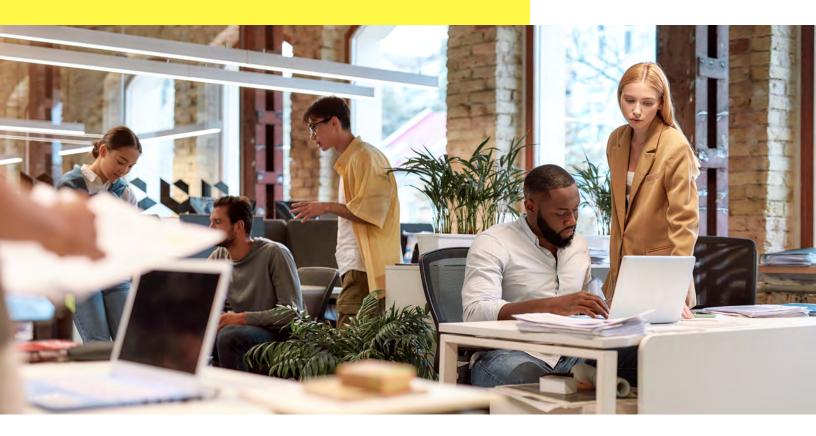# Let's grow business, together

NetApp

Maybe you've noticed.

Cloud has forever changed how we live and work.

In this rowdy, revolutionary digital world, speed is the new scale.

Businesses must use the power of their applications and data to optimize for cost.

Stand out by delivering new experiences.

Find innovative business opportunities.

It's what all businesses must do. Including ours, yours, and your customers.

We're a cloud-led, data-centric software company

We work with partners like you to help more than 30,000 businesses, in every geography and industry:

- Access and manage all data as a single, connected experience, no matter where it lives.
- Bring the enterprise-grade experience of the data center into the cloud, and the flexibility of cloud into the data center.
- Make it easy to optimize performance, adapt to change, and thrive.

Whether your customers are developing in the cloud, moving to the cloud, or creating the cloud experience on premises, we have what you need to build, connect, and manage a data fabric to meet their unique needs.

All the systems, software, and services you need to deliver more value

If you think we're just about storage, you might miss some big opportunities to win business. Our systems, software, and services span from edge to core to cloud, so you can deliver the right data, at the right time, in the right place.

- **World's leading storage operating system**— makes it easy to use cloud and on-premises resources, using the same technology that's at the heart of the biggest cloud providers.
- **Hybrid and all-flash infrastructure foundations**— delivers the performance and savings customers need for cloud-enabled data centers.
- **Enterprise-class data protection and lifecycle management services for stateful applications**— provides a persistent data plane across cloud, Kubernetes, distribution, and application development tools.
- **Application-driven infrastructures**—balances CI/CD practices with continuous optimization for cost and performance.

Think about all the new and different conversations we can help you have with customers.

Who uses NetApp technology?

Well, let's just say some pretty big companies:

8

of the top 10
banks and tech providers

6

of the top 10
retailers, healthcare, and industrial companies

P.S.: All the major cloud providers use NetApp technology, too. We think that says a lot.

Build business relevance and success with us

As our partner, you're our priority. In fact, 80% of our revenue comes through partners, so we've got a big stake in your success. You need to help customers solve their complex data management challenges, and our data management solutions can help. You also need resources, support, and access to expertise, and our partner program can help you cover all the bases that matter most.

Grow business faster: new conversations with new customers

Whether it's adding new logos or increasing the size of deals, we're ready to break new ground with you.

- Tap into our deep alliances with all major cloud providers, including AWS, Azure, Google, and IBM Cloud. Wrap in your own services. As a Cloud Preferred partner, you can stand out as a leader in optimizing public cloud solutions.
- Attach your services and you can make $7.41 for every $1 of NetApp technology sold. Really.
- Give customers the flexibility to build or buy, and put cloud consumption on their terms, with flexible financing and consumption offerings.

Expand your footprint: different conversations with existing customers

You need faster ways to expand your existing accounts, and we can help you bring a broader range of relevant solutions to your customers.

- Build and deliver predictable, profitable, and higher-quality services with greater reliability so your customers keep coming back.
- Team with experts through our technology partners to create and deliver repeatable solutions for specific workloads or business challenges.
- Make sure existing accounts are cloud-connected or cloud-ready, depending on their needs.
- Gain a larger share of wallet within your account base with higher quality, higher value projects.

Analysts have (very) nice things to say, too

#1 shared storage platform across cloud data services, storage systems, and software

- IDC[1]

Leader in Primary Storage Magic Quadrant

- Gartner[2]

Key Player in Data Services for Hybrid Cloud

- IDC[3]

Strong Performer in The Forrester Wave™: Hyperconverged Infrastructure

- Forrester[4]

A Leader in Storage for OpenStack

- OpenStack[5]

Cloud Technology partner of the year

- Google[6]

Work smarter, make more money

You need to reduce your costs and be more profitable, and we've streamlined our partner program so you can focus on your business.

- Simplify delivery with pre-configured solutions and our close distributor relationships with over 120 entities in 63 countries.
- Increase profitability through simple, targeted, and focused incentive programs.
- Rely on our comprehensive deal registration and protection to insure your investments.
- Take advantage of our extensive technical training, enablement, competitive intelligence, and marketing support to help you engage your customers.

When you want to grow, grow with us

We're ready to roll up our sleeves and get to work with you. Learn more about how we can help you grow your business faster:

www.netapp.com/partners

Are you a current NetApp partner?

Let's reconnect. Get all the latest news at Partner Hub (remember, you'll need your login!).

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References:
[1] IDC, Worldwide Storage Software and Cloud Services Qview - 2019Q2, September 5, 2019; #1 Storage & Device Management Software vendor – revenue share
[2] Gartner, Gartner Magic Quadrant for Primary Storage, November 30, 2020; Gartner Magic Quadrant for Primary Storage, September 17, 2019
[3] IDC, Worldwide Data Services for Hybrid Cloud – Key Players Portfolio Analysis, IDC #US44266318, September 2018 A Key Player in Data Services for Hybrid Cloud
[4] The Forrester Wave™: Hyperconverged Infrastructure, Q3 2018
[5] OpenStack User Survey: https://www.openstack.org/analytics
[6] Google, Google Cloud Partner Awards, 2020, 2019

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