



GetSuccessful Partner Enablement

Overview

Market Opportunity

Solution Overview

How to Sell and Win

Additional Resources

NetApp ONTAP Data Management Software

GetSuccessful™ Channel Playbook
July 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.

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Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
About ONTAP	Partner Value		Using This Guide	
ONTAP and Digital Transformation	Hybrid Cloud		NetApp Data Fabric	

ONTAP and Digital Transformation

Future-proof and simplify your data infrastructure with the leading enterprise data management software. ONTAP empowers businesses to grow, increase profitability, and accelerate digital transformation.



ENABLE
new customer
touchpoints

Provide better targeting
to cross-sell and upsell



CREATE
innovative business
opportunities

Support agile testing and
development to drive faster
path to revenue



OPTIMIZE
operations

Reduce OPEX and
future-proof investment

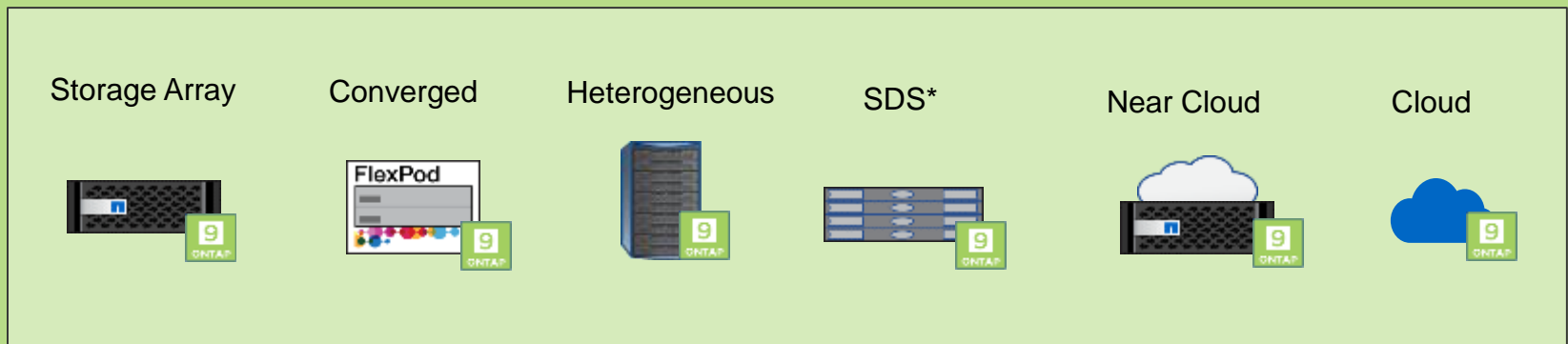
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Harness the Power of the Hybrid Cloud with ONTAP

Simplify data management across architectures, deployment models and applications.



