



Partner
Opportunity

Market and Customer
Opportunity

Solution Overview
and Benefits

How to Sell
and Win

Tools and
Resources



NetApp Flash Portfolio

GetSuccessful Channel Playbook

November 2017

Access to the NetApp Field Portal is required to gain full benefit from this playbook. Contact us at getsuccessful@netapp.com with any access or content questions.

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Overview	Partner Value		Using This Guide	
Flash and Digital Transformation		NetApp Data Fabric		

Flash

Flash completely transforms the speed of business with a scalable architecture that can satisfy both performance and efficiency requirements.

- It's changing the IT industry's competitive landscape
- It lowers TCO and increases reliability compared to traditional disk storage
- "Real time" becomes an expectation—not an aspiration

The NetApp All Flash FAS, EF-series and SolidFire all-flash storage arrays are designed to deliver extreme IOPS and ultralow latency to provide customers with the performance they need to accelerate enterprise applications.

Did You Know?

NetApp is the #1 WW Fastest Growing All-Flash Array vendor (2015-2016 YoY growth)¹

Digital Transformation

The NetApp flash portfolio enables digital transformation for customers to radically improve the performance and reach of their enterprise.

- Creates innovative business opportunities
- Optimizes operations
- Enables new customer touch points

Did You Know?

67% of Global 2000 CEOs will put digital transformation at the center of their growth and profitability strategies²

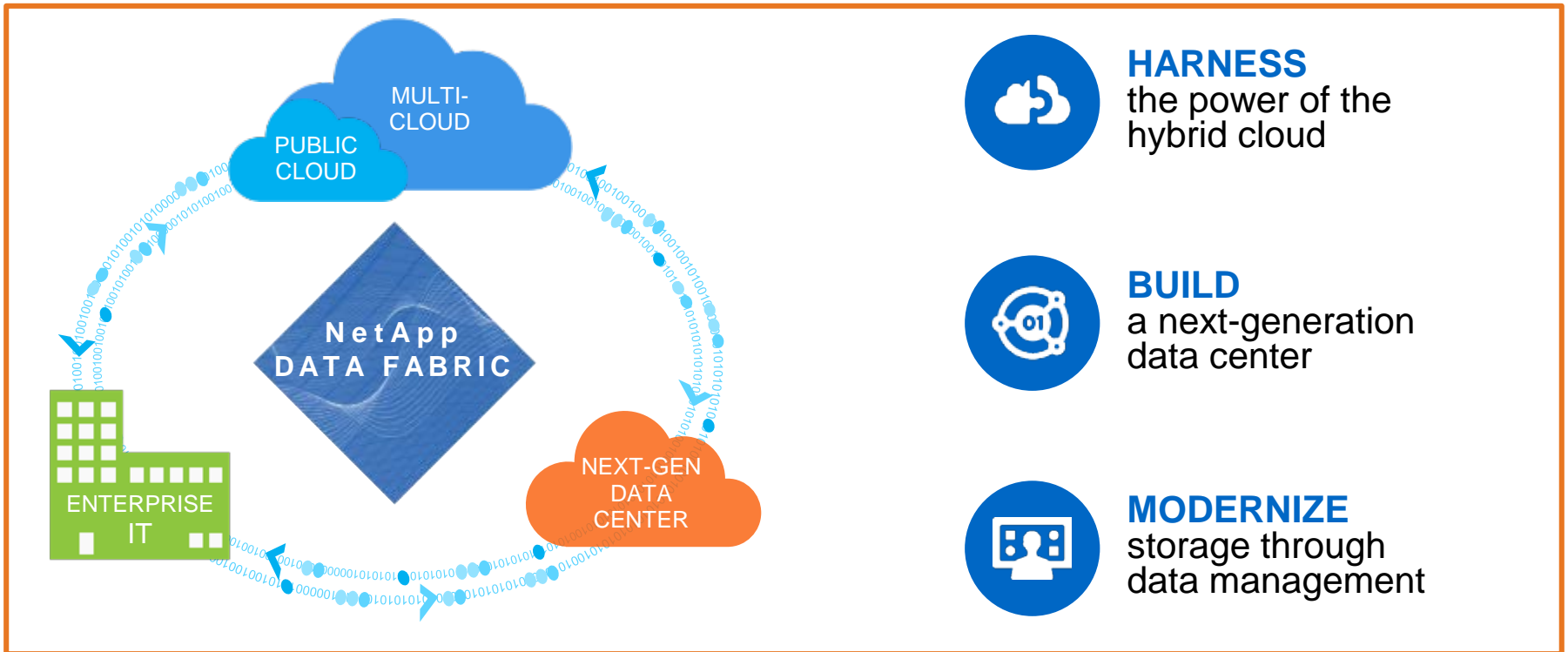
¹Source: IDC, Worldwide Quarterly Enterprise Storage Systems Tracker - 2016Q4, March 2, 2017

