	CDW	CDW US	Ruplu Bhattacharya
	Concentrix Corporation	CNXC	CNXC US	Ruplu Bhattacharya
	Hewlett-Packard Enterprise	HPE	HPE US	Wamsi Mohan
	Pure Storage	PSTG	PSTG US	Wamsi Mohan
	Sensata Technologies Holdings Plc	ST	ST US	Wamsi Mohan
	Teradata Corporation	TDC	TDC US	Wamsi Mohan
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	DigitalOcean	DOCN	DOCN US	Wamsi Mohan
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	Sanmina Corporation	SANM	SANM US	Ruplu Bhattacharya
	Vishay Intertechnology, Inc.	VSH	VSH US	Ruplu Bhattacharya
RSTR				
	Super Micro Computer Inc.	SMCI	SMCI US	Ruplu Bhattacharya

Disclosures

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B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

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Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	215	53.09%	Buy	111	51.63%
Hold	97	23.95%	Hold	45	46.39%
Sell	93	22.96%	Sell	24	25.81%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

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Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster^{R2}

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