| Overview | Market and Customer Opportunity | NetApp and Solution Benefits | How to Sell and Win | Tools and Resources |

SAN on NetApp Flash

GetSuccessful Technical Playbook

February 2018

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.

Please see GetSuccessful with SAN on NetApp Flash Technical Playbook for the current version. The corresponding sales playbook is GetSuccessful Accelerate Workloads Sales Playbook
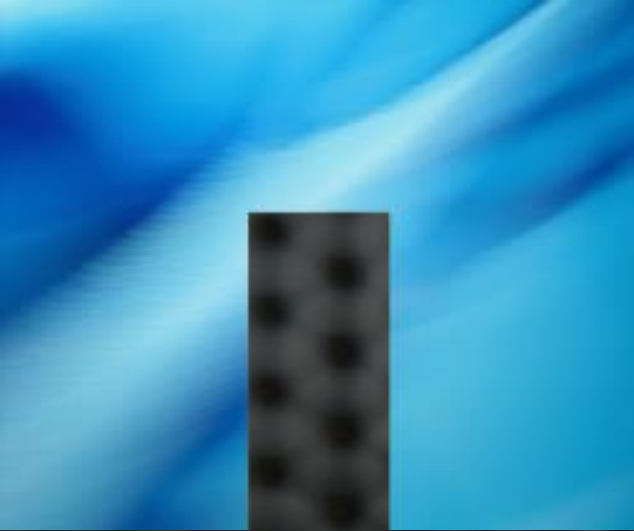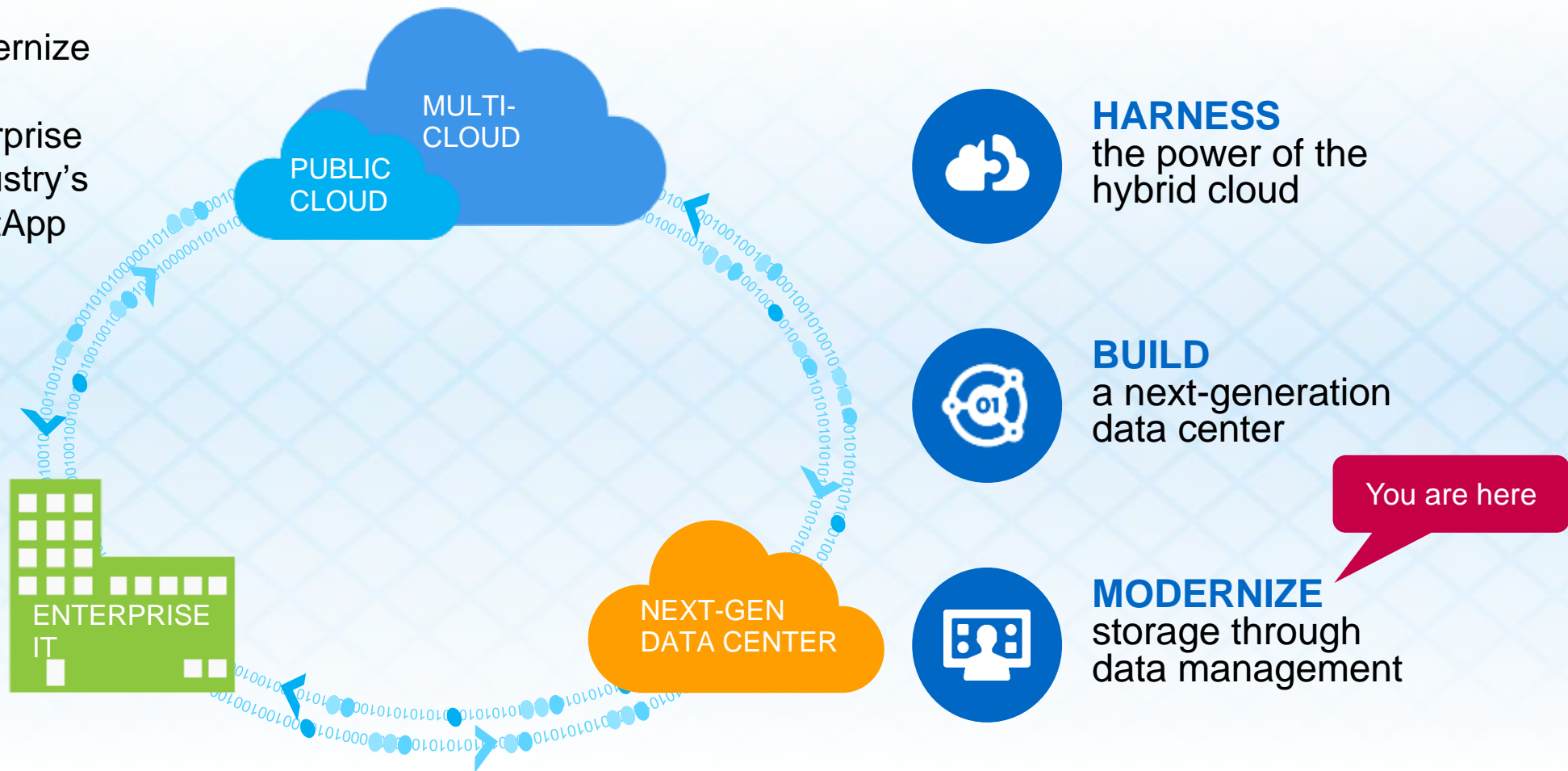
NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Modernize	Partner Value	How to Use Guide

Modernize: SAN and flash for Data Fabric

Help customers modernize their data center and accelerate SAN enterprise applications with industry's fastest flash from NetApp

MULTI-CLOUD

PUBLIC CLOUD

ENTERPRISE IT

NEXT-GEN DATA CENTER

HARNESS the power of the hybrid cloud

BUILD a next-generation data center

You are here

MODERNIZE storage through data management

NetApp

| Home | Overview | Market and Customer Opportunity | NetApp and Solution Benefits | How to Sell and Win | Tools and Resources |

| Modernize | Partner Value | How to Use Guide |

Partner Value

Partner with NetApp, a flash market leader with the most comprehensive portfolio available to meet your customers' SAN on flash needs

Invest in a leader of a high-growth market

- Flash is set to be worth $13B[1] globally by 2018
- Fastest growing top 5 all-flash array vendor[2]
- Fastest growing top 5 SAN vendor[2]
- ONTAP® #1, the world's leading branded storage OS[2]

The most comprehensive portfolio

- Most complete flash portfolio available – meets any workload need for any customer
- Continued flash innovation – 200+ flash-related patents to date
- Differentiated value for you and your customers
- Industry recognition with NetApp AFF 700s Winner: Overall[3]

Expand revenue potential

- Incentives for net-new account, growth and Converged Systems with Unified Partner Program
- Grow business and increase customer retention with NetApp NextCredit Program
- Take advantage of promotions such as All-Flash Guarantee and Run to NetApp
- Accelerate the sales cycle with bundle pricing in Express Packs

1. Source: IDC Analysts, Worldwide Solid State Storage 2013-2017 Forecast and Analysis
2. Source: IDC, Worldwide Quarterly Enterprise Storage Systems Tracker - 2017Q3, November 30, 2017
3. Source: CRN's 2017 Products Of The Year, Enterprise Storage

NetApp

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| Modernize | Partner Value | How to Use 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 NetApp SAN on flash.

Section	How It Supports Your Conversation
Overview	Understand the business and partner opportunity for NetApp SAN on flash 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
NetApp and Solution Benefits	Understand the key advantages for SAN on flash and solution overview
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 programs, incentives, sales enablement tools, Web-based training and customer success stories

NetApp

Home	Overview	**Market and Customer Opportunity**	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

| **NetApp Leadership** | SAN Protocol Revenue | SAN Revenue | Market Position vs. Legacy | SAN and NAS Revenue | Innovation |

NetApp market position = we are leaders

Customer momentum

- NetApp is the fastest-growing SAN vendor in the industry*

- NetApp® All Flash FAS (AFF) SAN is growing by >100% year-over-year (YoY)

- Most of our AFF customers use SAN

- 60% of new NetApp ONTAP® customers use SAN

- 62% of new AFF sales to existing NetApp customers are SAN

Technology leadership

- First unified (SAN + NAS) storage system

- First native FCoE storage system

- First Unified Target (FCoE + IP on same port)

- First 10GbE iSCSI storage system

- First vendor with primary SAN deduplication

- First to 32Gb FC end-to-end

- First to demo FC-NVMe end-to-end

*Source: IDC, WW Quarterly Enterprise Storage Systems Tracker – 2017 Q3, Nov 2017

■ NetApp

Home	Overview	**Market and Customer Opportunity**	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

NetApp Leadership	**SAN Protocol Revenue**	SAN Revenue	Market Position vs. Legacy	SAN and NAS Revenue	Innovation

SAN is a BIG market = you can win with SAN

IDC Protocol Revenue Forecast ($M)

