



FlexPod

GetSuccessful Channel Playbook

August, 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.

Today's data centers are at a critical crossroad. Shifting business pressures and operational limitations are pushing organizations to rethink how they build and manage their data center environments. The FlexPod® platform from NetApp and Cisco offers a compelling solution to solve these challenges – and a **lucrative sales opportunity for you**.

Built on groundbreaking technology from NetApp and Cisco, the FlexPod® architecture simplifies and modernizes IT with continuous innovation. **FlexPod delivers proven performance, proven agility, and proven value.** These benefits are provided through a prevalidated converged infrastructure (CI), which accelerates deployments by reducing risk while maintaining the flexibility that a modern data center platform requires.

To help you capitalize on this opportunity, this guide will outline the messages, content, strategies, and resources you need to successfully position and sell FlexPod solutions to your target customers.



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We structured this NetApp® GetSuccessful™ playbook to help you quickly understand how the FlexPod® platform can help solve your customers' challenges. You can easily navigate the sections of this playbook with the tabs at the top of each page. The primary sections are:

Market Opportunity:

Describes the changing market conditions that are creating demand for the FlexPod platform and shows how you can benefit from a FlexPod sale.

Solution Overview:

Covers the basics of the FlexPod platform, including its key solutions, validated workloads, management software, and support model.

How to Sell and Win:

Provides the sales resources you and your team need to identify and approach prospects, deflect objections, and beat the competition.

Additional Resources:

Includes links to supplemental information that will help you to become better informed about all things FlexPod.

The FlexPod® platform presents you with a unique opportunity to capitalize on a growing trend within the industry. When you sell FlexPod, you will:

Expand Your Business

- **Sell larger NetApp-Cisco deals.** Average FlexPod deal is US \$500K, 3x that of a component sale
- **Reach over 8,500 customers.** Large partner services opportunity – 2.5x revenue drag
- **Drive new technology.** Leverage the Cisco Intercloud Fabric, NetApp Data Fabric, NetApp® ONTAP® software, and All Flash FAS
- **Target next-generation data centers** with FlexPod on SolidFire

Partner with a Leader

- **IDC** - NetApp ONTAP® is the world's #1 open networked branded storage OS¹
- **IDC** - #1 WW Fastest Growing All-Flash Array vendor (2015-2016 YoY growth)²
- **TechTarget** - Best Converged & Hyper-converged Infrastructure: Winner³

Earn More Incentives

- [FlexPod Incentive Programs](#) – view details of documented FlexPod incentives
- [Unified Partner Program Incentives](#) – make more selling NetApp Flash
- [Program Essentials](#) - for additional information on global incentive programs

¹Source: IDC Worldwide Quarterly Enterprise Storage Systems Tracker, 2017Q1, June 8, 2017

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

³Source: 2017 TechTarget Impact Award

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Market Dynamics

Customer Value

Target Customers

Customers are interested in cloud, virtualization, and converged infrastructures because their existing data centers are ill-equipped to help them overcome several considerable roadblocks. As a result, you should target organizations experiencing these key business and operational challenges:

Business Challenges

- Slow, complex, expensive application deployment
- Applications that require faster storage response and higher IOPS
- Inefficient orchestration and cumbersome network automation
- Complex multitenancy support
- Transitioning workloads to cloud data centers

Operational Challenges

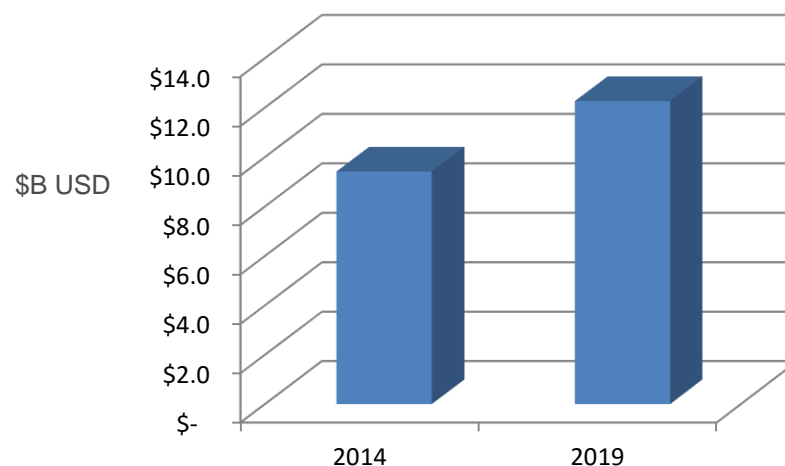
- Cutting energy consumption
- Improving asset utilization
- Simplifying complex, time-consuming provisioning cycles
- Ensuring ongoing system and application integrity, and availability
- Supporting growth of Internet of Everything (IoE) device data