²Source: Forbes, December 2015

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Overview	Partner Value		Using This Guide	
Flash and Digital Transformation		NetApp Data Fabric		

NetApp Data Fabric

The NetApp data fabric and flash simplify and integrate data management across cloud and on-premises to accelerate digital transformation.



Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Overview	Partner Value		Using This Guide	

Partner Value

Partner with NetApp—a flash market leader with the most comprehensive portfolio available—to meet your customers’ flash needs.

Invest in a high-growth market opportunity

- With a CAGR of 30%¹, flash is outstripping industry growth by at least 5x.
- Flash is set to be worth \$13B globally by 2018.
- All-flash arrays represent \$2.4B in opportunities alone.

The most comprehensive portfolio

- Numerous awards, industry recognition and proven innovation.
- A full portfolio of products and services that allows you to match the right solution to your customer’s needs.
- Differentiated value for you and your customers.

Expand revenue potential

- Leverage pricing that starts as low as \$25K.
- Take advantage of promotions such as [All-Flash Guarantee](#) and [Run to NetApp](#).
- Accelerate the sales cycle with bundle pricing in [Express Packs](#).

¹Source: IDC Analysts, Worldwide Solid State Storage 2013-2017 Forecast and Analysis

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Overview	Partner Value	Using This Guide		

Using this Guide

We designed this guide to provide you with all the information and resources needed to support your successful marketing and selling of opportunities that leverage the NetApp flash portfolio.

SECTION	HOW IT SUPPORTS YOUR CONVERSATION
Partner Opportunity	Understand the business opportunity the NetApp flash portfolio presents and how NetApp is committed to enabling your success.
Market and Customer Opportunity	Discover projected market opportunity and learn how NetApp delivers unique value to customers and directly addresses their needs.
Solution Overview and Benefits	Understand the full value of the flash portfolio, including professional and support services, and how to position the benefits with your customers and prospects.
How to Sell and Win	Close more deals with targeted opportunities, positioning and sales strategies that help you beat the competition and accelerate the sales cycle.
Tools and Resources	Enable your teams with easy-to-access sales enablement tools, Web-based training and customer success stories.

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	

Business Challenges

Your customers are always looking for ways to drive **greater speed and responsiveness** from enterprise applications that often control key business operations. To achieve optimal performance with disk storage, they often overprovision capacity. This action wastes disk capacity, datacenter space and power.

Flash storage eliminates overprovisioning and accelerates application performance to provide customers the flexibility to rapidly change their business in a competitive marketplace.

Customer Pain Points

- Pressure to upgrade, refresh, and modernize
- Slow performance that affects revenue, productivity, and customer experience
- High software and per-core license cost
- Database growth, sprawl, and consolidation

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	
NetApp Leadership	Industry Recognition	Market Opportunity		

NetApp Leadership

You have an exciting opportunity to leverage NetApp flash for enterprise storage. Deliver superior results with the right balance of performance, efficiency, reliability and scale.

Innovation

- Deep knowledge of business needs—over 20 years of storage and data management innovation.
- Continued flash innovation—200+ flash-related patents to date.
- Deep integration with storage software platforms to maximize flash value.

Comprehensive portfolio

- Most complete flash portfolio available—meet any workload need for any customer.
- All-flash arrays for both dedicated AND shared infrastructures.
- More than 7,500 all-flash controllers and 89,500 hybrid controllers installed.

Proven leadership

- #1 WW Fastest Growing All-Flash Array vendor (2015-2016 YoY growth)¹
- NetApp is #2 in the all flash array market²
- Customers uniquely leverage the NetApp Data Fabric to support data movement between flash, disk and cloud.
- NetApp All Flash FAS is a leading SAN solution.

¹Source: IDC, Worldwide Quarterly Enterprise Storage Systems Tracker - 2016Q4, March 2, 2017

²Source: IDC, Worldwide Quarterly Enterprise Storage Systems Tracker - 2016Q3, December 1, 2016

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	
NetApp Leadership	Industry Recognition		Market Opportunity	

Industry Recognition

Technical experts agree: NetApp demonstrates clear market leadership in flash, making it an ideal partner choice when it comes to providing best-in-class flash products that deliver ultimate customer satisfaction.