ONTAP 9



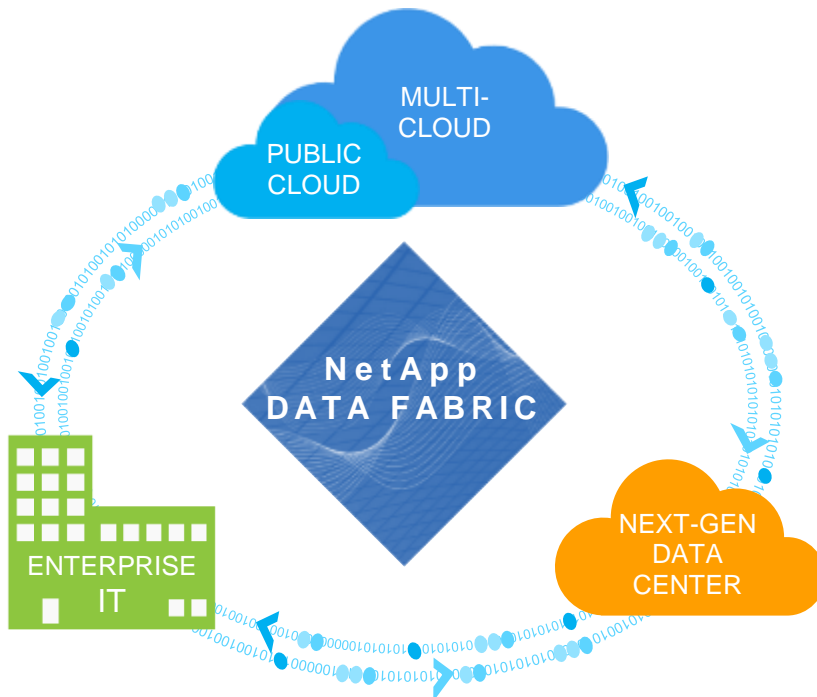
Common data management

*SDS = software-defined storage

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NetApp Data Fabric

NetApp ONTAP is the foundation for your Data Fabric. ONTAP enables consistent data management across pools of virtualized storage, whether on-premises or in the cloud.



HARNESS
the power of the
hybrid cloud



BUILD
a next-generation
data center



MODERNIZE
storage through
data management

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Partner Value

Build stronger, more profitable customer relationships with the #1 open networked branded storage OS* – the ONTAP architecture – with clustering to enable continuous data access and greater IT agility.

Expand Your Business

- **Transition to ONTAP** and increase application performance by 20x with all-flash.
- **Increase deal size and margins** with professional services; add recurring revenue stream with support.
- **Develop customer's cloud strategy** (ONTAP Cloud for Azure and AWS).
- Target 7-Mode systems: ~40% of installed base capacity is still running 7-Mode.

Deliver Unique Value

- **Build greater loyalty with customers** over the lifecycle of an application with the ability to dynamically assign, promote, and retire storage resources.
- **Lead with the only unified, clustered storage platform** with proven efficiencies for both SAN and NAS.
- **Future proof:** Be ready for future requirements with a data management solution that is adoptable to future needs, including new flash technologies and the hybrid cloud.

Stay Ahead of the Game

- **ONTAP is the foundation for the Data Fabric**, bringing customers into the hybrid cloud quickly and easily.
- **Increase customer agility to start small and grow big** with nondisruptive upgrades.
- **Get your team enabled and trained on just one unified storage solution** to address customers' needs.

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Using this Guide

We designed this guide to provide you and your teams with all the information and resources needed to support the successful marketing and selling of NetApp solutions on ONTAP software.

Partner Opportunity

Understand the business opportunity ONTAP presents and how NetApp is committed to enabling your success

Market and Customer Opportunity

Learn about projected market opportunities and how only NetApp delivers unique value to your customers, directly addressing their needs

Solution Overview and Benefits

Understand how ONTAP is the foundation enterprises can count on to control data, on-premises and in the cloud

How to Sell and Win

Close more profitable deals with targeted opportunities, focused positioning, and compelling offers designed to accelerate sales

Sales Tools and Resources

Get your teams ready and able to sell with easy-to-access sales tools and training

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

Business Challenges

IT departments are struggling to support their ever-changing customer business needs using traditional storage.