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Business Drivers	Market Dynamics	Customer Value	Target Customers	

According to Gartner, cloud and virtualization consistently rank among CIOs' top priorities. As cloud technology and innovation continue to mature, the adoption rate of converged and integrated infrastructures is sharply rising.

Converged Infrastructure Revenue

- Converged systems revenue is expected to grow to over \$12B by 2019¹
- ESG research shows that two-thirds of respondents expressed interest in a converged infrastructure



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FlexPod Value

Operational Benefits

FlexPod provides the proven performance, agility and value to deliver broad support for any cloud strategy, and simplify converged infrastructure without compromising enterprise class functionality.



Proven Performance

- Deliver fast and secure business-critical applications
- Optimize the data center for the most demanding applications
- Eliminate disruptive downtime
- Secure data across the stack and into the cloud



Proven Agility

- Respond quicker to the demands of your business
- Deploy new hardware and software in minutes
- Support any cloud strategy
- Scale the solution seamlessly



Proven Value

- Simplify IT with a proven best-of-breed solution
- Streamline IT management
- Reduce IT cost and risk
- Leverage innovation and support from technology leaders

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FlexPod Value		Operational Benefits		

Customers can greatly benefit from FlexPod in a variety of ways. Adding NetApp flash simplifies management and lowers overall total cost of ownership.

Infrastructure Efficiency:	Decrease deployment times up to 50% from traditional approaches* Require 80% fewer cables and ports* Up to 63% rack space savings**
Administration	Up to 48% time back**
Power and Cooling:	Up to 73%**
Provisioning:	Minutes*
Backup and Recovery:	Minutes*
TCO:	Realize 25%–50% savings*

*Source: NetApp

**Source: Gartner, Solid-State Array TCO Reality Check, Joseph Unsworth and Arun Chandrasekaran, January 22, 2016
Savings compared with previously installed HDD-based ECB storage systems.

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Appeal to IT organizations that need to improve responsiveness and reduce cost for on-premises infrastructure. Use the following characteristics and environments to determine potential target customers for FlexPod:

Customers who are:

- Moving to IT-as-a-Service
- On the path from application silos toward private cloud computing
- Considering digital transformation initiatives
- Building next-generation data centers
- Looking for broad support of hybrid cloud and remote office infrastructure strategies
- Moving to shared virtualized infrastructures

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Solutions	Validated Workloads	Management Software	Cooperative Support	
FlexPod Overview	Configurations	FlexPod Express	FlexPod Datacenter	FlexPod Select
				FlexPod SolidFire

The FlexPod® platform is a converged infrastructure solution that can be customized to your customer's unique needs. This makes it the most efficient way to help organizations overcome their challenges and complete a successful journey to a next-generation data center.

FlexPod accelerates the transformation from infrastructure silos to a virtualized, shared environment with prevalidated, standardized, scalable building blocks that leverage next-generation components from Cisco, NetApp, hypervisor, and application partners. FlexPod includes:

- High computing/memory density
- Management of multiple enclosures and servers with a single interface
- Unified storage with NetApp ONTAP® software
- Native deduplication, thin provisioning, compression, data protection, and more

Cisco UCS® B-Series and C-Series Servers, including UCS Mini, and Cisco UCS Mgr



Cisco Nexus® Family Switches



NetApp® storage, OnCommand® Software Suite, up to 40GE and FCoE



Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources	
Solutions	Validated Workloads	Management Software	Cooperative Support		
FlexPod Overview	Configurations	FlexPod Express	FlexPod Datacenter	FlexPod Select	FlexPod SolidFire