Most Innovative Flash Memory Customer Implementation

NetApp impressed judges with the SolidFire platform.



Brand Leader for All Flash NAS Array and All Flash Unified SAN/NAS Array

IT Brand Pulse 2016 SSD Brand Leaders as voted by IT pros.



NetApp recognized as a Leader two years in a row in the 2017 Gartner Magic Quadrant for Solid-State Arrays

NetApp named a Leader in the 2017 Gartner Magic Quadrant.¹



¹Source: Gartner (July 13, 2017)

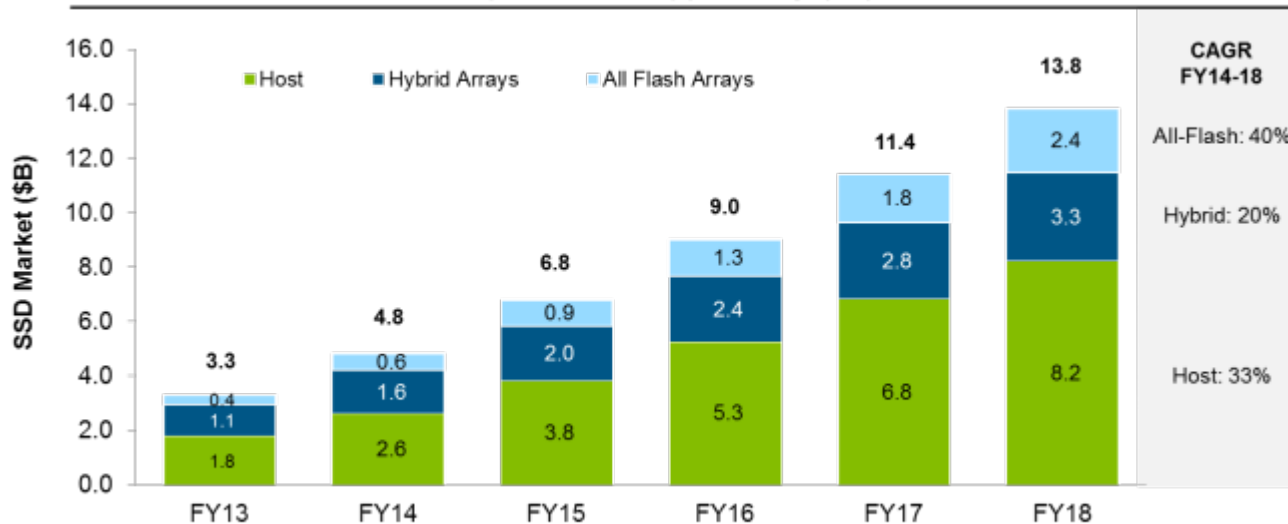
Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	
NetApp Leadership	Industry Recognition	Market Opportunity		

Market Opportunity

Investing in flash technology presents a hyper-growth opportunity vs. current storage growth trends.

Worldwide SSD Market (\$B)

Break-down of Enterprise Flash Opportunity (\$B)



- Flash market growing at **30% CAGR**
- Valued at over **\$13B** by 2018
- **\$5-6X** storage industry growth rate
- **\$2.4B opportunity** for all-flash arrays
- **40% CAGR** for all-flash arrays
- **Market lacks vendors** that can offer breadth of product, worldwide presence and enterprise services and support

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	

Customer Value

NetApp’s comprehensive flash storage solutions portfolio maximizes customer value through application speed, consolidation, efficiencies and scalability for next-generation architectures. Professional and support services allow you to offer a complete solution that is aligned with customer requirements.

Speed

- Increase application performance 5x – 20x.
- Drive business growth with AFF scalable performance, up to 7 million IOPS and 11PB of capacity.
- EF-Series accelerates Oracle and Microsoft SQL Server databases up to 20x.
- SolidFire linear scale-out architecture delivers 200K to 7.5M controllable IOPS.

Consolidation

- Achieve 5:1 data reduction with storage efficiency savings.
- Customer payback for AFF investment in 6 months.
- EF-Series high density and efficiency reduce space, power and cooling by up to 95%.
- SolidFire QoS allows for dense mixed workload multi-tenancy, with control over performance.