FC
- 2016: $12,243
- 2017: $12,388
- 2018: $12,676
- 2019: $12,723
- 2020: $12,818

FCOE
- 2016: $322
- 2017: $417
- 2018: $464
- 2019: $505
- 2020: $527

ISCSI
- 2016: $2,964
- 2017: $2,842
- 2018: $2,783
- 2019: $2,765
- 2020: $2,751

NAS
- 2016: $6,382
- 2017: $6,642
- 2018: $6,791
- 2019: $6,921
- 2020: $6,931

Legend: ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020

Source: IDC Tracker Q3CY2016, External Attach, Open Networked Protocol Revenue Forecast

■ NetApp

Home	Overview	**Market and Customer Opportunity**	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

NetApp Leadership	SAN Protocol Revenue	**SAN Revenue**	Market Position vs. Legacy	SAN and NAS Revenue	Innovation

High-end SAN workloads moving to midrange = NetApp strength

SAN Revenues ($ Million)

Legend: 2010, 2011, 2012, 2013, 2014, 2015, 2016
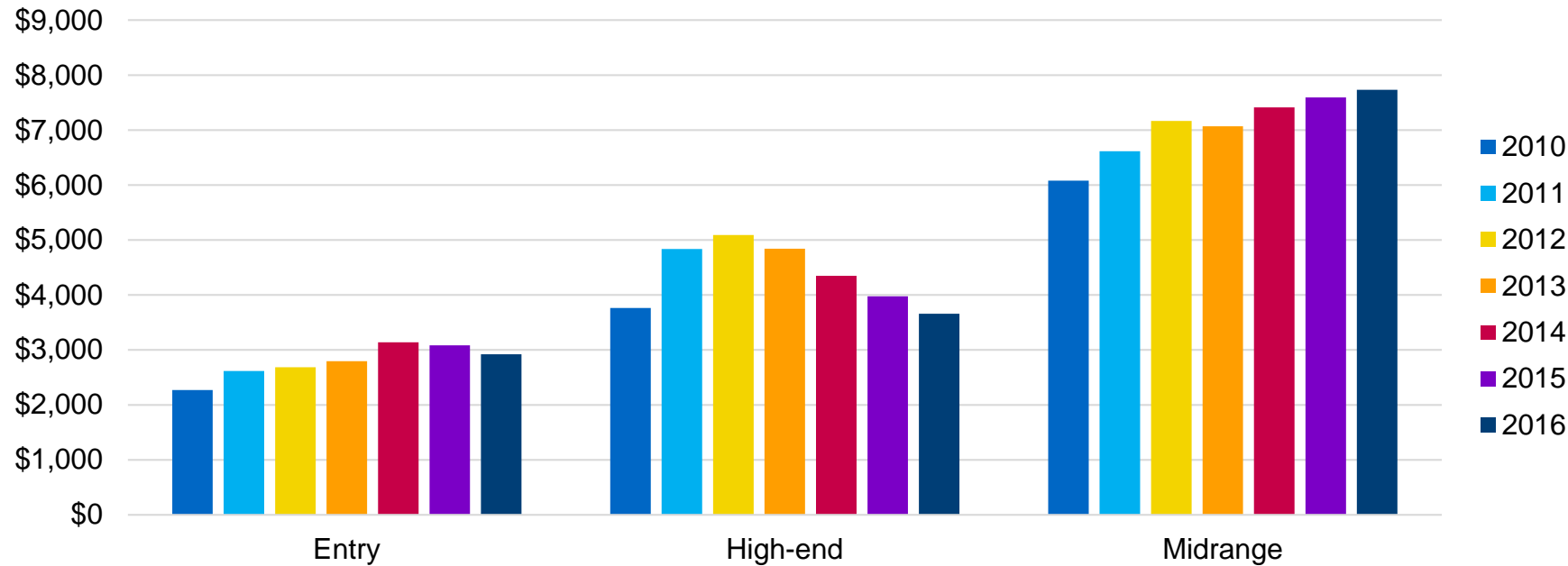
- Midrange flash arrays outperform older high-end systems

- Midrange flash arrays are fraction of the cost of high-end

- Modern midrange systems offer advantages in simplicity

Source: Q1CY2017 IDC WW Storage Tracker, June 2017

NetApp

| Home | Overview | Market and Customer Opportunity | NetApp and Solution Benefits | How to Sell and Win | Tools and Resources |

| NetApp Leadership | SAN Protocol Revenue | SAN Revenue | Market Position vs. Legacy | SAN and NAS Revenue | Innovation |

NetApp market position = we have momentum vs. legacy vendors

Top 5 Vendors: Rolling 4 Q annual growth

Annual Growth SAN Revenue
(2016Q4 – 2017Q3) / (2015Q4 - 2016Q3)
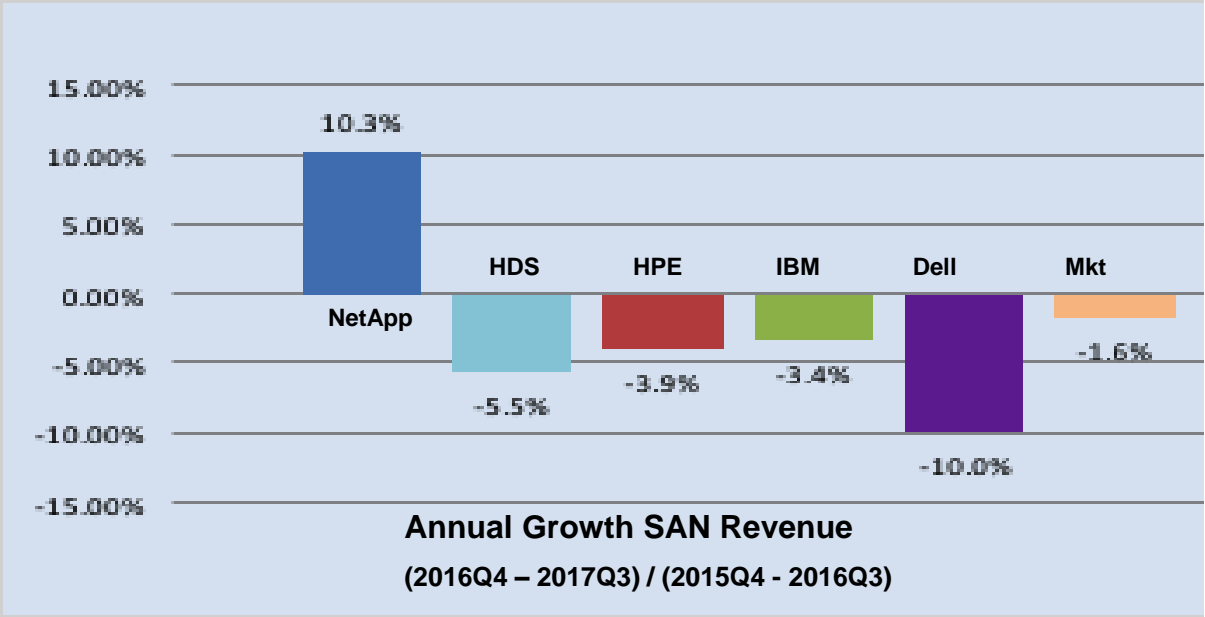
NetApp is the only **major array vendor** growing in SAN

SAN Revenue	Q4'15-Q3'16	Q4'16-Q3'17	YoY Growth
NetApp	$1,455	$1,605	10.3%
HDS	$1,308	$1,303	-5.5%
HPE (+Nimble)	$2,289	$2,200	-3.9%
IBM	$1,740	$1,682	-3.4%
Dell Technologies	$4,292	$3,863	-10.0%

Source: IDC, WW Quarterly Enterprise Storage Systems Tracker – 2017 Q3, Nov 2017

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

NetApp Leadership	SAN Protocol Revenue	SAN Revenue	Market Position vs. Legacy	SAN and NAS Revenue	Innovation

$16B SAN market is 2.6x bigger than NAS = NetApp must win here to grow

SAN and NAS Revenue Forecast ($M)

Legend: 2016, 2017, 2018, 2019, 2020, 2021

Source: Q1CY2017 IDC WW Storage Tracker, June 2017

Home	Overview	**Market and Customer Opportunity**	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

NetApp Leadership	SAN Protocol Revenue	SAN Revenue	Market Position vs. Legacy	SAN and NAS Revenue	**Innovation**

25 years of innovation

Database Solutions
HA NAS

Network Based Backup Protocol
Multiprotocol
NAS Appliance
NFSv2

Unified NAS/SAN
SnapVault®
SnapLock®
NearStore
Native Infiniband
Direct Access File System (DAFS)

Scale Out
Data ONTAP® GX
SnapManager® for Oracle
FlexShare® and MultiStore®
Kilo Client Lab in RTP
(Genesis of FlexPod®)

Data ONTAP 8
DataMotion™
FlexPod
Bycast*/StorageGRID®
SSD Aggregates

FAS2500
FAS8000
All Flash FAS (AFF)
StorageGRID WebScale
SteelStore*/AltaVault™

FabricPool
Cloud Tiering
Expanded Inline Dedupe
EF570 AFA SPC1 & 2
World Record
$/Performance

