



Help Customers Accelerate Business Outcomes with NetApp HCI

The Enterprise-Scale Hyper Converged Infrastructure Partner Value Proposition

NetApp Partner Value Proposition

Help accelerate your customers' digital transformation while establishing new revenue streams for your business with NetApp branded, cloud-based solutions and services. NetApp provides the leading strategies to help you empower your existing customers and prospects to positively change the world with data.

NetApp® HCI is an enterprise-scale, all-flash, hyper converged infrastructure (HCI). It increases business agility by delivering predictable performance and simplified operations on a highly flexible and efficient cloud architecture. NetApp HCI is also integrated into the NetApp Data Fabric for a complete hybrid cloud data services solution, reducing the cost structure for your customers and giving your business a lucrative growth opportunity.

Benefits to Customers

To remain competitive in today's fast-paced business landscape, many organizations must undergo a complete digital transformation. As a NetApp partner, you have an incredible opportunity to take advantage of this trend. Leverage our industry-leading technology and channel-centric mind-set to grow your business by creating new revenue streams and by supporting business-critical customer initiatives. Key benefits include:

- Customers can lower their TCO by up to 59%.¹
- A flexible, all-flash design that provides the highest level of predictable performance.
- Simplified deployment and ongoing system automation to open the door to delivering a cloudlike user experience.
- The flexible architecture scales compute and storage resources independently.
- Seamless Data Fabric integration accommodates data services across any cloud—public, private, or hybrid.

¹ Evaluator Group, How Architecture Design Can Lower HCI TCO, December 2017.

Benefits to Partners

By partnering with NetApp, you can:

- Grow your installed base by expanding into new markets and by capitalizing on current innovations in the Internet of Things (IoT), artificial intelligence (AI), data mobility, and more.
- Become a trusted advisor to your customers by anticipating their needs, by simplifying their operations, and by lowering their TCO.
- Accelerate your sales cycles, build an annuity business, and improve customer retention by helping your customers build the simple, powerful, and agile IT infrastructures that they need to thrive in this data-driven age.

Our Commitment to Our Partners

Better For Your Business

NetApp helps you succeed by offering opportunities to:

- Demonstrate leadership and authority in data management for accelerated, cloud-connected storage.
- Provide innovative, industry-leading products and branded, cloud-connected services that meet customer requirements while creating strong recurring revenue streams.
- Level up with training, demand generation, marketing programs and resources, sales and engineering support, helpful tools, and lucrative incentives.

Better For Your Customer's Business

With the benefits that you gain as a NetApp partner, you can:

- Offer your customers affordable solutions that seed digital transformation by vastly improving operational efficiency and flexibility while lowering their TCO.
- Give your customers the power to enhance user experiences by delivering information up to 20 times faster and by providing always-on access for any user, from any device, with predictable performance.
- Help customers create a business-relevant, future-proof infrastructure that's designed to meet the evolving demands of business stakeholders, end users, and developers.
- Help accelerate mixed workloads on a foundation that meets business-critical SLAs with a cloud-connected and flash-fueled infrastructure.

Better For Your Customer's IT

NetApp technology helps improve your customers' IT processes.

With NetApp, you can:

- Help your customers increase their IT department's impact on the business with superior service levels from an agile, enterprise-scale, hyper converged solution.
- Provide your customers with monitoring and support solutions or services for key applications across the enterprise, including SAP, Azure SQL Database, Oracle Server, and more.
- Enable your customers to combine the capabilities of a public cloud environment with a modern, on-premises cloud platform that's designed to eliminate the restrictions of a traditional IT approach.

- Help your customers deliver predictable performance, lower their TCO, and take advantage of flexible scaling and simplified operations that greatly increase the intrinsic tangible value of their IT investments.

Deliver Superior Value

Offer industry-leading value with NetApp technology:

- Give your customers the confidence to deploy NetApp HCI across their entire data center to unleash the true power of their infrastructure. Predictable performance and independent scaling of compute and storage resources help customers keep up with user demands without disruption.
- Leverage the fact that NetApp HCI uses market-leading VMware vSphere to provide the virtualization tier in combination with VMware Horizon, the leading platform for virtual desktops and applications to enable superior, agile operations.
- Make it easy for customers to develop, deploy, execute, and protect next-generation applications through a flexible, policy-driven software-defined platform that reinforces the value that IT brings to the business.
- Help your customers remain highly competitive in today's data-driven world. Show them how to eliminate silos; how to use resources more efficiently; and how to deliver a seamless, cloudlike experience for their users.
- Demonstrate how your customers can create a true multitenant storage solution that can host virtual desktops along with their application data, files, databases, customer relationship management, messaging tools, and more.

World's Fastest Enterprise All-Flash Storage

Take advantage of the superior speed that NetApp solutions offer:

- Accelerate every customer application with the fastest enterprise storage system, ranked at the top in the latest SPC-1 results.
- Claim your place in the rapidly growing flash market with the fastest-growing, top-five all-flash array vendor.
- As the fastest-growing, top-five SAN vendor in the industry, we provide solutions for you to capitalize on new opportunities in the marketplace. You can also grow your business on a future-proof foundation for continued digital transformation.

The Most Efficient Data Center Storage Available

Promote data center efficiency with NetApp technology:

- Provide guaranteed storage efficiency with twice the density of the nearest competitor.
- Help customers dramatically shrink their data center footprint and power and cooling requirements by up to 10 times with guaranteed efficiency standards.
- Offer the exciting possibilities of dramatically accelerating application and data performance while reducing IT overhead costs so that your customers are free to change the world with data.