Efficiencies

- Unified storage with NetApp® ONTAP® software yields operational efficiency.
- AFF is data fabric ready with live workload migration between flash and HDD, on premises or to the cloud.
- Drive higher CPU utilization and more workloads with EF-Series.
- SolidFire in-line efficiencies create better storage utilization to increase margins.

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Business Challenges	Market Opportunity	Customer Value	Target Customers	

All Flash Target Customers

NetApp’s robust portfolio of all-flash storage arrays provides your customers with the peak performance they need to run enterprise applications. As you learn more about your buyers and the types of workloads they’re running, you’ll begin to see which product family will provide the best fit.

	EF-Series	All Flash FAS	SolidFire
Target Buyer	<ul style="list-style-type: none"> App-focused buyer Sees performance as business driver VP apps/analytics; group, department and division managers; DBA, database manager 	<ul style="list-style-type: none"> Traditional IT buyer Works with/on infrastructure/storage team VP IT, IT Director, VP or Dir of ops/infrastructure 	<ul style="list-style-type: none"> Cloud Architect DevOps Product managers Could be inside or outside IT
Ideal For	Workloads that leverage the application for data management and just need high-quality, high-performance storage at a good price	Workloads that benefit from the robust data management features of ONTAP software (e.g., dedupe, compressions and Snapshots)	New or next-generation workloads that are cloud-like or live in the cloud and require massive scale-out capabilities
Workloads	<ul style="list-style-type: none"> Performance databases Bare metal applications Value-based buying decision 	<ul style="list-style-type: none"> Mixed applications Test/dev use cases Virtualized servers Cloud-ready 	<ul style="list-style-type: none"> OpenStack Enterprise XaaS Private Cloud Mixed

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
All Flash Overview	EF-Series	All Flash FAS	SolidFire	Services

All Flash Overview

NetApp's robust portfolio of all-flash storage arrays provides your customers with the peak performance and management tools they need to run enterprise applications.

EF-Series

Field-proven platform to deliver performance

- Performance databases
- Bare metal applications
- Value-based buying decision
- Lowest latency, highest bandwidth
- Compact form factor
- Highest density



All Flash FAS

Enterprise-grade flash ready for cloud

- Mixed applications
- Test/dev use cases
- Virtualized servers
- Virtual desktops
- Cloud-ready



SolidFire

Scale-out, service-oriented flash for next-gen architectures

- Cloud-like infrastructure
- Enterprise XaaS/service providers
- Advanced virtualization
- Massive scalability and QoS
- Self-healing architecture



Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
All Flash Overview	EF-Series	All Flash FAS	SolidFire	Services

EF-Series

EF-Series is an all-SSD storage system designed specifically for customers with high-speed, transactional applications that demand high IOPS, low latency, configuration flexibility, custom performance tuning and control over data placement.

Deliver Extreme Performance

Up to 1M IOPS, sub-millisecond latency and NVMe integration accelerates business operations and improves the customer experience.

Maximize Efficiency

Cuts space utilization, power and cooling by up to 95%.

Enhance Availability

Fully redundant system with automated failover and advanced monitoring with greater than 99.999% availability.

Scale Modularly

Support for up to 367TB of raw capacity that scales to 1.8PB provides more data access to low-latency performance.

Offer Breadth

The EF570 offers extremely high levels of performance, reliability, and availability, and the E2800 all-flash configuration optimizes price/performance to support mixed workloads.



For more details, review the [EF570 Flash Array Datasheet](#) and [E2800 Datasheet](#)

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
All Flash Overview	EF-Series	All Flash FAS	SolidFire	Services

All Flash FAS

All Flash FAS delivers the most complete all-flash offering with high performance, superior flexibility, and best-in-class data management. Built on ONTAP data management software, AFF systems speed up business without compromising on the efficiency, reliability, or flexibility of IT operations.

Accelerate Performance Consistent, low latency and up to 7M IOPS with scale-out meets SLOs for critical applications.

Increase ROI Operational efficiencies let your customers easily manage and reduce their storage footprint.

Eliminate Downtime 99.999% or higher availability plus non-disruptive operations eliminates downtime.

Enable Performance on Demand Transparently moves workloads from hybrid to all-flash nodes as needed.

Offer Breadth The AFF A series family includes the AFF A200, AFF A300, AFF A700s, and AFF A700, extending from mid-size business needs to enterprise-grade flash.



For more details, review the [AFF A Series Datasheet](#)

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
All Flash Overview	EF-Series	All Flash FAS	SolidFire	Services

SolidFire

SolidFire delivers enterprise customers and service providers the definitive scale-out block storage architecture that underpins their next-generation data center. These solutions uniquely combine the flexibility and efficiency of web-scale topologies with the performance and economics of all flash.