MetroCluster®
SnapManager
for SQLNFSv4

Flash Cache™ I
FCoE
Protection Manager
File Level FlexClone®

EF540 Flash Array
UTA

Data ONTAP 9
AFF700/300
FAS9000/8200/2600
NVMe
Inline Data Compaction
15TB SSD
RAID-TEC
NetApp FlexGroup
Volume Encryption

First NAS Appliance
Snapshot®

SnapManager
Exchange

Data ONTAP 7G
FlexVol®
FlexClone®
Thin Provisioning

Performance Acceleration Module
SnapManager for VMware,
Hyper-V, SharePoint, SAP
Onaro*/OnCommand® Insight

Clustered Data ONTAP
Flash Accel®
ONTAP Edge
Dynamic Disk Pools

Write Anywhere File Layout

SnapRestore®
SnapMirror®

iSCSI
V-Series
RAID-DP®

Deduplication
for Tier 1 and 2
Rapid RAID
Recovery

Flash Cache II
FAS Compression
Flash Pool™
Engenio*/E-Series
Akorri*/OCI and OPM

SolidFire® Acquisition
Data Fabric
AFF Fast Path Enhance
In-line Zero Block Dedupe
Adaptive Compression
Deduplication

History of NetApp

1992 · 1993 · 1996 · 1997 · 1999 · 2000 · 2002 · 2003 · 2004 · 2005 · 2006 · 2007 · 2008 · 2009 · 2010 · 2011 · 2012 · 2013 · 2014 · 2015 · 2016 · 2017

NetApp

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	ONTAP 9

NetApp SAN KPI business value – modernize the data center

9 ONTAP

Simple, Secure, Efficient, Reliable, Scalable

Lower Data Center Floor Spend
>10x decrease power, space and cooling costs

Lower Operational Costs
Unified platform, automated provisioning and workload balancing

Increase Productivity and Time to Market
Clone as a service, instant impact protected writeable FlexClone®

Increase Spend Efficiency 100%
Capacity on command, consumption models, cloud enablement

Guaranteed Efficiencies
Customers get storage efficiency and capacity NetApp promises, or we make up the difference

Guaranteed SLAs
AFF with minimums, maximums and adaptive QoS

Reduced Risk
>99.9999% availability and fast fail-over

Reduced Risk
MetroCluster™, fail-over across 300 km

NetApp

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

| **Overview** | Consolidation | Operational Cost | Productivity & Time to Market | Efficiency | Guaranteed SLAs | Reduce Risk |

ONTAP 9 = simple, secure, efficient, reliable, scalable

NetApp: 25 years of storage leadership and innovation

- AFF A700s is the fastest Enterprise Flash Storage with ONTAP 9 (AFF A700s SPC-1 results) with >99.9999% availability

- Nondisruptive operations, upgrades, and maintenance

- NetApp OnCommand® management suite

- Complete data protection solution
  - Snapshot™, SnapMirror®, SnapVault®

- Unified Protocol support

- Data mobility between premise and multiple cloud vendors

- Leading innovation in NVMe-oF (FC NMVe)

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

Overview	**Consolidation**	Operational Cost	Productivity & Time to Market	Efficiency	Guaranteed SLAs	Reduce Risk

Lower data center floor spend = massive consolidation

10x+ decreased power and space footprint

- **Unparalleled efficiency**
  - Compaction
  - Aggregate-level in-line deduplication
  - In-Line compression
  - Thin provisioning

- **Large SSD drives 15.3 TB SSDs**
  - Massive performance
  - Low power
  - Ultra low latency
  - Industry leading density 1PB effective in 2RU (4:1)

- **High-performance clustered controllers**
  - 2.4M SPC-1 IOPS in 12-node cluster
  - 98,304 LUNs in a 12-node cluster

AFF A700 – high end
8U modular design; high expandability,
32Gb FC and 40Gb Ethernet support
2.4M SPC-1 IOPS in 12 node cluster

AFF A700s – high end compact
4U including internal SSDs
32Gb FC and 40Gb Ethernet support
2.4M SPC-1 IOPS in 12 node cluster

AFF A300 – midrange compact
3U chassis, 32Gb FC and 40Gb Ethernet support

AFF A200 – entry-level compact
2U including internal SSDs

9 ONTAP

NetApp

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

Overview	Consolidation	**Operational Cost**	Productivity & Time to Market	Efficiency	Guaranteed SLAs	Reduce Risk

Lower operational costs – simplify operations with ONTAP 9

Single storage system for SAN and NAS via SDS, appliance, and cloud

- Single team of skills
- Fewer operational variables increases workflow automation ability

Automated provisioning and workload balancing

ONTAP 9

Array   Converged   Heterogeneous   Software Defined   Near Cloud   Cloud

Common Data Management

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

Overview	Consolidation	Operational Cost	**Productivity & Time to Market** ●○○	Efficiency	Guaranteed SLAs	Reduce Risk
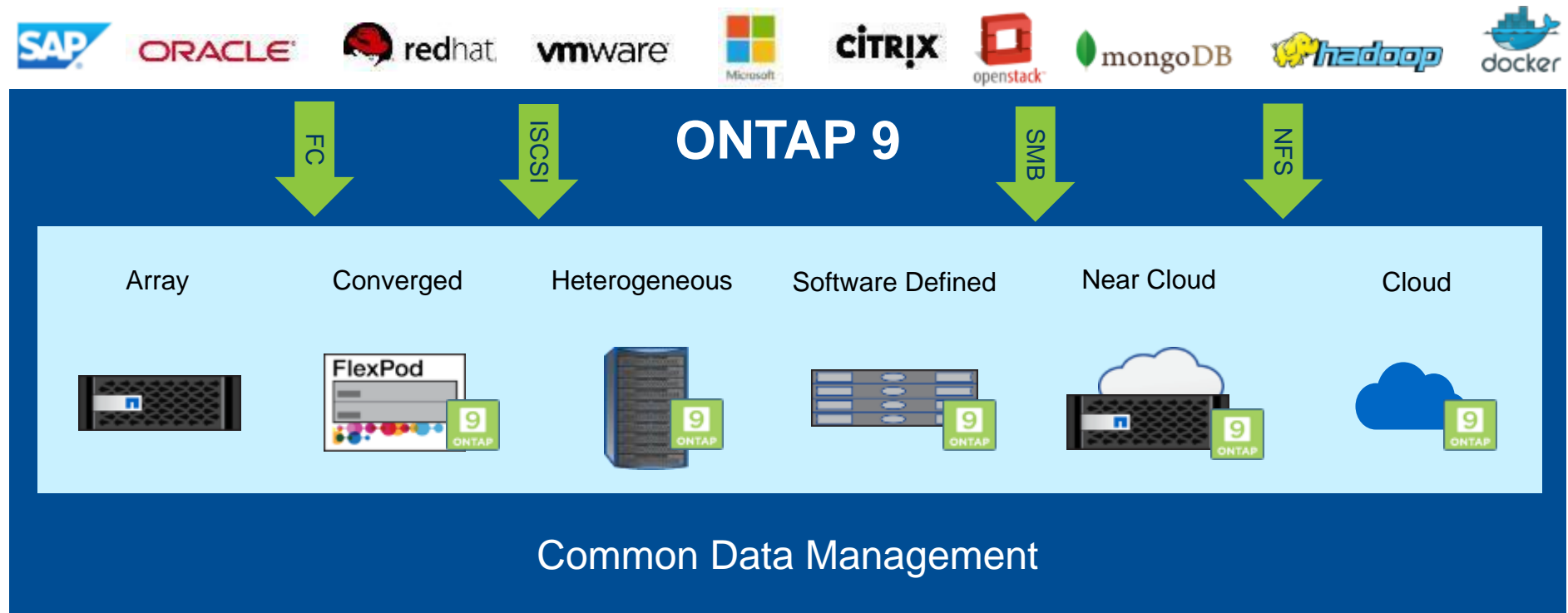
Increase productivity and time to market

Clone-as-a-service for DevOps, databases, and VDI

Instant impact-protected writeable FlexClone® volumes

- Non-copy-out FlexClone volumes provide instant cloning

- Minimum, maximum, and adaptive QoS (A-QoS) guarantees provide high production performance

Test and Dev Storage
30 TB Storage
5 full copies

Production Storage
6 TB Database

Without FlexClone

With FlexClone and QoS Min/ Max/ A-QoS
6 TB Database

6 TB Storage
1 copy, 4 clones

NetApp

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

| Overview | Consolidation | Operational Cost | **Productivity & Time to Market** ○●○ | Efficiency | Guaranteed SLAs | Reduce Risk |

