



NetApp®

Go further, faster



The NetApp Partner Program for System Integrators

KEY PROGRAM BENEFITS

- Leverage NetApp® expertise and equipment for efficient joint solution development
- Match your business model and client needs to flexible partnership options
- Increase implementation efficiencies and margins for your service lines
- Access new engagements that drive data center transformation and virtualization
- Bring greater flexibility and responsiveness to client engagements
- Promote your services through NetApp sales and marketing
- Gain financial support for marketing initiatives, incentive headcount, testing equipment, training, and products
- Improve collaboration with the NetApp partner ecosystem for sales, marketing, and technology integration

SYSTEM INTEGRATION: DELIVERING POWERFUL SOLUTIONS

As a system integrator serving clients worldwide, you develop and deploy systems that help your clients become more productive, responsive, and resilient in a changing global economy. They turn to you because of your expertise in building robust solutions that address their key business challenges.

To accomplish all of this and remain competitive as a system integrator, you need a partner that offers:

- The right technology platform
- Expert resources to help you develop solutions that are customized for individual client implementations and that can also be repackaged for a broader market
- Proven success in supporting many of the world's largest and most demanding IT infrastructures
- Powerful industry relationships for mutual growth

The right partners can help you develop and market your solutions, accelerate time to market, gain an edge in new markets, and much more. Success

today depends on building the right strategic partnerships, and now is a great time to partner with NetApp.

Why partner with NetApp?

NetApp is the industry partner that can help you go further, faster. As the world's fastest-growing storage vendor, NetApp is known for providing the most efficient, flexible foundation for IT in the industry. Our proven storage and data management solutions help enterprise companies worldwide store, manage, and protect valuable information assets and keep their businesses running. Regardless of your clients' industries, we offer solutions that can fit their needs. From financial services and healthcare to manufacturing and government, we understand your target markets and the enterprise solutions they require.

When you participate in the NetApp Partner Program for System Integrators, you tap into our extensive ecosystem of partners worldwide. We cultivate strong partnerships with enterprise software leaders such as SAP, Microsoft, VMware, Oracle, and others. Through the NetApp program, you receive the

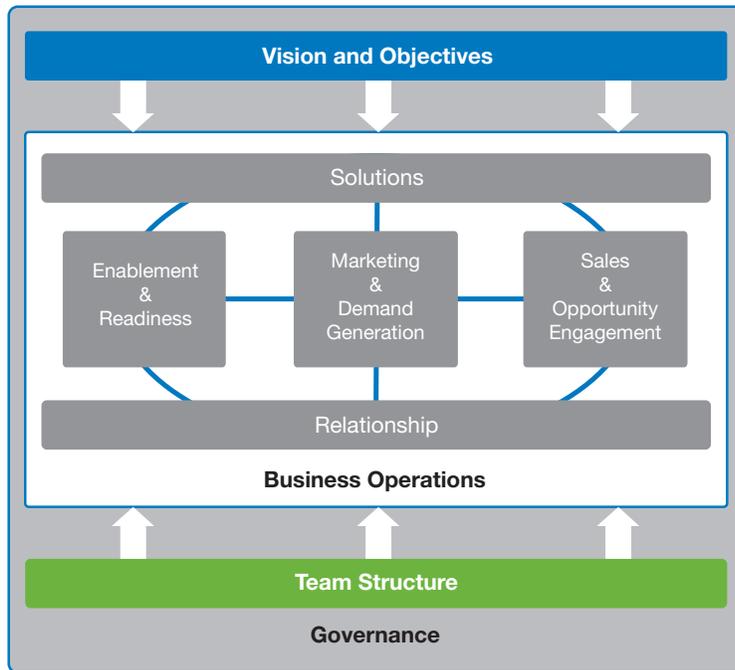


Figure 1) Framework for partnership development.

technology, staffing resources, industry connections, and other tools for you and your clients to succeed.