Achieve Next-Gen IT	Support for cloud OS (e.g., OpenStack), full automation enabling XaaS models and next-generation virtualization (e.g., VVOL, containers, etc.)
Scale at Will	Flexible and independent scaling of both capacity and performance (4 – 100 nodes; 35TB – 3.4PB capacity; 200K – 7.5M controllable IOPS).
Guarantee Service	Guaranteed Quality of Service (gQoS) provides consistent and predictable performance at scale.
Automate & Perform	Automatic balancing of data across the entire cluster and mixed-node compatibility that eliminates forklift upgrades and data migrations.
Offer Breadth	SolidFire nodes SF4805, SF9605, and SF19210 are the storage foundations of the next generation data centers.



For more details, review the [SolidFire Data sheet](#)

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
All Flash Overview	EF-Series	All Flash FAS	SolidFire	Services

Services for high availability and performance storage applications

Plan

Build

Run

Create a Roadmap for Success

Gain greater understanding of your customer's business and functional requirements

- [Service Design Workshop](#)
- [Workload Characterization Review](#)

Maximize the Value of a NetApp Investment

Architect the optimal all-flash storage solutions for enterprise applications

- [Service Platform Design](#)
- [Storage Service Level Implementation](#)

Deliver Business Results More Quickly

Save time and expense with quick deployment, integration, and migration

- [AFF and EF-Series Implementation Services](#)
- [Data Migration Services](#)

Optimize IT Operations

Attain continuous operations while driving operational excellence and cost efficiency

- [Storage Function Review](#)
- [Performance Evaluation and Consulting Services](#)
- [SupportEdge Services](#)
- [Residency Services](#)
- [Support Account Manager](#)

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition
Starting a Flash Conversation		Enterprise Decision Tree		

Starting a Flash Conversation

Some customers consider cost as the primary consideration for making a decision about flash storage. And while cost is an important consideration, you can help your customer make a more informed decision about flash by uncovering a few operational details about their storage environment.

	EF-Series	All Flash FAS	SolidFire
Market segment?	Enterprise, edge	Enterprise, core	Enterprise XaaS/ Service Providers
Product attributes?	Highest performance, lowest latency	Robust data management	Massive scalability, QoS
Key workloads?	Targeted workloads, third platform analytics	Shared virtualized enterprise-grade apps	IaaS, PaaS, SaaS, advanced virtualization
Architecture?	Scale up	Scale up, Scale out	Scale out

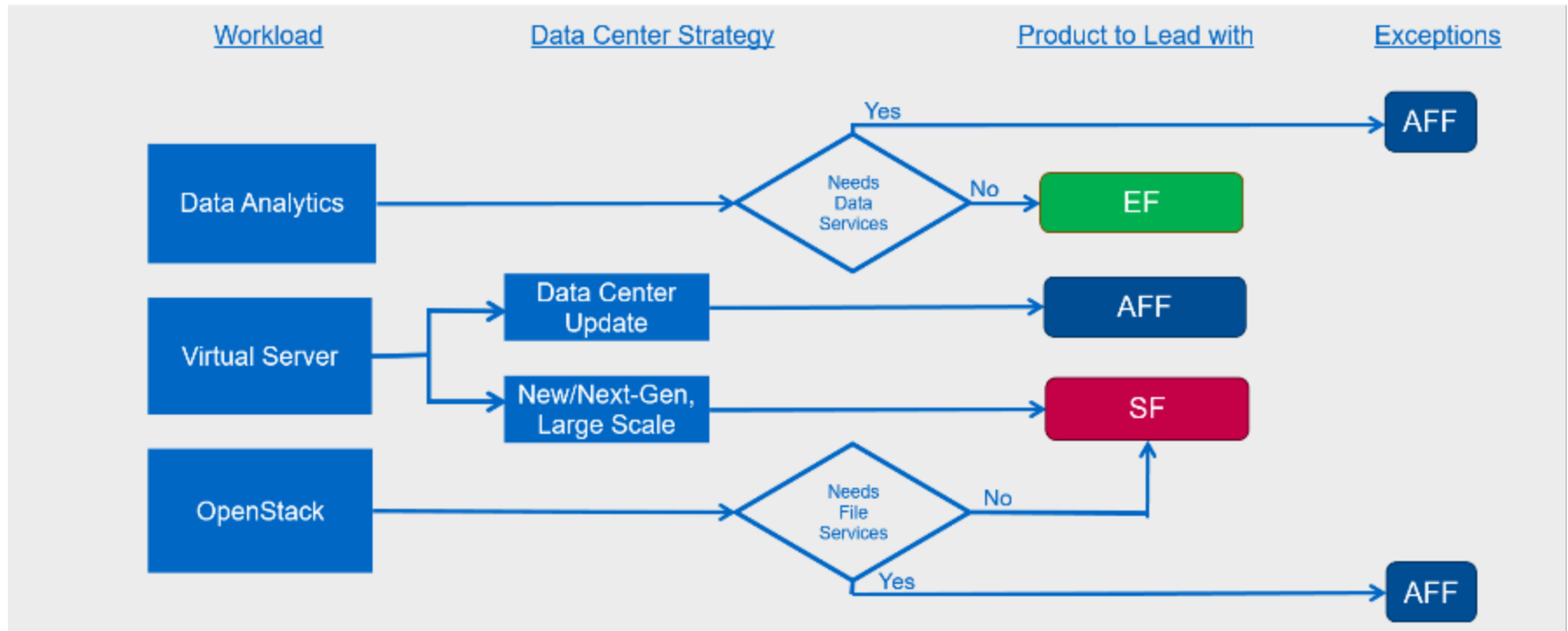
The following pages in How to Sell and Win will help you have a great conversation about your customer's best flash options based on their specific workloads and environments.



Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition
Starting a Flash Conversation		Enterprise Decision Tree		

Enterprise Decision Tree

In order to position the best-fit flash solution for your prospects, it's important to understand the buyer type and how they plan to deploy the storage. Also, be sure to look out for specific exceptions that can pivot the conversation toward a different solution.



Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition
Prospective Customers		Positioning EF-Series, AFF and SolidFire		

Prospecting for All Flash Opportunities

These targeted customer segments tend to need high-performance, all-flash array solutions. NetApp currently offers the EF-Series, All Flash FAS and SolidFire for these target areas.

Customers with extreme performance requirements:

- Real-time analytics (OLAP)
- Online transaction processing (OLTP)
- Business intelligence
- High-performance computing
- Cloud and XaaS
- Virtualization
- SAN

Key things to look for:

- Transactional applications having response time or transaction time issues, or utilizing large numbers of “short-stroked” drives to obtain fast response time
- Business-critical applications/managed services where improving response times directly results in more revenue or improved productivity
- Database applications with large (batch) EFT transactions that are taking too long to complete
- Virtual desktop environments or large virtual machine environments with high IOPS per desktop/VM needs
- Customer budget is tied to specific workloads (not pooled) and prefers to purchase discrete storage resources for these workloads
- Customer needs guaranteed performance and simple scalability to keep up with fluctuating demand
- Customer considering a flash startup for workload
- Technical or executive leadership is enamored with flash



Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition
Prospective Customers		Positioning EF-Series, AFF and SolidFire		

Positioning EF-Series, All Flash FAS and SolidFire

EF-Series strengths:

- Streamlined OS that excels at IO-intensive workloads
- Ultra-low latency (sub 1 ms)
- Extreme IOPS density (825,000 IOPS in 2U)

All Flash FAS strengths:

- Low latency (1-2 ms) with robust data management
- Efficiencies like dedupe and compression
- Multi-protocol support, secure multi-tenancy, scale-out with auto-balancing

SolidFire strengths:

- Extreme scalability (10s of TBs to multiple PBs)
- Guaranteed performance with fine-grain QoS settings for ensuring SLAs
- Comprehensive automation with management integrations, REST-ful APIs and self-healing architecture

EF-Series is a great fit:

- When the application does much of the data management
- When the application won't significantly benefit from data-reduction techniques
- With high-performance databases

All Flash FAS is a great fit:

- With applications that need NFS connectivity or scale-out capability
- Where applications can benefit from data-reduction techniques
- When connecting to the cloud to expand services and workloads
- With VDI (i.e., can take full advantage of ONTAP's dedupe feature)

SolidFire is a great fit:

- With Service Providers and companies with business models centered around web/SaaS applications
- When customers want to converge infrastructure silos (e.g., cloud, hosting, applications services)
- With VMware, OpenStack or CloudStack shops requiring heavy automation and orchestration

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition

Qualifying All Flash Opportunities

Use the following qualifying questions to help further position how NetApp can solve your customer's IT challenges with flash:

Q: Did you know NetApp guarantees that All Flash FAS and SolidFire systems will significantly reduce the logical capacity needed to store customer's data?