Increase productivity and time to market

Fast adoption provisioning
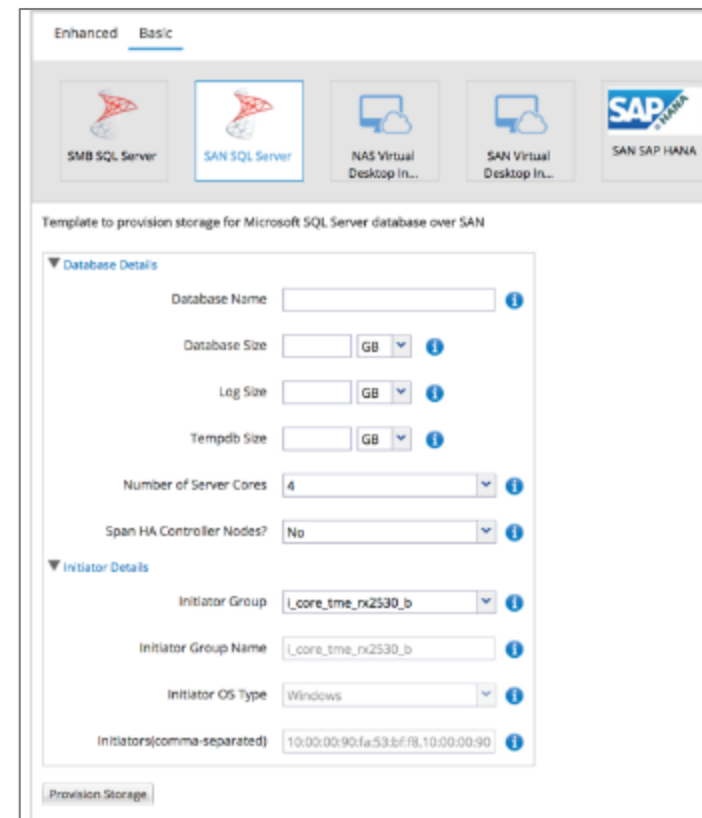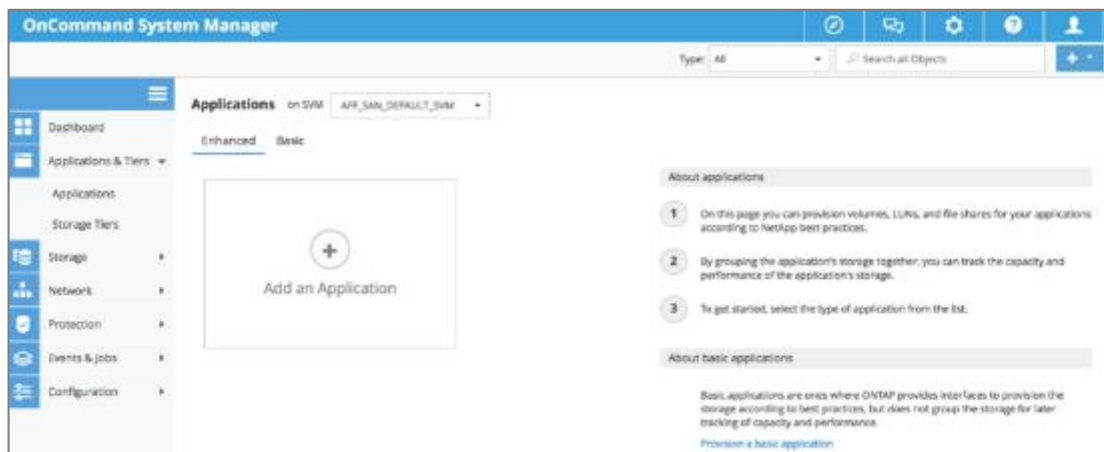
Basic application provisioning

1. Answer ~12-15 questions and click the provision storage button
2. A best practice application appropriate storage environment is provisioned for you in minutes
3. Available for both SAN and NAS workflows and applications

*Fast provisioning is available on AFF only

NetApp

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NetApp Advantage	**ONTAP 9**

| Overview | Consolidation | Operational Cost | **Productivity & Time to Market** ○○● | Efficiency | Guaranteed SLAs | Reduce Risk |

Increase productivity and time to market

application-aware data management (AppDM)

Enhanced application provisioning

- Setup storage and serve data in under 10 minutes (all configured to best practices)

- Assign appropriate service classes

- Automatic placement of workloads based on performance requirements and system resources

- Gain insight and control with application granular views

*AppDM is available on AFF. It is not available on FAS and hybrid ONTAP arrays

NetApp

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NetApp Advantage	**ONTAP 9**

Overview	Consolidation	Operational Cost	Productivity & Time to Market	**Efficiency** ●○	Guaranteed SLAs	Reduce Risk
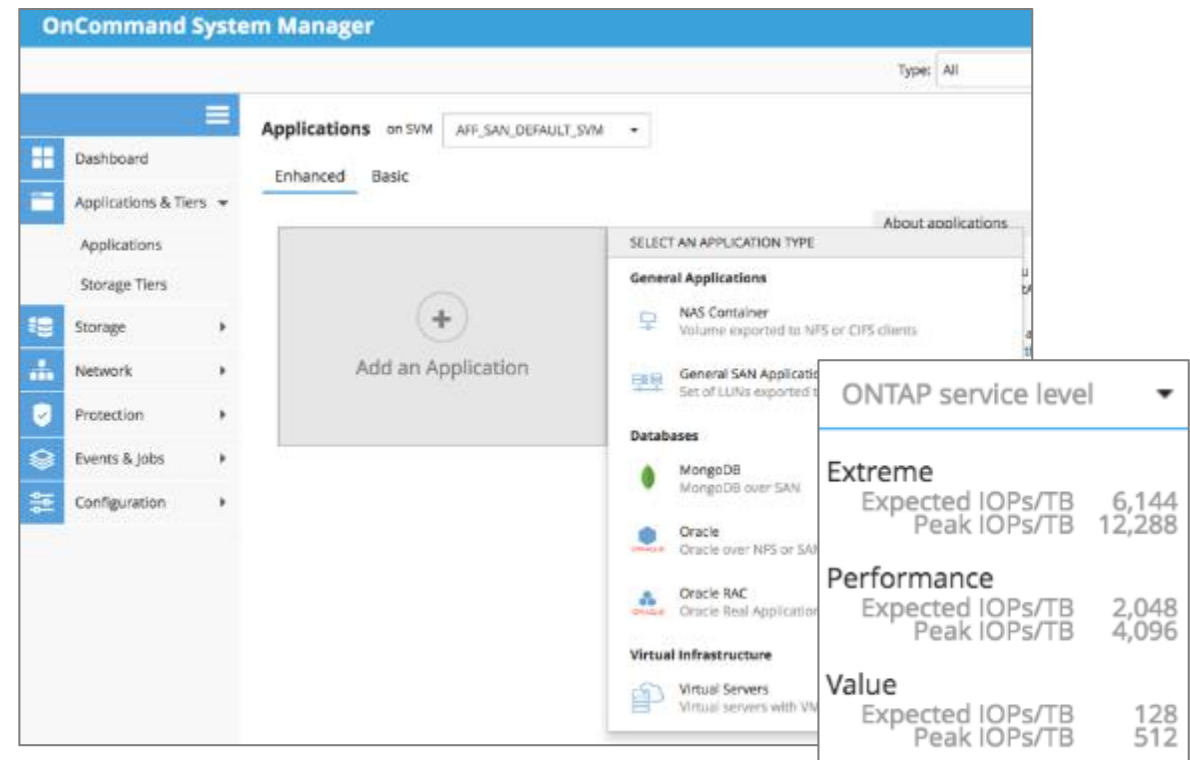
Increase spend efficiency 100% for your storage

Consumption modeling and cloud enablement

NetApp OnDemand

- Benefits of on-premises with the flexibility of public cloud

Cloud enablement

- FabricPool: automated data tiering to cloud or other S3 Target

Cloud Migration Timeline

Used Capacity (TB)

10,000
8,000
6,000
4,000
2,000
-

Total Used Space
Total Migrated

Total Used S3IA

Total Used On-Prem

Annual Migration

Migration Year   1   2   3   4   5

| Home | Overview | Market and Customer Opportunity | **NetApp and Solution Benefits** | How to Sell and Win | Tools and Resources |

| NetApp Advantage | **ONTAP 9** |

| Overview | Consolidation | Operational Cost | Productivity & Time to Market | **Efficiency** ○● | Guaranteed SLAs | Reduce Risk |

Guaranteed efficiencies and capacity

Customers get the storage efficiency and capacity NetApp promises, or we will make up the difference

What
- Workload specific guarantee
- New AFF and SolidFire systems
- Public and global program

Details
- AFF8040, AFF8080, A200, A300, A700, A700s, SF4805, SF9605, SF19210, SF38410, SF9608
- Requires customer workload details
- Use less storage with up to 6:1 efficiency

When
- Runs through April 2018

VDI workload example
(other workloads will yield different ratios)

100TB

VDI = 5:1

Physical capacity

100TB

20TB

100 TB Effective Capacity Guaranteed

NetApp

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NetApp Advantage	**ONTAP 9**