THE VALUE OF THE NETAPP PARTNER PROGRAM

The NetApp Partner Program for System Integrators focuses on helping you deliver efficient and flexible solutions to your clients. Through our partnership, we can help you meet client needs while maximizing your returns. We empower you with financial incentives, technical enablement, training, and a partner management team to support your business planning, solution development, marketing, and sales activities.

At the same time, the NetApp global partner ecosystem helps you to build relationships with our key partners to drive new opportunities and expand your practice and service lines around data center transformation, virtualization, and other lucrative engagements.

Your long-term technology partner

When you join the NetApp Partner Program for System Integrators, we partner with you every step of the way. We collaborate with you to develop and test enterprise solutions designed

for your clients. We work with you to address your specific market opportunities and business model, with the flexibility to help you modify plans as your needs change. And we support you in business execution, partnering with you from business development and sales engagement until long after a client implementation is complete or your new solution has gone to market.

Solution development with NetApp

NetApp experts are available to assist you in developing solutions that best meet your clients' demands. We offer access to NetApp hardware and software for solution design, testing, product certification, and other development activities to accelerate your time to market. We'll equip your business and technical professionals with the knowledge they need to leverage NetApp solutions for your data center transformation, consolidation, virtualization, and other projects. And you'll have direct access to NetApp Global Services for the support you need when you need it, anywhere in the world.

THE PROGRAM AT A GLANCE

- Business development support
- Joint marketing activities
- Sales opportunities
- Technical enablement
- Financial incentives
- NetApp University Training
- NetApp Support

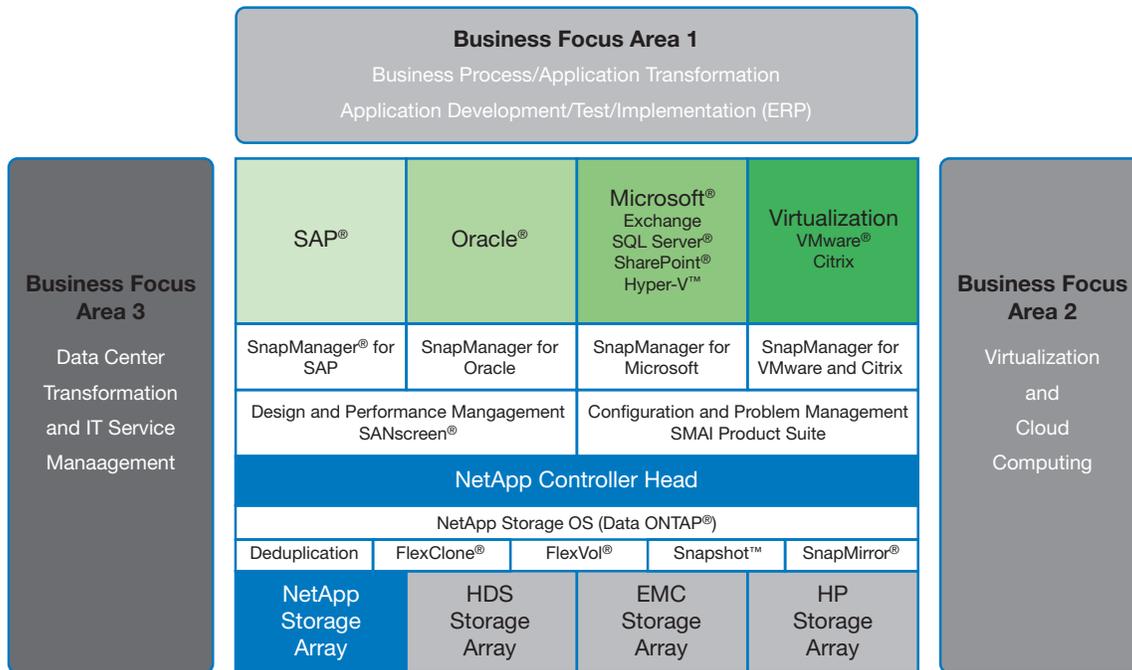


Figure 2) Partnership value focus areas.