FlexPod Portfolio

The FlexPod portfolio offers four solutions that target major enterprise workloads, with common components that can be leveraged across the FlexPod family:

FlexPod Express



Remote office or branch office, retail, small and midsize business, and edge

FlexPod Datacenter



Enterprise apps, unified infrastructure, and virtualization

FlexPod Select



Big Data and Analytics

FlexPod SolidFire



Next-Generation Data Center

Overview		Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Solutions		Validated Workloads	Management Software	Cooperative Support	
FlexPod Overview	Configurations	FlexPod Express	FlexPod Datacenter	FlexPod Select	FlexPod SolidFire

FlexPod® Express gives small or medium-size businesses a cost-effective, easy-to-deploy solution that consolidates their application and data requirements. FlexPod Express:

- Reduces cost and complexity by consolidating IT resources
- Improves efficiency and system utilization through virtualization
- Simplifies management and operational processes
- Maximizes application and storage efficiency

The FlexPod Express solution leverages best-in-class components:

- Cisco® Unified Computing System™ (Cisco UCS®) C-Series servers, including UCS Mini
- Cisco Nexus® 3000 or 9000 Series switches
- NetApp® E-Series or FAS2600 Series storage



[Learn more about FlexPod Express](#)

Overview		Market Opportunity		Solution Overview		How to Sell and Win		Additional Resources			
Solutions			Validated Workloads			Management Software		Cooperative Support			
FlexPod Overview		Configurations		FlexPod Express		FlexPod Datacenter		FlexPod Select		FlexPod SolidFire	

FlexPod® Datacenter integrates best-in-class components into an enterprise-class platform with validated designs, as well as multi-tenant clouds, business continuity, and data protection. FlexPod Datacenter:

- Speeds deployment of business applications
- Supports validated designs for VMware, Microsoft, Oracle, SAP, and Citrix applications
- Deploys the latest all-flash and software-defined data center solutions
- Reduces TCO more than converged infrastructure alternatives

The FlexPod Datacenter solution leverages best-in-class components:

- Cisco UCS® servers, including UCS Mini
- Cisco Nexus® 5000, 6000, 7000, 9000, and Cisco MDS SAN Switches
- NetApp ONTAP software and MetroCluster® software
- NetApp traditional and All Flash FAS (AFF) unified scale-out storage systems



[Learn more about FlexPod Datacenter](#)

Overview		Market Opportunity		Solution Overview		How to Sell and Win		Additional Resources			
Solutions			Validated Workloads		Management Software			Cooperative Support			
FlexPod Overview		Configurations		FlexPod Express		FlexPod Datacenter		FlexPod Select		FlexPod SolidFire	

FlexPod® Select uses powerful servers and storage from Cisco and NetApp to provide dedicated support for demanding, resource-heavy workloads. FlexPod Select:

- Supports validated, preconfigured components for rapid deployment of big data analytics
- Delivers enterprise-class infrastructure for Oracle RAC and Hadoop
- Compatible with more existing applications and infrastructure
- Provides an open platform to prevent lock-in and leverage evolving ecosystem

The FlexPod Select solution leverages best-in-class components:

- Cisco UCS® servers
- Cisco Nexus® 5000, 6000, 7000, and 9000 Series Switches
- NetApp® E-series, EF-Series, and FAS storage



[Learn more about FlexPod Select](#)

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FlexPod Express

FlexPod Datacenter

FlexPod Select

FlexPod SolidFire

FlexPod® SF uses powerful servers and storage from Cisco and NetApp to provide a CI solution for next-generation data center cloud architectures. FlexPod SF:

- Delivers advanced QoS settings that help guarantee performance for multiple applications in parallel
- Easily controls performance and capacity priorities without disruption.
- Agile provisioning, management, and reporting with 100% programmable storage infrastructure
- Manage the data center with a choice of frameworks
- Increases system capacity and performance with scale out flexibility

The FlexPod SF solution leverages best-in-class components:

- Cisco UCS B-Series M4 servers
- Cisco Nexus® 5000 or 9000 Switches
- NetApp® SolidFire® SF9608 nodes



[Learn more about FlexPod SF](#)

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Tested for key application environments

The FlexPod® platform continues to expand validation of business-critical applications and workloads. Over 140 validated architectures have been delivered to date, and we continue to roll out new ones every quarter. As Validated Designs, these workloads have been comprehensively tested to enable more reliable, fully predictable deployments.