Overview	Consolidation	Operational Cost	Productivity & Time to Market	Efficiency	**Guaranteed SLAs**	Reduce Risk
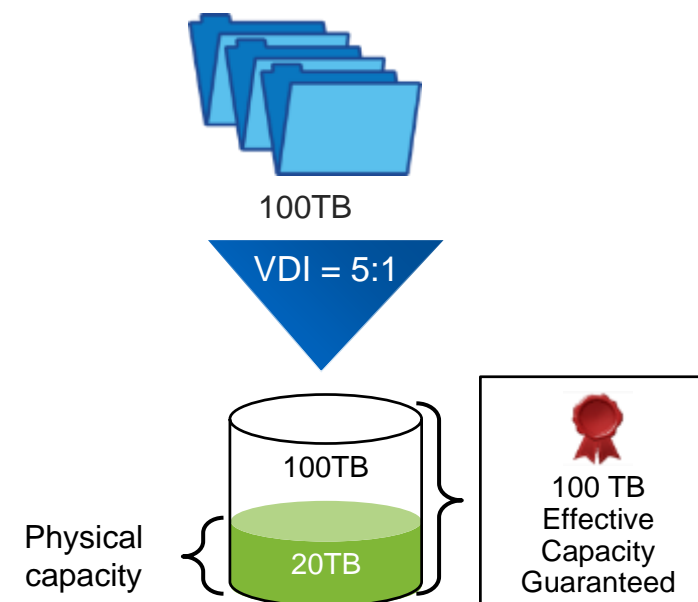
Guaranteed SLAs – no more bully-victim
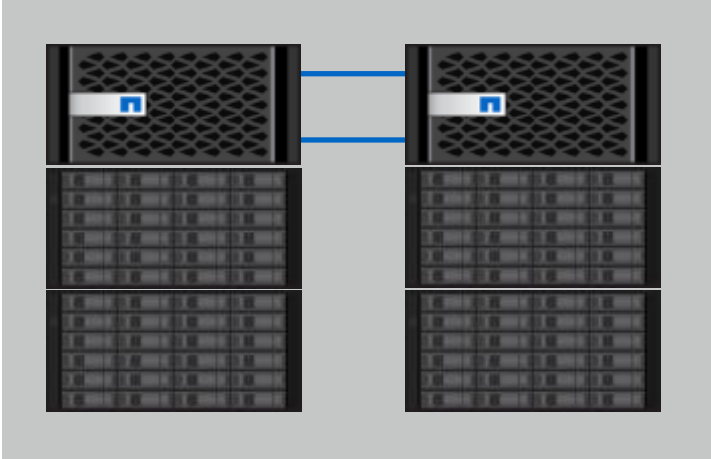
QoS min/max enforcement

- Contain runaway workloads – QoS Max

- Dedicate workload performance to prevent session timeouts – QoS Min

- Enable performance service classes – A-QoS (Ex: Gold, Silver, Bronze) IOPS grow with workload size

Storage Silo

- Dedicated resource per app

- Dedicated performance

- Inefficient operation

- Captive capex

Shared Storage
ONTAP Cluster

- Shared resource for apps
- Shared performance
- Efficient operation
- Shorter ROI timeframe

Home	Overview	Market and Customer Opportunity	**NetApp and Solution Benefits**	How to Sell and Win	Tools and Resources

NetApp Advantage	**ONTAP 9**

| Overview | Consolidation | Operational Cost | Productivity & Time to Market | Efficiency | Guaranteed SLAs | **Reduce Risk** ●○ |

Excellent availability, fast failover in ONTAP

>99.9999% Availability

Planned Failover

2-10

Secs

Unplanned Failover

2-15

Secs

Innovation patents pending	More deferred processing	Finer grain data management
	Reduction in path-length	Increased parallelization

NetApp

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NetApp Advantage	**ONTAP 9**

Overview	Consolidation	Operational Cost	Productivity & Time to Market	Efficiency	Guaranteed SLAs	**Reduce Risk** ◯●

8-node SAN MetroCluster in 9.2

Realize

- **Availability**
  - Nondisruptive operations leading to zero data loss

- **Simplicity**
  - Set-it-once simplicity
  - Zero change management

- **Efficiency**
  - Lower cost and complexity
  - Benefits from all ONTAP® features
  - Unified protocol support

Key capabilities

- Application transparent local and site failover across 300 km
- 2/4/8 node configurations
- Mirrored/non-mirrored aggregates
- Mixed FAS and AFF configs
- Fibre channel over IP (FCIP) ISL
- New ATTO 7500N fibre bridge
- MetroCluster™ sharing switches and ISLs
- FlexArray® support
- FC-VI and FC backend infrastructure in single FC card on 8020 platform

Cluster A in Data Center A

Cluster B in Data Center B

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services
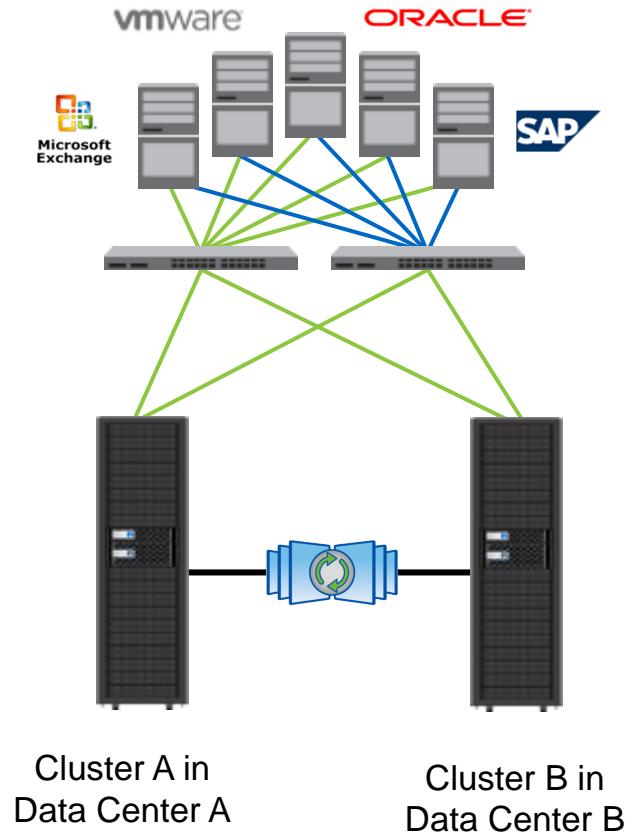
Who is your customer?

Discover how to uncover KPIs

CxO Management	Application Owner	Infrastructure Owner	Procurement
Ask: Are you keeping up with your competitions? **Ask:** What are your strategic objectives? **Ask:** What are your business challenges? **Ask:** Do you want to run your IT more like a service provider?	**Ask:** Are you able to meet your application requirements? **Ask:** Can you get multiple test/dev sandbox/training systems with prod data in minutes? **Ask:** What are backup/DR SLAs for your application?	**Ask:** Are you meeting your availability objectives? **Ask:** How efficient is your provisioning process? **Ask:** Do you consistently uncover configuration issues in test and deploy phase?	**Ask:** Are virtualization licensing costs an increasing percentage of your overall budget? **Ask:** What is your preferred consumption strategy?
KPIs • Availability and security • Optimized capex and opex • Flexibility to respond to business needs	**KPIs** • Rapid clones (application integrated) • Fast backup and restore (application integrated) • High performance and availability	**KPIs** • Nondisruptive operations • Data mobility • Security capabilities • Flexibility (scale-out, unified architecture, cloud integration)	**KPIs** • Virtualization licensing costs • Support for open source virtualization solutions

NetApp

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Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Up-level your sales pitch

Understand the customer's buying criteria and sell these

- Our unified platform offers many choices for customers
- Data Fabric and cloud integration (NPS, ONTAP Cloud, Multi-cloud seamless mobility)
- Scale-out and scale-up (as your business grows), ONTAP and SolidFire
- Snapshot™, clones, efficiency … talk about it
- Migration to another vendor is high risk, generating confidence will help
    - Foreign LUN Import (FLI) is free and and has moved 15k LUNs (6.5 PBs) of block data from third-party LUNs to date
- Data security (multi-tenancy, multiple encryption offerings, ransomware recovery, inbuilt replication and recovery)
- Storage efficiency guarantees
- NetApp NextCredit (flexible controller credit, because you don't know where your business will keep its data in the future); use TCO tools if you're competing against Pure
- NetApp's proven track record of being a trusted partner
    - Product evolution of FAS-AFF and improvements without changing hardware
    - Continuing strategy – contrast to Dell EMC and Pure with their different architectures and product ranges

NetApp

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Target Customer	Sales Pitch	**Steps to Success**	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Steps to success – make sure you do this

- Talk business, business, business not tech, tech, tech

- Promote the NetApp OnCommand® Insight Assessment Service

- Engage with SAN experts and fabric partners (e.g., Brocade) early on

- Be prepared for a proof of concept (POC) and potentially lead with this strategy

- Have total cost of ownership (TCO) information ready.