A: *When using NetApp's storage efficiency technologies, NetApp guarantees data reduction on a specific workload or combination of workloads.*

Q: Are you trying to find ways to improve your competitive edge and/or customers' experience?

A: *All Flash FAS combines low-latency performance with robust data management, built-in efficiencies, integrated data protection and multiprotocol support. Include professional and support services to ensure an optimized customer experience.*

Q: Is slow application responsiveness affecting revenue, productivity or customer experience?

A: *The EF-Series delivers consistent, predictable, sub-millisecond response times that accelerate the latency-sensitive applications responsible for driving revenue, productivity or customer satisfaction.*

Q: How satisfied are you with the profitability of your monetized storage resources?

[Click for more SolidFire QQs](#)

A: *Guarantee performance to thousands of customer apps in a multi-tenant environment with SolidFire's scale-out architecture and volume-level QoS controls. Combined with in-line data reduction and rich API automation, you can make more money faster from your cloud and hosting services.*

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition

All Flash Objection Handling

The following objection-handling information will help guide your sales conversations and further demonstrate how NetApp can solve customer performance challenges.

Objection	Response
NetApp flash solutions are too expensive.	<ul style="list-style-type: none"> ▪ New AFF SKUs and aggressive pricing should end these comments. ▪ EF has one of the lowest \$/IOPS. ▪ SolidFire can always appeal to Service Providers based on ROI. It's better, more capable, and once you buy into the platform, it can make more money more quickly, and that's all that's needed. (Source: 451 Research)
Competitors claim that flash requires a “purpose-built” approach.	<ul style="list-style-type: none"> ▪ ONTAP software is inherently flash-friendly and enables All Flash FAS to deliver competitive performance, storage efficiency, and flash media longevity. ▪ As the first enterprise-class all-flash array, All Flash FAS provides rich enterprise data management capabilities and application integration that no other all-flash array vendor can match.
NetApp isn't committed to the flash market.	<ul style="list-style-type: none"> ▪ With the addition of SolidFire, NetApp has the most extensive flash portfolio in the industry, for both hybrid and all flash solutions, that can scale up and out, on premise or in the cloud. ▪ NetApp has consulting services to help determine the best workloads for Flash.

Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Conversation Paths	Prospecting	Qualifying	Objection Handling	Competition

NetApp All Flash Competition

	Max IOPS/Cluster**	Max Bandwidth**	Protocols		QoS	Active/Active	Scale-Out	Compression	Dedupe	Replication	Advanced app. Integration						Limited Functionality
			Block, IB, DAS	File							Oracle	SQL	SAP	Citrix	VMware	Hyper-V	
AFF A700	7M*	124GB/s*	FC, FCoE, iSCSI,	NFS, CIFS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
EF570	1M*	21GB/s*	IB, FC, iSCSI, SAS, NVMe	✗	✗	✓	✗	✗	✗	✓	~	~	~	~	✓	~	~
SolidFire 38410	7.5M*	35GB/s*	FC, iSCSI	✗	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗
EMC VMAX 850	4M*	NA	FC, iSCSI	NFS, CIFS	~	✓	✓	✓	✓	✓	✓	✓	~	~	✓	~	~
EMC XtremIO X2	220K*	40GB/s*	FC, iSCSI	NFS, CIFS	~	✓	✓	✓	✓	✓	✓	✓	~	~	✓	~	~
EMC Unity 650F	450K*	NA	FC, iSCSI	NFS, CIFS	~	✓	✓	✓	✓	✓	✓	✓	~	~	✓	~	~
Pure FlashArray //m70	370K*	11.5GB/s*	FC, iSCSI	✗	~	✗	✗	✓	✓	✓	✗	✗	✗	✗	✓	~	~
HP 3PAR 9450	2M*	75GB/s*	FC, FCoE, iSCSI	NFS, CIFS	✓	✓	~	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
IBM A9000R	2M*	8GB/s*	FC, FCoE, iSCSI, FCP	✗	~	✓	✓	✓	✓	✗	✗	✗	✗	~	~	~	~
HDS VSP F800	1.4M*	48GB/s*	FC, iSCSI	NFS, CIFS	✓	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗	✓









* not based on independent performance benchmark evaluation

** comparison by max number of nodes per cluster




Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Sales Resources and Tools		Training	Customer Success Stories	