Infrastructures

- Baseline FlexPod
- Any hypervisor or bare metal
- Robust, fully redundant design
- Management software installed
- Ready to install application

Application Workloads

- Built on FlexPod infrastructures
- Application deployment best practices
- Includes application backup and recovery



ORACLE®

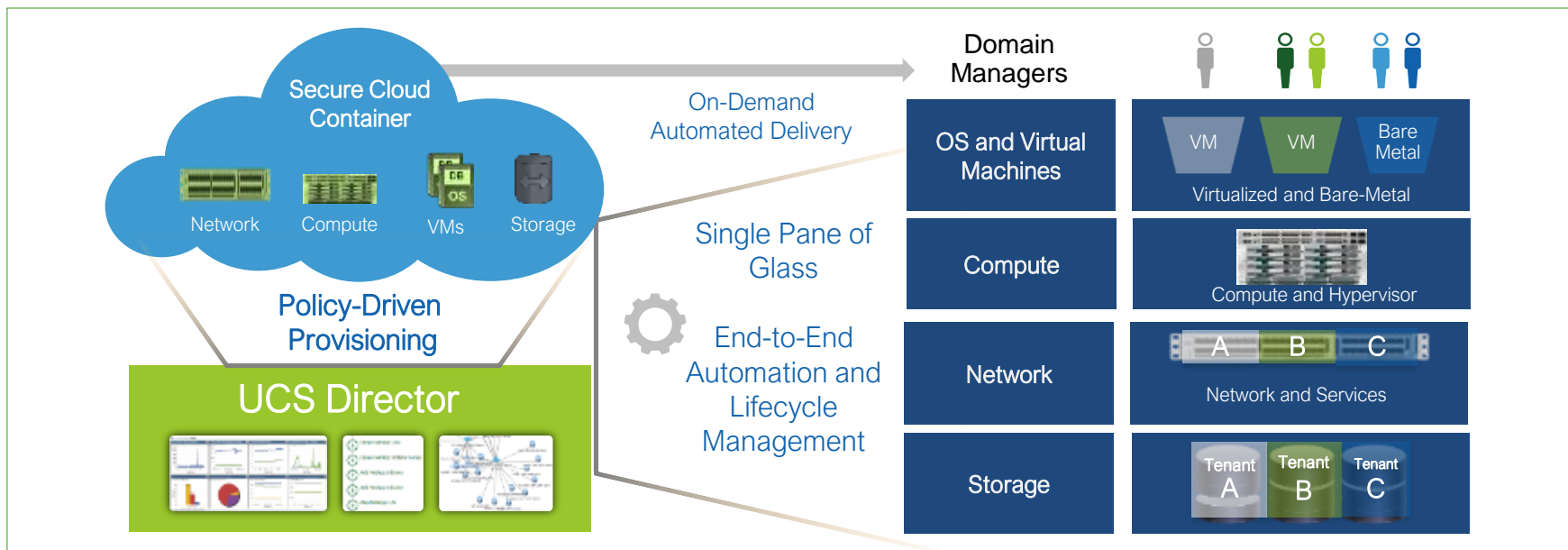


vmware®

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Solutions	Validated Workloads	Management Software	Cooperative Support	

Open Management

FlexPod can be managed using best-in-class management tools and platforms. Cisco UCS® Manager and NetApp® OnCommand management software help optimize storage, server, and network elements, and use Cisco UCS® Director for centralized orchestration. A broad range of management solutions from alliance partners have gone through validation testing, and FlexPod also supports open management APIs.



Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Solutions	Validated Workloads	Management Software	Cooperative Support	
Cooperative Support Model		Cooperative Support Methodology		

FlexPod® Cooperative Support Model

[FlexPod Cooperative Support](#) is a partnership between Cisco and NetApp, and technology partners Citrix, Microsoft, VMware, and Red Hat. This partnership allows direct access to multiple vendors, providing a rapid, coordinated resolution to your technical issue.

All ecosystem vendors and FlexPod Authorized Support Partners collaborate in the FlexPod Cooperative Support Lab to recreate environments and accelerate issue resolution.

Benefits

- Direct access to product experts from any of the ecosystem vendors to quickly get to issue resolution
- No additional contracts; FlexPod Cooperative Support is bundled with the FlexPod unit and product support purchases
- Our engagement model ensures vendor collaboration to resolve customer issues



Direct Access

No barrier between you and the experts you need, whenever you need them.



Coordinated Support

Formal communications, training and escalation processes across vendors and partners.



FlexPod Expertise

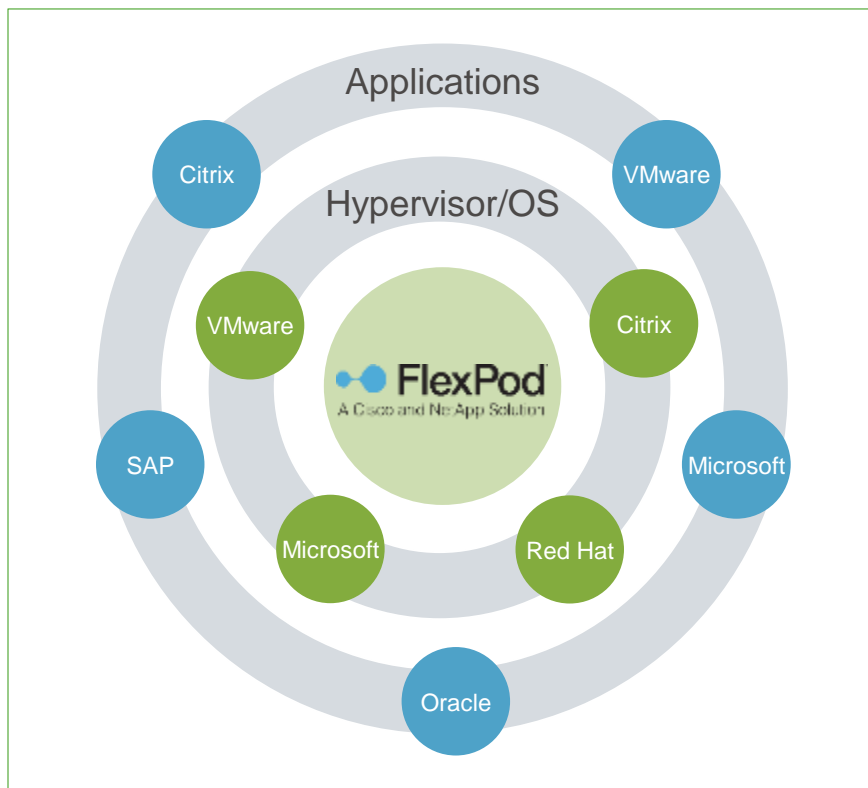
A multivendor cooperative support lab to simulate and pretest support solutions.

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Solutions	Validated Workloads	Management Software	Cooperative Support	
Cooperative Support Model		Cooperative Support Methodology		

Cooperative Support Methodology

- Coordinated support with NetApp, Cisco, Citrix, Microsoft, Red Hat, and VMware
- Support is extended to other world-class vendors via Technical Support Alliance Network (TSANet)
- No barrier between customers and the experts they need, whenever they need them
- A multivendor Cooperative Support Lab to recreate customer environments to accelerate issue resolution
- Accountability and case management until customer's FlexPod issue is resolved

The Support Ecosystem



Green = Support via FlexPod Cooperative **Blue** = Support via TSANet

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Qualifying Questions	Handling Objections		Competition	

The following are examples of questions you can use to uncover prospects' challenges and kick start a sales conversation.