- Systems engineers: Check the Interoperability Matrix Tool for compatibility early in the deal

- Generate any Feature Product Variance Requests as soon as possible

- Recognize where we don't compete (mainframe) - walk away

- Promote a Service Design Workshop if the prospect is a service provider or is worried about QoS

- Don't let gaps like granular synchronous replication become the main buying criteria

NetApp

Sales Play #1: Anaconda Squeeze

Legacy SAN Arrays
(Dell EMC, Hitachi, HPE, IBM)

AFF

Target Virtualized and
Non-mission Critical Apps First

Source

Destination

Step 1	Step 2	Step 3
Discover target workloads using free OCI Assessment	Pitch how NetApp can reduce the TCO for target workloads	Phased Attack: Siphon off targeted workloads in a phased attack

NetApp

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Anaconda Squeeze ○ ● ○ ○	Modernize Your Fabric	Flash My Database

Sales Play #1: Anaconda Squeeze

Step 1: OCI Assessment

- Learn about your customer's existing VMAX configuration using the free OCI Assessment Service

- Measure the SLAs for these workloads on the VMAX

- Target specific workloads on the VMAX that NetApp can serve better than VMAX

  - VMware, Hyper-V, Linux Virtualization (OVM, KVM, Citrix)

  - Mission-critical Oracle, SAP, Microsoft apps which can benefit from app integration, frequent backups using space efficient Snapshot™ technology and clones for test/dev

  - Non mission critical apps for which VMAX is too expensive

- Avoid these workloads and use cases

  - Mainframe attach (FICON/ESCON connectivity)

  - Granular sync DR using SRDF

  - Three-way mirrored DR sites with SRDF semi-sync replication

NetApp

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Anaconda Squeeze ○ ○ ● ○ | Modernize Your Fabric | Flash My Database

Sales Play #1: Anaconda Squeeze

Step 2: Making the pitch

- With a detailed VMAX workload analysis provided by the OCI assessment, you can have a data driven conversation with the customer on how NetApp can reduce their TCO

- We has some exciting capabilities that exceed what a VMAX can do
  - Our unique Data Fabric story
  - Our powerful NDO capability - "Shrink your asset refresh cycle from months to days"
  - Cluster Scalability (12 nodes, 98,000 LUNs, more than 100 I/O ports, raw capacity)
  - Application aware management and simplicity
  - Secure multi-tenancy for SAN

- Latest NetApp TCO Calculator

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Anaconda Squeeze ○ ○ ○ ●	Modernize Your Fabric	Flash My Database

Sales Play #1: Anaconda Squeeze

Step 3: Phased attack

- Siphon off workloads from VMAX in phases

- Start with the set of workloads where we have already demonstrated success – virtualization

- Demonstrate to the customer that NetApp can meet or exceed the VMAX SLAs measured by the OCI Assessment

- Over a period of time siphon off enough workloads from VMAX that it doesn't make economic sense for the customer to renew the VMAX support contract

- This Anaconda Squeeze approach has worked in a number of accounts (Mercy Health systems, Mass Mutual, etc.)

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Anaconda Squeeze	Modernize Your Fabric ● ○ ○	Flash My Database

Sales Play #2: Modernize Your Fabric

Legacy SAN Target Ports
(Dell EMC, Hitachi, HPE, IBM)

NetApp 32Gb Gen 6 FC Target

4x Consolidation

Step 1

Discover legacy array ports (4 and 8 Gb) using Brocade Network Advisor

Step 2

Pitch how NetApp can reduce TCO using 32Gb FC Consolidation

Step 3

Replace legacy SAN with our modern, NVMe ready All Flash Array

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	**How to Sell and Win**	Tools and Resources

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Anaconda Squeeze	**Modernize Your Fabric** ○ ● ○	Flash My Database

Sales Play #2: Modernize Your Fabric

Step 1: Brocade Network Advisor

- Learn about your customer's existing SAN Fabric infrastructure using Brocade Network Advisor
  - Might also use SAN Health

- Identify legacy port speeds (4Gb, 8Gb, 16Gb FC)

- Measure the IOPS/port for legacy SAN array connections

- Target specific parts of SAN Infrastructure that can benefit from port consolidation (e.g., customers like Cisco IT)
  - Legacy port speeds (4Gb, 8Gb, 16Gb FC)
  - Ports with less than 50% utilization
  - Virtualized ports - VMware, Hyper-V, Linux Virtualization (OVM, KVM, Citrix)

- Avoid these workloads and Use cases
  - Mainframe attach (FICON/ESCON connectivity)
  - Granular Sync DR using SRDF
  - 3-way mirrored DR sites with SRDF semi-sync replication

NetApp

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Anaconda Squeeze	Modernize Your Fabric ○ ○ ●	Flash My Database

Sales Play #2: Modernize Your Fabric

Step 2: Making the pitch

- With a detailed SAN fabric and workload analysis, you can have a data driven conversation with the customer on how NetApp can reduce their TCO

- We has some exciting capabilities that exceed our competition
  - Our unique 32Gb FC first to market capability
  - Our FC-NVMe story delivers investment protection and fits into our Unified Storage strength. FC-NVMe allows our customers to migrate to a disruptive technology non-disruptively and at their own pace
  - Ability to resell Brocade and Cisco SAN switches
  - Our powerful NDO capability
  - "Shrink your asset refresh cycle from months to days"
  - Cluster scalability (12 nodes, 98,000 LUNs, more than 100 I/O ports, raw capacity)
  - Application-aware management and simplicity
  - Secure multi-tenancy for SAN

NetApp

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Target Customer	Sales Pitch	Steps to Success	**Sales Plays**	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Anaconda Squeeze	Modernize Your Fabric	**Flash My Database** ●○○

Sales Play #3: Flash My Database

ORACLE
R A C

SAP HANA

Microsoft SQL Server

Databases on Legacy SAN
(Dell EMC, Hitachi, HPE, IBM)

3X Acceleration

NetApp AFF A300 All Flash Array

Step 1
Discover legacy array SLO violations using Oracle AWR records

Step 2
Pitch how NetApp can reduce TCO using Flash Acceleration

Step 3
Migrate workloads to our modern, app-aware All Flash Array

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	**How to Sell and Win**	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	**Sales Plays**	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Anaconda Squeeze	Modernize Your Fabric	**Flash My Database** ○ ● ○

Sales Play #3: Flash My Database

Step 1: Database records

- Learn about your customer's existing workloads using database records (Oracle AWR. etc.)

- Identify workload SLOs and violations caused by incumbent legacy SAN arrays

- Identify future customer needs for existing and emerging workloads (MongoDB, Cassandra, Splunk, etc.)

- Target specific database lifecycle processes that can benefit from flash acceleration and workload consolidation
  - Production and test/dev need tight integration
  - Mixed protocol and mixed workload is a NetApp strength
  - Rapidly growing workloads need business agility, reduced deployment times
  - Emerging workloads put strain on HDD-based/hybrid arrays

NetApp

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Anaconda Squeeze	Modernize Your Fabric	**Flash My Database** ○ ○ ●

Sales Play #3: Flash My Database

Step 2: Making the pitch

- With a detailed database workload analysis, you can have a data driven conversation with the customer on how NetApp can reduce their TCO

- We has some exciting capabilities that exceed what a VMAX can do

  - Application-aware management and simplicity

    - IT generalist can deploy workloads with ease

  - Our unique 32Gb FC first to market capability

  - App integration, frequent backups using space-efficient Snapshot™ technology and clones for test/dev

    - Multiple storage technologies in same cluster for tiering and life-cycle management of workloads (e.g., All-Flash on 2 nodes for Prod, Hybrid on 2 nodes for test/dev, HDDs with Flash Cache for nearline secondary storage)

  - Our powerful NDO capability

    - "Shrink your asset refresh cycle from months to days"

  - Cluster scalability (12 nodes, 98,000 LUNs, more than 100 I/O ports, raw capacity)

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

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Positioning	Portfolio	SAN Health Tool

How to partner with Brocade

When to lead with Fibre Channel

Position the right solution for the right environment

- All-Flash storage / NVMe
- Latency sensitive applications
- Highly transactional apps (e.g., database)
- Very large scale storage environment
- High density VM / VDI
- Storage team manages storage network
- Existing Fibre Channel SAN
- Compliance and regulation
- Analytics and machine learning

NetApp-Brocade Product Quick Reference Guide:
https://fieldportal.netapp.com/content/321242?assetComponentId=321859

How to contact the Brocade team: NetApp-Sales@Brocade.com

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

| Positioning | Portfolio | SAN Health Tool |

How to partner with Brocade

What works with what current portfolio

NetApp Storage
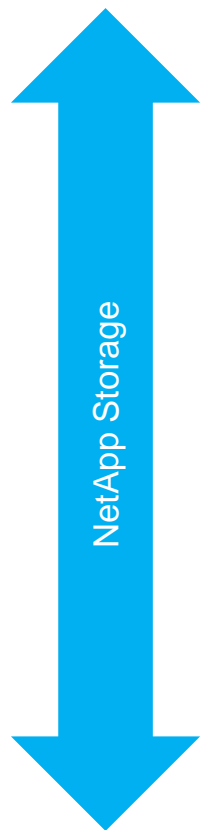
Enterprise

A700, A300, FAS9000, AFF8000, FAS8000 Series, E5600, E2700, EF560 Series

Enterprise, Midrange

A300, FAS8200, AFF8000, FAS8000 Series, E5600, E2700, EF560 Series

Entry

A200, FAS2650, FAS2500 Series E2700 Series

Brocade GEN5 FIBRE CHANNEL

DCX 8510-8
DCX 8510-4

32 -192 16Gb ports
32 - 256 8Gb ports

32 -384 16Gb ports
32 - 512 8Gb ports

6520
48 to 96 16Gb FC ports

6510
24 to 48 ports 16Gb FC ports

6505
12 to 24 16Gb FC ports

300
8 to 24 ports 8Gb FC ports

Brocade GEN6 FIBRE CHANNEL

X6-4
X6-8

48-192 32Gb FC ports
48-384 32Gb FC ports

G630 – Not Available till May
48 to 128 32Gb FC ports

G620
24 to 64 32Gb FC ports

G610
12 to 24 32Gb FC ports

NetApp Switches - NVMe-FC Ready

| Home | Overview | Market and Customer Opportunity | NetApp and Solution Benefits | How to Sell and Win | Tools and Resources |

| Target Customer | Sales Pitch | Steps to Success | Sales Plays | **Brocade Partner** | Service Design Workshop | Proposal | Objection Handling | Competition | Services |

| Positioning | Portfolio | **SAN Health Tool** ● ○ |

How to partner with Brocade

What is Brocade's SAN Health tool?