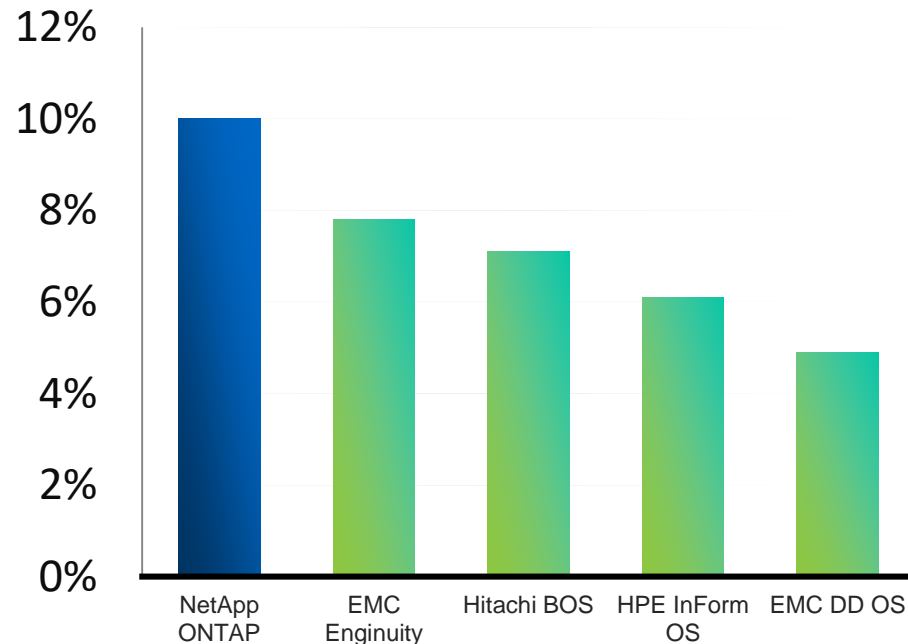
- Inability to seamlessly move data from public to private cloud while maintaining control
- Business disruptions from tech refreshes and upgrades
- Unable to respond quickly enough to business changes and data growth
- Scaling can be disruptive, limited, and not uniform, creating silos and disruptions
- Reduced IT budgets and staff, but need to implement more projects to support the business.
- Require help evolving to a service-oriented approach



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Business Challenges	Market Opportunity	Customer Value	Target Customers	
ONTAP Leadership Position		Size of Opportunity		