Qualifying Questions	How We Do It	Proof
Are your applications keeping pace with your performance and scale requirements?	FlexPod delivers application performance that drives higher productivity, faster decision making, and opportunities for growth.	Enterprise applications perform up to 20 times faster on All Flash FAS. FlexPod with Cisco ACI automation and policies delivers software flexibility with hardware performance. Remove up to 93% of storage performance issues and remove “noisy neighbors” with the predictable performance of SolidFire QoS.
Is your organization looking for new ways to manage the costs of scaling cloud infrastructure?	Through infrastructure consolidation, automation, and rapid delivery, FlexPod delivers impactful savings with a proven solution from leading IT vendors.	Solutions with Cisco UCS integrated infrastructure offer up to 46% lower IT infrastructure costs. FlexPod SF also offers cost savings through a common platform accommodating both enterprise workloads and webnative applications.
Are your cloud deployments constrained by security, scale, and site limitations?	FlexPod transcends the constraints of the data center, providing a flexible, secure, scalable foundation for your cloud and as-a-service initiatives.	You can operate outside the constraints of the data center, across your choice of hybrid cloud resources, while maintaining security, control, and workload portability. This freedom and this security are enabled by the software-defined, agile capabilities of the Data Fabric powered by NetApp and the Cisco Intercloud Fabric. Remote sites can deploy FlexPod solutions for common management and components, from the data center to the edge.

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The following are examples of common objections to the FlexPod® platform and the most appropriate ways to respond to each. See more on Field Portal.

We don't buy our IT infrastructure as integrated, converged stacks – we buy piece parts and integrate it ourselves.

“FlexPod can be purchased as a pre-integrated stack or can simply provide the validated design for you to buy and build your own at your own pace. You can even incorporate existing gear into the validated stack solution. Would you be receptive to hearing more?”

We are an HP (or EMC or other) shop. We are considering an integrated stack solution from another vendor.

“While most vendors' solutions may have certain strengths, FlexPod is a more flexible, scalable, and future-proof converged infrastructure solution than offerings from other vendors and features several capabilities unique to NetApp and Cisco, such as secure multi-tenancy, which maintains data security in a shared infrastructure environment. Would you be receptive to a discussion around these differentiators?”

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Qualifying Questions	Handling Objections	Competition		
Converged Infrastructure	Hyper-Converged Infrastructure	Competitive Reference Chart		

There are currently many competitors in the converged infrastructure market. Below is a summary of the relative weaknesses of Dell EMC VxBlock and HPE ConvergedSystem versus FlexPod.

Dell EMC VxBlock

- As of July 1, 2017, Vblock systems are no longer offered; focus shifted to VxBlock and HCI solutions
- Lacks significant flexibility
- Design is restricted to a small number of specific, pre-defined Cisco, EMC, and VMware components
- Alternative hypervisors or large bare metal deployments not covered by VCE support
- Difficult to integrate into existing IT infrastructure and processes
- Limited scalability within any individual VxBlock/Vblock; upgrades to larger systems are very expensive

HPE ConvergedSystem

- Lack of consistency and scalability between LeftHand and 3PAR
- Benchmarks show Cisco UCS superior to HPE BladeSystem in both performance and power efficiency
- Converged models and configurations have changed many times over recent years
- Reference architectures use outdated components
- ConvergedSystem models still based on older, non-Synergy servers
- HPE focus shifting to HCI, SimpliVity
- Lack of storage focus by HPE enterprise sales teams

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Qualifying Questions	Handling Objections	Competition		
Converged Infrastructure	Hyper-Converged Infrastructure	Competitive Reference Chart		

The hyper-converged infrastructure marketplace is growing rapidly, including NetApp HCI. Below is a summary of the relative weaknesses of Nutanix and HPE SimpliVity solutions versus FlexPod.