SAN Health discovers and provides information about:

- Brocade SAN Switches, as well as, legacy m-type SAN Switches

- Storage Products (EMC, HDS, NetApp, etc.)

- Multiple protocols (FCP, FC-NVMe, FICON)

- Cisco MDS SAN Switches

- HBAs (Emulex, QLogic, etc.)

- Takes only minutes to install

- Setup parameters can be saved and reused
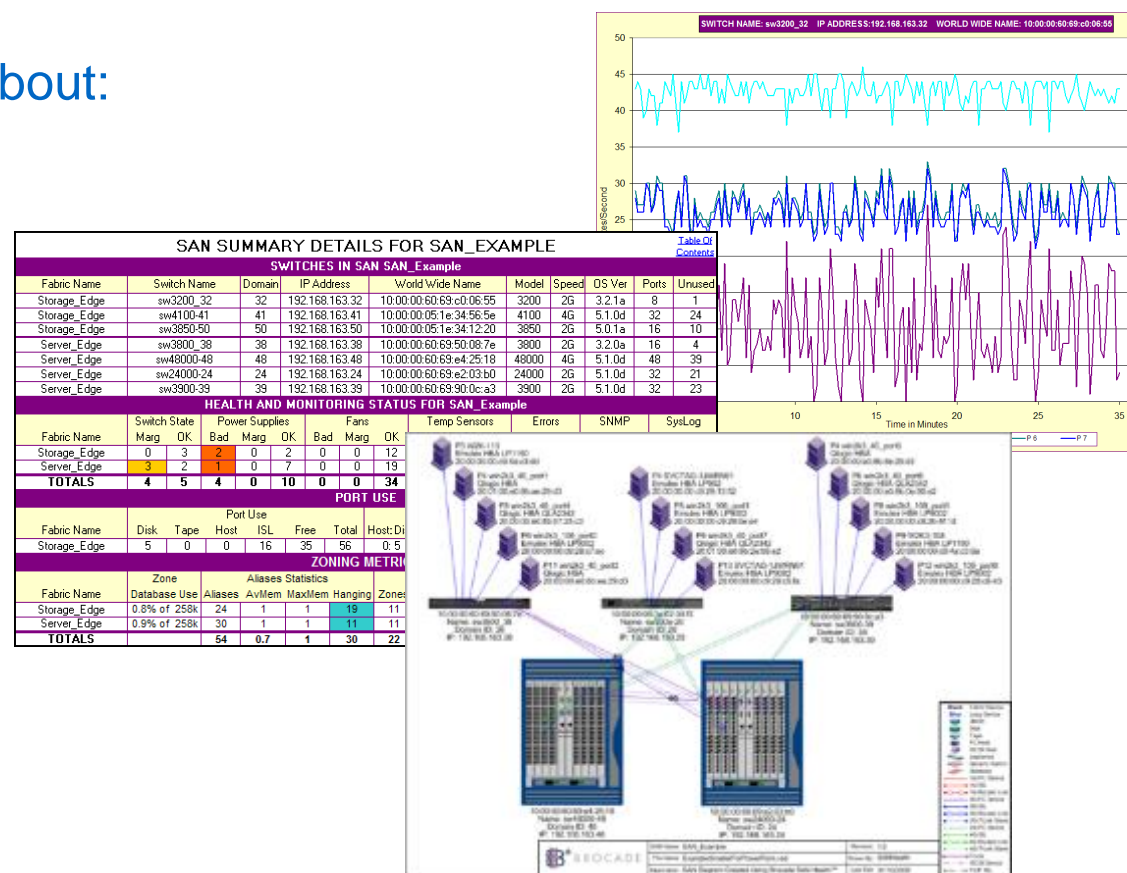
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Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

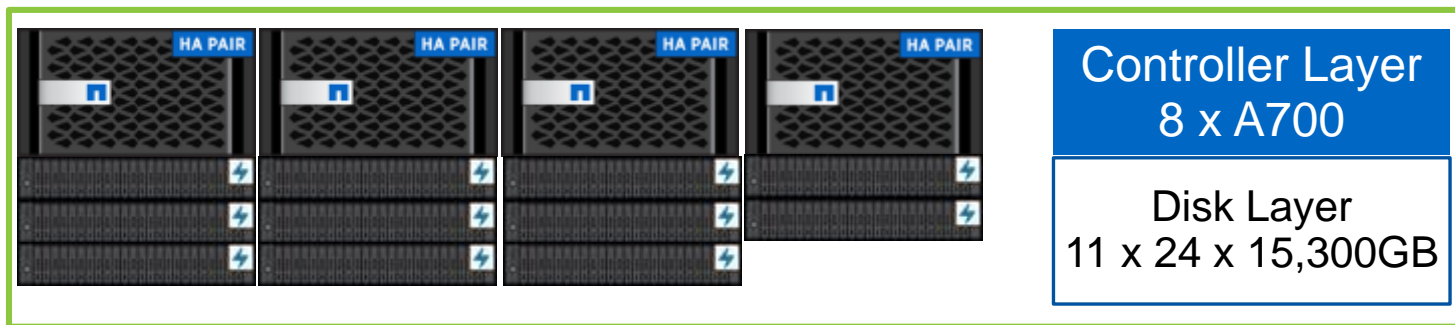| Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Positioning	Portfolio	SAN Health Tool ○ ●

Six reasons to download SAN Health tool for free

1 Hardware-Agnostic

SAN Health
- Reports on **ALL devices** attached to the fabric
- Including **ANY storage and network vendor's hardware**
- **ALSO supports Cisco models** running SAN-OS 2.0 and above

2 Fast and Easy Install

1 minute to install…
and **3** minutes to audit

And there's **no impact on network performance** while it's running

3 Improved Reporting

- SAN Health **eliminates whiteboard management.**
- Offers a **clear performance report and topology diagram** across fabrics, switches and ports—down to device level
- Enables **customized reports** to highlight specific parameters

4 Lower Risk

SAN Health **identifies potential issues BEFORE they impact operations:**

http://brocade.com/sanhealth

5 Visible Success

Easy-to-read Output Report

- Professional analysis for the CIO
- Improved visibility of SAN status for the storage team
- A quick overview of the SAN architecture for new team members

6 Business Enabler

Regular SAN Health checks help you:
- Avoid application downtime
- Reduce troubleshooting time
- Improve capacity planning and productivity
- Gain confidence in your network
- Meet compliance requirements
- Protect against competitive threats
- Grow your business

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

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Service Design Workshops

Enable customers to deliver storage as a service with predictable performance

- **No charge, approximately 8-hour pre-sales engagement**
  - Four US architects

- **Clear differentiator for NetApp**
  - Workshops to address specific customer needs:
    - Storage SDW
    - Data Protection SDW
    - Object SDW
    - VM SDW
  - Identifies and recommends areas of improvement for customer operational efficiencies
  - Provides service catalog of cost and performance SLA/SLO metrics with ensured QoS

n NetApp

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VMAX Replacement ● ○	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

Production VMAX replacement – Omaha, NE

Base configuration

Controller Layer
8 x A700

Disk Layer
11 x 24 x 15,300GB

- **Sizing requirements for Oracle workload:**
  - 300 Usable TB
  - 5000 IOPS at < 2ms latency / 1,500,000 IOPS total
  - Random workload with 7:1 Read/Write ratio

264 Solid-State Drive 15.3TB SSD	422.4 TB raw	296.19 TB net

NetApp

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VMAX Replacement ○ ●	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