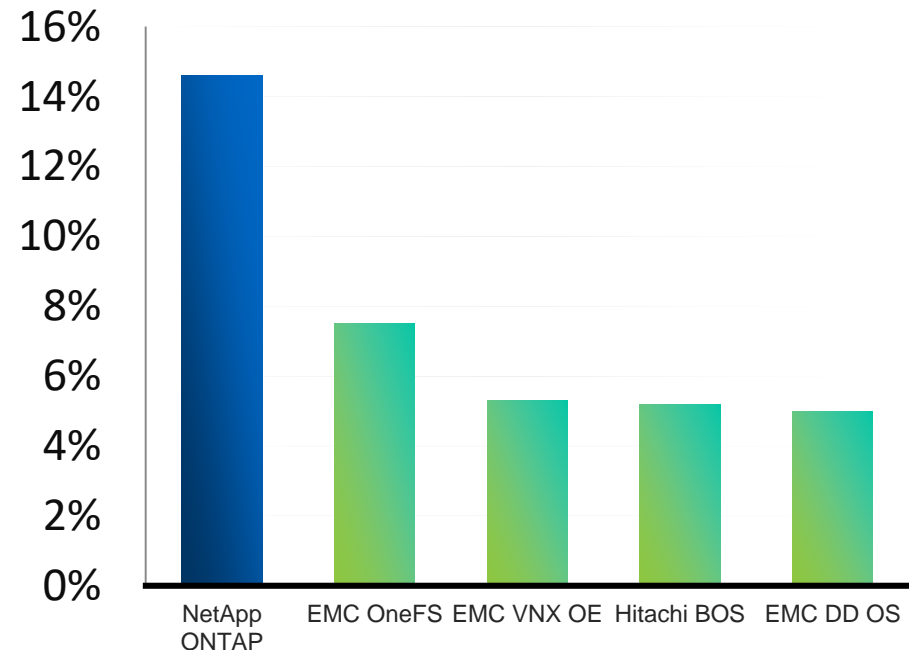
Ranked #1 in Revenue

Top 5 Branded Storage OS
CY 2016 Q4 Worldwide – Revenue Market Share



Ranked #1 in Capacity Shipped

Top 5 Branded Storage OS
CY 2016 Q4 Worldwide – Capacity Market Share



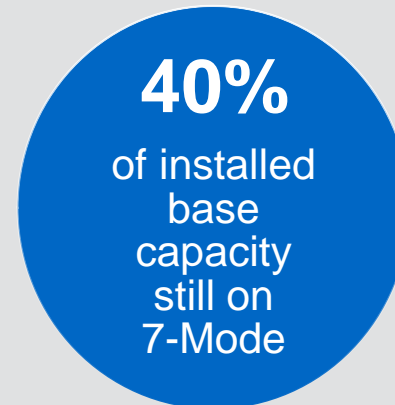
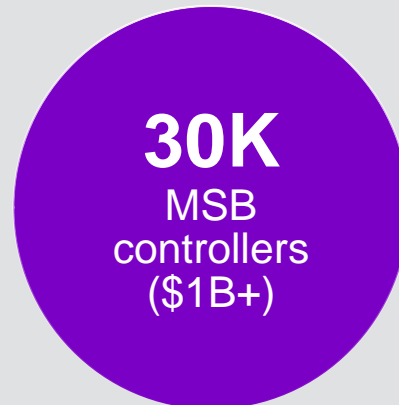
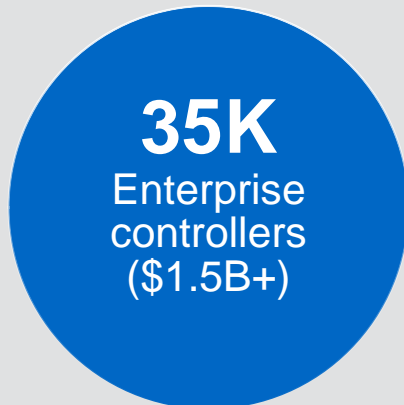
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Target 7-Mode Installed Base

Great opportunity to open up conversations with your customers about the direction of their data centers and to cross-sell technologies, such as flash.

Target installed 7-Mode base

\$2.5B opportunity



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Customer Value

With ONTAP providing the right data management capabilities, organizations can dynamically deliver solutions and services without delays and take advantage of emerging technologies.



Simplify Data Management

Unify data management across flash, disk, and cloud.



Accelerate and Protect

Deploy ONTAP across the hybrid cloud.



Future-proof your Data Infrastructure

Support changing business needs and radically change datacenter TCO.

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Target Customers

Use the following characteristics to determine the ideal customer and environment for the ONTAP architecture.

- Businesses that would benefit from unifying and **simplifying their data management across flash, disk, and cloud storage**
- **Installed base technology refresh** of older FAS systems running 7-mode
- Any enterprise that plans to **invest in the cloud** as part of a long-term business strategy
- **Midsize businesses** looking to **improve operational efficiencies** and availability
- **Shared virtualized environments** and business-critical applications/workloads
- Customers looking for **continuous availability, industry-leading all-flash performance**, and/or lower operation costs

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Overview	Target Environment	Services	Competitive	
Introduction	Simplify Management	Accelerate and Protect	Future-proof	SDS Architecture

Drive Innovation and Responsiveness with NetApp ONTAP

With ONTAP, customers can integrate next-generation data storage technologies such as flash, cloud, and software-defined architectures as endpoints across a universal data fabric.

Key benefits

- **Simplify Data Management** across flash, disk, and cloud
- **Accelerate and Protect** across the hybrid cloud
- **Future-proof your Data Infrastructure** for changing business needs



Capabilities

- Scale and move workloads across cloud deployments in minutes
- Increase performance with flash optimization
- Integrated data protection
- Integration and support for emerging apps
- Global management of data from flash to disk to cloud for lifecycle management
- Deliver software-defined storage (SDS) economics and management with ONTAP Cloud and ONTAP Select

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Simplify Management



ONTAP gives you a common set of features across deployment architectures, which simplifies complex tasks so your IT staff can be more productive and focus on addressing business priorities.

- Simplify data management across architectures, deployment models and applications
- Deploy key workloads in under 10 minutes with AFF fast provisioning
- Improve data center economics with AFF + ONTAP by delivering higher density and faster performance with lower power consumption
- Boost efficiency with inline deduplication, compression, and compaction
- Automate tiering of cold data to a lower cost storage



For more details, review the [ONTAP 9 Strategic Customer Presentation](#)

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Accelerate and Protect

Accelerate and protect your enterprise applications on flash while not compromising on the rich data services that you need.