Nutanix

- Nutanix data locality limits workload flexibility, adds complexity and hurts performance particularly if there is a node failure
- Offers no independent scale resulting in unexpected scale, costs and stranded resources – HCI Tax*
- Modular scale leads to unexpected VMware and other core based SW license costs - HCI Tax
- Performance is highly effected by cluster management tasks and can take >30% of resources away from applications in some cases – HCI Tax
- Nutanix lacks QoS and cannot guarantee performance or consolidate workloads
- New workloads create new application silos
- Scale is limited to the hypervisor but real world Nutanix deployments never get passed 16 nodes

HPE SimpliVity

- Scale is limited to 8 nodes per cluster and max of 32 nodes per vCenter instance
- Claim multi-hypervisor support but most capabilities are only available on VMware
- Data efficiency numbers are inflated because deduped data that would have been replicated if written is counted twice
- Same HCI Taxes as all 1st generation HCI vendors
 - Additional license costs with expansion
 - Cluster resource utilization takes away from apps
 - Lack of independent scale
- Poor consolidation, new workloads create app silos

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Qualifying Questions	Handling Objections		Competition	
Converged Infrastructure	Hyper-Converged Infrastructure		Competitive Reference Chart	













The following chart will help you quickly differentiate FlexPod® from competitive offerings.

Feature	NetApp FlexPod	EMC VSPEX	Dell EMC VxBlock	HDS UCP	HP Converged System
Flexible design with seamless scaling	●	○	○	○	○
Validated workloads	●	◐	◐	◐	◐
Leading network fabric	●	◐	◐	◐	○
Integrated support ecosystem	●	◐	◐	◐	◐
Management choice	●	◐	○	○	◐
Integrated data protection	●	○	○	○	◐
Deduplication/compression	●	◐	◐	●	◐
Secure multi-tenancy	●	●*	●*	◐	◐
○ Limited or unknown support ◐ Partial or incomplete support ● Supported					
*Requires add-on appliance for SVM functionality					




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See the links below for more information.

Sales Resources

-  [NetApp.com/FlexPod](#)
-  [FlexPod.com](#)
-  [FlexPod BDM Presentation](#)
-  [FlexPod SF Collection](#)
-  [FlexPod SF Customer Presentation](#)
-  [FlexPod SF Quick Reference Guide](#)
-  [FlexPod SF FAQ](#)
-  [FlexPod on Cisco.com](#)
-  [CiscoNetapp.com Alliance Portal](#)
-  [FlexPod Incentive Programs](#)
-  [Unified Partner Program Incentives](#)
-  [FlexPod Services and Support](#)

Additional Tools

-  [Videos](#) (NetApp Media Library – search for “FlexPod”)
-  [FlexPod Premium Partner](#)
-  [FlexPod Modular Integration](#)






Competitive Information

-  [Competitive Portal](#)
-  [FlexPod Competitive Material](#)




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Participate in training courses to gain sales and technical knowledge on how FlexPod® can help your customers remove IT constraints and speed their response to business changes.

Select Courses:

-  [ABCs of FlexPod](#)
-  [FlexPod for Account Managers](#)
-  [FlexPod: A Proven Reference Architecture](#)
-  [FlexPod Sales Exam](#)
-  [Fast Lane FlexPod Training](#)

Enablement Programs:

-  [PartnerAcademy](#)
-  [GetSuccessful™ Enablement Program](#)
-  [Partner Enablement Guide](#)

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

There are thousands of satisfied FlexPod customers worldwide. Examples include:



Reliability and responsiveness are keys to supporting the City of Houston's citizens. To further its mission and optimize service delivery, Houston adopted a private cloud powered by the NetApp® FlexPod® platform and the NetApp® ONTAP® operating system.

[City of Houston, TX: FlexPod Success Story](#)



Running and evolving an e-health platform as a managed service for thousands of users became easy for Aossia with flexible, fast, and 100% reliable NetApp technology in a FlexPod solution.

[Aossia Success Story](#)



IBERIABANK replaced its aging IT platform with a FlexPod solution, introducing the flexibility necessary to manage the bank's rapid expansion.

[IBERIABANK Success Story](#)



The move to an all-flash FlexPod infrastructure based on a NetApp AFF8080 system enabled Axians to generate significant storage savings as well as a reduction in energy, rack space, and cooling.

[Axians Success Story](#)



To keep pace with its growing electronic health record data and to maximize the availability of data, Tucson Medical Center uses NetApp ONTAP data management software running on FAS systems and FlexPod technologies.

[Tucson Medical Center Success Story](#)

Thank You

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