Partnership value focus areas

Whatever your market, NetApp can provide the technology and broad partner network to optimize and accelerate your client engagements. We offer you significant value in three main solution areas:

- **Business applications.** By leveraging the technology integration between NetApp and our application partners SAP, Microsoft, VMware, and Oracle, you can accelerate application development and deployment for increased revenues and enhanced client services.
- **Virtualization and cloud computing.** NetApp brings together industry-leading technology and delivery partners, including VMware, Cisco, Citrix, and Microsoft, to provide best-in-class cloud solutions. In addition, we can help you establish the operational and management best practices needed to maintain your cloud environment once it is deployed.
- **Data center consolidation and managed services.** Through the NetApp unified system architecture, we help increase the efficiency and flexibility of your IT operations. Our

world-class software, systems, and professional and support services deliver the full benefits of shared storage infrastructure: efficiency, flexibility, reliability, performance, security, scalability, and automation. Our data management software supports the entire development and deployment lifecycle, from assessment to implementation to operations.

CUSTOMIZE YOUR PARTNERSHIP WITH NETAPP

As a NetApp system integration partner, you'll have the flexibility to take advantage of the right combination of program activities and opportunities for the greatest competitive advantage. In addition, you can develop your partnership with NetApp based on one or more of the following business models.

Reselling model

Through your NetApp partnership, you can resell NetApp products integrated into your value-added solutions. You can enrich the value of your end-to-end solutions with proven efficiency, flexibility, scalability, and security. The results are that you better serve your clients and increase your revenue.

Influence model

When you're looking for new revenue opportunities, you typically look to your sales team to provide them. However, as a NetApp partner, you gain access to another channel to generate new opportunities. If you recommend NetApp to a client, whether NetApp is procured by the client directly or through an established NetApp channel partner, NetApp will reward you based on your involvement in the transaction.

Managed services and outsourcing model

When you partner with NetApp, you can procure NetApp products and deliver a full managed-services suite that includes storage and enterprise management. With flexibility and scalability built into NetApp solutions, you can easily meet client storage and service needs, regardless of where the data center sits. Once deployed, you can proactively monitor, manage, and fine tune the infrastructure as your clients' business needs change, with help from sophisticated NetApp management tools. With NetApp, your clients reduce their capital

“Our relationship is critical to helping us drive operational efficiencies and make our joint customers the best run businesses in their respective industries. We look forward to driving many future innovations together.”

Stephen Spears

Senior Vice President of Business Development, SAP

expenditure costs and benefit from operating expense efficiencies, while you maximize your returns.

Service provider model

As a NetApp partner, you can leverage NetApp equipment for developing and delivering shared infrastructure services, such as storage as a service and software as a service. At the same time, you can protect your investments with the NetApp unified storage architecture. NetApp will partner with you to design solutions based on best practices and a proven delivery framework to help you compete successfully with other service providers. When you're ready to deploy, NetApp can help mitigate both deployment and business risks. Our well-defined

project-delivery methodology saves time and takes the guesswork out of designing, building, and implementing your shared-services solution.

BUSINESSES BUILT ON NETAPP GO FURTHER, FASTER

By partnering with NetApp, you'll have access to the technology, resources, and global partnerships that expand your business opportunities and bring greater efficiency and flexibility to your client implementations. If you are a system integrator with global operations, join us and discover our passion for helping companies worldwide go further, faster.

LEARN MORE

For more information about the NetApp Partner Program for System Integrators, visit us at www.netapp.com/us/partners or contact us at programs@netapp.com. We look forward to discussing how we can help you enhance your solutions and services, successfully enter new markets, build long-term relationships with your clients, and drive more revenue.

ABOUT NETAPP

NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Our passion for simplicity, innovation, and customer success helps companies around the world go further, faster.



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