Quality of Service (QoS)

- Protect performance of business-critical workloads
- Simplify loading new workloads and optimizing performance on a cluster

NetApp Volume Encryption

- Encrypt any volume, any disk
- Leverage storage efficiency features
- Provide future-proof encryption

NetApp FlexGroup

- For massive data containers, deliver linear scale for performance and capacity
- Ensure consistent high performance
- Support apps for EDA, high-tech, oil/gas, media and entertainment

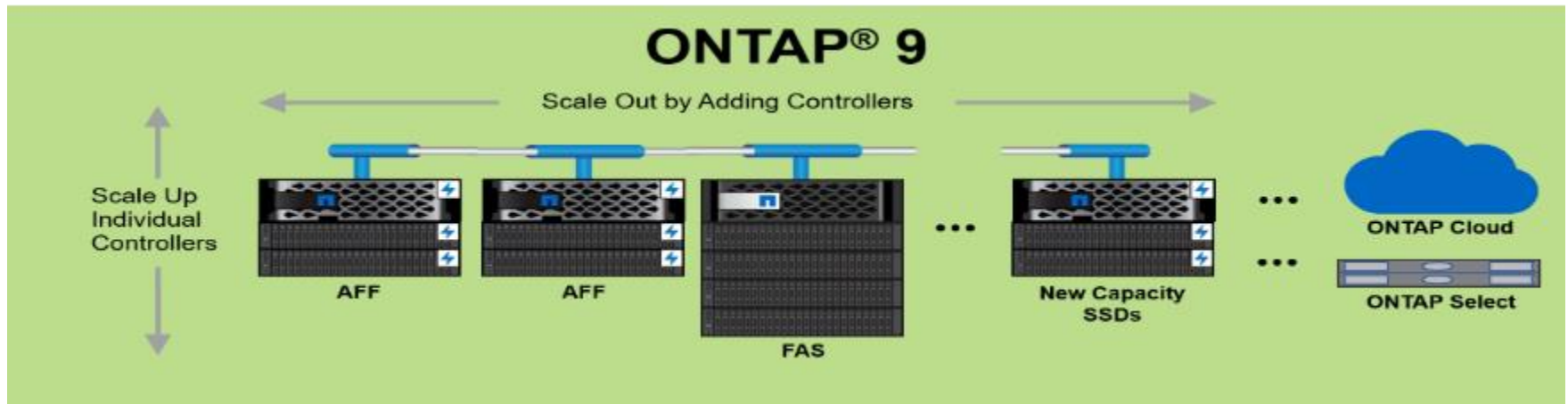
Data Protection

- Integrate data management platform across hybrid cloud
- Provide efficient, unified storage with built-in data protection across platforms

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
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Future-proof Data Infrastructure

Support changing business needs and plan for the future.



- Flexibly scale out by intermixing your choice of flash and hybrid nodes
- Upgrade hardware/software or scale up without disrupting users
- Incorporate software-defined, cloud, and new flash technologies

- Integrate and support new enterprise apps
- Simplify and integrate data management across cloud and on-premises to accelerate digital transformation

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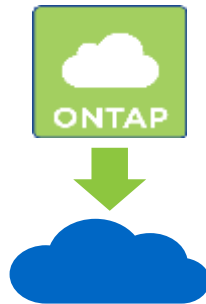
Flexibly deploy software-defined NetApp ONTAP in the cloud and on-premises

With ONTAP, flexibly deploy on your choice of software-defined architectures – ranging from ONTAP Cloud to ONTAP Select - while also unifying data management across them.