Sales Resources and Tools








Flash Portfolio

-  [Flash Enablement and Education for Partners At-a-Glance](#)
-  [Flash Promotions](#)
-  [NVMe](#)
-  [PartnerEdge](#)
-  [REMC: Run to NetApp Promotion](#)
-  [Flash Partner Collection](#)
-  [Express Pack](#)
-  [Flash TCO Calculator](#)







EF-Series

-  [EF Field Portal Landing Page](#)
-  [EF570 All-Flash Sales Presentation](#)
-  [EF570 All-Flash Array Datasheet](#)

AFF

-  [All Flash FAS \(AFF\) Field Portal Landing Page](#)
-  [All Flash FAS Strategic Customer Presentation](#)
-  [AFF A Series Datasheet](#)
-  [All-Flash Guarantee](#)
-  [NetApp NextCredit](#)
-  [FlashAdvantage](#)
-  [TCO Calculator](#)

SolidFire

-  [SolidFire.com](#)
-  [SolidFire Datasheet](#)
-  [SolidFire Business Overview Presentation](#)
-  [SolidFire Sales Playbook](#)
-  [FlexPod SolidFire Collection](#)
-  [Accelerate Incentive](#)

Partner
OpportunityMarket and Customer
OpportunitySolution Overview
and BenefitsHow to Sell
and WinTools and
Resources

Sales Resources and Tools

Training

Customer Success Stories

NetApp Training

Flash Portfolio

- [Flash Fundamentals](#)
- [Selling Flash Solutions](#)
- [NetApp Flash: Telling the Story](#)

EF

- [Selling What's Hot: NetApp E-Series and the EF-Series All-Flash Array](#)

AFF

- [ABCs of FAS All Flash Array](#)
- [Selling Flash Systems and ONTAP Software](#)

SolidFire

- [SolidFire Product Overview](#)
- [Capturing SolidFire Opportunities](#)
- [Selling FlexPod SF Solutions](#)

Enablement Programs







- [Earn More with NetApp Flash Webcast Series](#)
- [GetSuccessful™ Partner Enablement Program](#)
- [Partner Academy](#)

Visit the [NetApp Learning Center](#) for the most up-to-date list of Flash courses.







Partner Opportunity	Market and Customer Opportunity	Solution Overview and Benefits	How to Sell and Win	Tools and Resources
Sales Resources and Tools		Training		Customer Success Stories

Customer Success Stories

EF

-  [EF-Series Customer Success Stories](#)
-  [Cloud4con Success Story](#)
-  [Southeastern Louisiana University: EF560 Success Story](#)
-  [City of Alexandria, LA: EF560 Success Story](#)
-  [BEDAŞ Speeds Up Digital Innovation Success Story](#)
-  [SE Louisiana University Success Story](#)

AFF

-  [All Flash FAS Customer Success Stories](#)
-  [Phoenix Insurance Success Story](#)
-  [Yuanta Securities Success Story](#)
-  [Mercy Technology Services Success Story](#)
-  [Chico State University Success Story](#)
-  [UMC New Orleans: FlexPod with All Flash FAS Success Story](#)

SolidFire

-  [SolidFire Customer Success Stories](#)
-  [CloudOps Success Story](#)
-  [Calligo Success Story](#)
-  [Internet Solutions Success Story](#)
-  [DARZ Success Story](#)
-  [FICO Success Story](#)

© 2017 NetApp, Inc. All rights reserved. No portions of this document may be reproduced without prior written consent of NetApp, Inc. Specifications are subject to change without notice. NetApp, the NetApp logo, Go further, faster, clustered Data ONTAP, Data ONTAP, FlexPod, FlexVol, MetroCluster, RAID-DP, SnapMirror, Snapshot, SnapVault, and SyncMirror are trademarks or registered trademarks of NetApp, Inc. in the United States and/or other countries. Windows and SharePoint are registered trademarks of Microsoft Corporation. Oracle is a registered trademark of Oracle Corporation. VMware is a registered trademark and View is a trademark of VMware, Inc. SAP is a registered trademark of SAP AG. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such.

NetApp provides no representations or warranties regarding the accuracy, reliability, or serviceability of any information or recommendations provided in this publication, or with respect to any results that may be obtained by the use of the information or observance of any recommendations provided herein. The information in this document is distributed AS IS, and the use of this information or the implementation of any recommendations or techniques herein is a customer's responsibility and depends on the customer's ability to evaluate and integrate them into the customer's operational environment. This document and the information contained herein may be used solely in connection with the NetApp products discussed in this document.