NetApp ONTAP Cloud

Cloud economics with enterprise data management

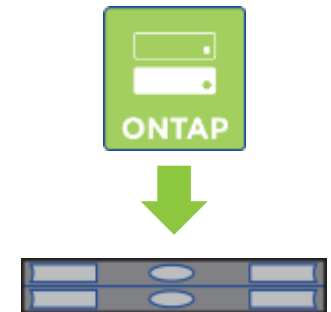
- Software-defined on Amazon AWS and Microsoft Azure
- Pay-as-you-use flexible cost structure
- Great for DevOps and cloud disaster recovery
- Supports SSD- and HDD-based storage services



NetApp ONTAP Select

Software-defined on commodity servers

- Deploy in data center or remote office
- Runs on all-flash or hybrid-flash systems
- Flexible capacity-based license



Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Overview	Target Environment	Services	Competitive	

Target Environments

Run ONTAP for a broad range of enterprise workloads and applications.

Market Segments	Target Workloads/Applications
Shared Virtual Infrastructure/ Private Cloud	<ul style="list-style-type: none"> • Server virtualization (VMware®, Hyper-V®, Citrix, KVM) • Desktop virtualization for both Citrix and VMware
Hybrid Cloud	<ul style="list-style-type: none"> • Organizations currently running NetApp® on premises and want to do more in the cloud (NPS for Cloud) • ONTAP running as software in the cloud on Amazon Web Services or Microsoft Azure (ONTAP Cloud)
Enterprise and Mission-Critical Apps	<ul style="list-style-type: none"> • Microsoft® Exchange, SharePoint®, SQL Server® • Oracle® and SAP® on NFS and SAN
Scale-Out NAS/File Services	<ul style="list-style-type: none"> • Tech apps, unstructured data, R&D apps • NFS and CIFS home directories • Large containers for archival use cases

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Partner Services Opportunity

NetApp provides three options for partners to increase profitability by selling services.

Partner Branded Services



Partner to Customer

- Partner brand
- Partner sold
- Partner delivered

Distributor Branded Services



Partner to Customer

- Distributor brand
- Partner sold
- Distributor delivered

NetApp Branded Services



Resale of NetApp Services

- NetApp® brand
- Partner sold
- NetApp delivered

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
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NetApp All Flash and Hybrid Competition

NetApp All Flash and Hybrid Competition	Max IOPS/ Cluster**	Max Bandwidth**	Protocols		QoS	Active/Active	Scale-Out	Compression	Dedupe	Replication	Advanced app. Integration						
			Block, IB, DAS	File							Oracle	SQL	SAP	Citrix	VMware	Hyper-V	
AFF A700	7M*	124GB/s*	FC, FCoE, iSCSI,	NFS, CIFS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Limited Functionality
FAS 9000	500K*	124GB/s*	FC, FCoE, iSCSI	NFS, CIFS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	~
EMC VMAX 850	4M*	NA	FC, iSCSI	NFS, CIFS	~	✓	✓	✓	✓	✓	✓	✓	~	~	✓	~	Not Available
EMC Unity 650F	450K*	NA	FC, iSCSI	NFS, CIFS	~	✓	✗	✓	✗	✓	~	✓	✓	~	~	✓	✗
EMC Isilon F800	250K*	15GS/s*	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*	IB, FC	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
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

Overview	Market Opportunity	Solution Overview	How to Sell and Win	Additional Resources
Prospecting	Qualifying	Objection Handling		

Prospecting

Use the following guidelines to determine if the ONTAP architecture is a good fit for an opportunity.

Targeting and Qualifying Opportunities

Understand Your Buyer

- VP of IT, Director of Storage
- IT Manager, Storage Administrator/Architect

Identify Business Issues

- Meet stringent SLAs for performance and/or availability
- Deliver applications and data with no service disruption
- Operate at scale in business-critical environment
- Extract and move data on demand within a data center and across many different locations
- Easily leverage cloud resources as an extension of on-premises storage

Target Customer Opportunities

- Tech refresh for 7-Mode customers
- All-flash workloads that require high performance, consistent low latency; Microsoft Exchange, SharePoint, and SQL Server; Oracle and SAP on NFS and SAN.
- Aligned with other IT infrastructure initiatives, such as flash, software-defined, or cloud initiatives
- Server virtualization (VMware, Microsoft Hyper-V, Citrix, KVM), desktop virtualization for Citrix and VMware
- Tech apps, unstructured data, R&D apps, NFS and CIFS home directories

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

Use the following qualifying questions to help further position the way NetApp can solve your customer's challenges.

Q: Does your organization have the ability to meet changing business requirements?

A: ONTAP delivers a data management solution that provides the agility, scale, protection, and operating efficiency to speed response to business changes.

Q: Can you respond quickly to business changes on premises or in the cloud?

A: ONTAP provides a foundation for the Data Fabric that seamlessly connects different data management environments across disparate clouds into a cohesive, integrated whole.

Q: What is your IT strategy to maximize business availability?

A: ONTAP provides nondisruptive operations, performing lifecycle operations without interrupting business operations while providing data protection.

Q: Do you need to improve application performance? Are you considering a flash solution?

A: ONTAP and All Flash FAS are optimized to deliver world-class performance and rich data management features that keep the applications running, no matter what.

Overview

Market Opportunity

Solution Overview

How to Sell and Win

Additional Resources

Prospecting

Qualifying

Objection Handling

Objection Handling

The following objection-handling information will help guide your sales conversations and further position the way NetApp can solve customer IT challenges.

“Why should I upgrade to ONTAP 9?”

ONTAP 9 provides the strongest data management platform to simplify management, increase efficiency, accelerate performance, protect data, and eliminate downtime in today’s enterprise environments.

“Our organization does not plan on adopting cloud computing.”

You may not be considering adopting cloud computing today, but you should ensure your IT foundation is prepared to support hybrid cloud. NetApp ONTAP data management software enables a data fabric and allows you to embrace the cloud on your terms.

“I hear migrating to ONTAP can be complex.”

No. NetApp has developed tools, services, and best practices to simplify the transition with minimal downtime and reduced risk.

“Vendor XYZ says that its flash array is faster.”

ONTAP is optimized for flash and delivers world-class performance. FlashEssentials innovations and optimizations are built into ONTAP running on NetApp All Flash FAS systems. They increase flash performance, efficiency, and data integrity.

Overview

Market Opportunity

Solution Overview

How to Sell and Win

Additional Resources










Sales Tools & Resources

Training

Success Stories

Sales Tools & Resources

Sales Resources

-  [ONTAP 9 Collateral Collection](#)
-  [ONTAP 9 Strategic Customer Presentation](#)
-  [ONTAP 9 Quick Reference Guide](#)
-  [ONTAP 9 Datasheet](#)
-  [ONTAP Cloud](#)
-  [ONTAP Select](#)
-  [All-Flash Guarantee](#)
-  [NetApp NextCredit](#)
-  [NetApp OnDemand](#)

Tools

-  [Proposal Center](#)

Additional Resources




-  [Competitive Resources](#)

[Overview](#)
[Market Opportunity](#)
[Solution Overview](#)
[How to Sell and Win](#)
[Additional Resources](#)
[Sales Tools & Resources](#)
[Training](#)
[Success Stories](#)




Building Value with NetApp ONTAP

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

Selected Courses

-  [ABC's of ONTAP](#)
-  [ONTAP 9: New Features](#)
-  [Selling Flash Systems and ONTAP Software](#)



Enablement Programs

-  [GetSuccessful™ Enablement Program](#)
-  [Partner Enablement Guide](#)
-  [ONTAP Partner Enablement & Education](#)

 [Partner Academy](#)

[Overview](#)[Market Opportunity](#)[Solution Overview](#)[How to Sell and Win](#)[Additional Resources](#)[Sales Tools & Resources](#)[Training](#)[Success Stories](#)

Leverage the Following Success Stories as Proof Points:

-  [Samaritan's Purse: ONTAP](#)
-  [European Space Agency: ONTAP](#)
-  [Czech Technical University: AFF and ONTAP 9](#)
-  [TechnologyOne: FlexPod and ONTAP](#)
-  [Wirestorm: ONTAP Cloud](#)