Production VMAX replacement – Chandler, Arizona

Add-on disk only

Controller layer
8 x AFF A700

Disk layer
11 x 24 x 15,300GB

Add-on minimum
1 x 24 x 15,300GB
38.4TB raw
30.24TB net
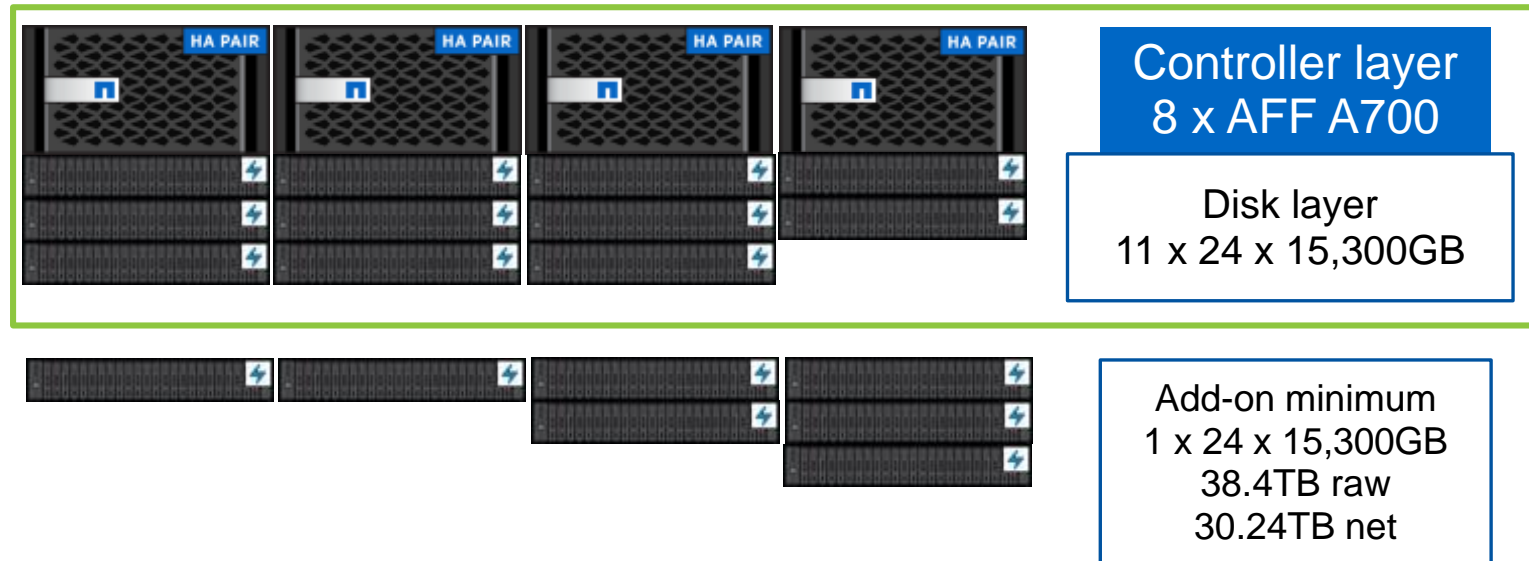
432 solid-state drives, 15.3TB SSDs	691.2TB raw	515.07TB net

NetApp

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VMAX Replacement	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

First Data business value metrics

Millennium Partners 1a/1b Refresh	Legacy	AFF Future	Key Benefits
Increased throughput (IOPS Total)	Slow reponse times	Increased performance	**Process more transactions in same time window. Lower rates of failure (avoid downtime risks avg: US cost $200k), greater user satisfaction, cloud integrated.**
Reduced latency	Bottleneck	1ms	**Consistent, high IOPs at low latency providing extreme performance**
NetApp AFF Investment Cost	N/A	$960,990	**3 Years support included, high performance**
Support Costs 1-3 years	$419,000	3 years Included	**Avoid maintenance costs**
Support Costs 4-6 years	$587,858	$119,660	**Avoid ~$500k in future maintenance costs**
NextCredit Promotion	N/A	Included	**Protect future investment for the next 6 years w/NextCredit program**
Additional hardware costs (increase IOPS performance)	$360,162	Included	**Avoid future capacity costs**
Consolidate Physical Foot Print (Rack Units)	74	12	**Consolidation ~ 62 reduction in rack units. 84% reduction**
Power & Cooling Costs	$171,366	$13,200	**92% reduction in power & cooling costs**
Annual Rack Unit Cost ($90/RU/month)	$479,520	$77,760	**$401,000 estimated savings over 6 years**
Data Center Costs	$650,886	$90,960	**Change data center economics with $560+ savings**
Total Cost of Ownership (36 months)	$2,017,906	$1,171,610	**$846k Total savings over 6 years. $141K annual average reduction**

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

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VMAX Replacement	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

Cost comparison for NetApp vs. legacy SAN – per GB effective capacity

Effective Useable Capacity Comparison

NetApp		Feature		Traditional Storage
424		TB Raw		424
316	26%	Overhead & Rightsizing	15%	361
273	Raid DP	Raid Overhead	RAID 5	270
403	47%	Thin Provisioning	0%	270
446	16%	Deduplication	0%	270
446	0%	Compression	0%	270
446	0%	FlexClones	0%	270
446		**Effective Useable Capacity**		**270**
		Factor: 1.64:1		

For the same useable capacity, you would need 1.64x of Raw Traditional Storage

Assuming the same cost per RAW GB….

NetApp	
GB	$1,272,750
424,250	**$3.00**
316,066	$4.03
273,210	$4.66
402,602	$3.16
445,742	$2.86
445,742	$2.86
445,742	**$2.86**

Acquisition cost per **RAW** GB	
Overhead	
RAID	
Thin Provisioning	
Deduplication	
Compression	
Flexclone	

Traditional Storage	
GB	$2,097,608
699,203	**$3.00**
594,322	$3.53
445,742	$4.71
445,742	$4.71
445,742	$4.71
445,742	$4.71
445,742	**$4.71**

NetApp

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VMAX Replacement	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

TCO summary – NetApp vs. legacy – 2016-18

NetApp AFF TCO

	2016	2017	2018	Total
Legacy Platform	$350,000	$59,500	$59,500	$469,000
NetApp AFF	$181,930	$0	$0	$181,930

3 Yr TCO Total

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

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VMAX Replacement	Business Value Metrics	SAN Cost Comparisons	TCO	Flash TCO Calculator

TCO supporting information – NetApp vs. legacy – 2016-18

NetApp AFF TCO Model

	2016	2017	2018	Total
Workload (TB)	100	0	0	
Legacy Platform				**Totals**
VMAX Hardware	$350,000	$0	$0	$350,000
Annual Hardware Support		$59,500	$59,500	$119,000
VMAX Software Licenses	$100,000	$0	$0	$100,000
Annual Software Maintenance		$17,000	$17,000	$34,000
Legacy Platform	$350,000	$59,500	$59,500	$469,000
Future State				**Totals**
NetApp Solution				
NetApp AFF	$181,930			$181,930
NetApp Annual Maintenance	*Included*	*Included*	*Included*	*Included*
NetApp AFF	**$181,930**	**$0**	**$0**	**$181,930**
Annual Savings	**$168,070**	**$59,500**	**$59,500**	**$287,070**	< Total Project Benefit

*These figures are estimates and for use as approximates for budgetary purposes only.

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	Competition	Services

Poor for SAN	Not a SAN Player	Poor Availability	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: NetApp is "poor" for SAN because…

- NetApp isn't a proper SAN solution from the ground up because it's based on a file system
  - NetApp's fake SAN is faster, more reliable, and more scalable then so-called "True SANs"… We also do NAS. Which would you prefer?

- Controllers have poor availability
  - NetApp has audited six 9s uptime (5.31 seconds/year downtime)

- Controllers take too long to failover and are not symmetric
  - Running an All Flash business processing configuration planned takeovers complete in 2-10 seconds

- Does not support granular synchronous replication (MCC is sync but not granular)
  - Is this really needed? If so, consider SolidFire® or E Series

- NetApp controllers don't perform as well as large frame arrays
  - In fact, NetApp A700s are rapidly replacing frame arrays with better performance and lower costs

- NetApp does not provide enough front-end ports
  - How many ports do you want? A700 HA-Pair can have up to 64 physical FCP ports (2048 LIFs)

- NetApp doesn't support mainframes
  - That's true

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

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Poor for SAN	Not a SAN Player	Poor Availability	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: NetApp is not a SAN player

NetApp is not a SAN player

Reply
- Underlying file system isn't important. NetApp's "fake" SAN is faster more reliable, and more scalable then so-called "True SANs". We also do NAS. Which would you prefer?

- NetApp is the **only major** vendor growing in SAN **period**

- 62% of our AFF customers use SAN

- 60% of net new ONTAP customers use SAN

Supporting detail
- IDC Report
- Gartner Report
- Support more objects
- Higher availability

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	**How to Sell and Win**	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	**Objection Handling**	Competition	Services

Poor for SAN	Not a SAN Player	**Poor Availability**	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: availability

NetApp has poor availability

→
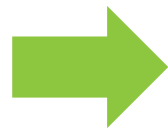
How we improved failover

- More deferred processing = upgrade CP removal
- Reduction in path length = WAFL commit deferred project + read fast path changes
- Finer grain data management = per-aggr CP
- Increased parallelization = disk rescans on destination while source node is still dissolving migrating aggregate

→

Supporting detail

> 99.9999% availability*; IDC audit of 210,000 systems for a year, <5 seconds down/year

* > 99.9999% availability must adhere to the prescriptive AFF SAN configurations that are defined in TR-4269. These are storage controller failover times, **not** application I/O resume times. Application I/O resume times depend on many variables (type of application, host OS, HBA driver version, and so on)

NetApp

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Poor for SAN	Not a SAN Player	Poor Availability	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: instantaneous failover

NetApp does not have instantaneous failover
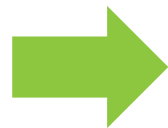
Reply

- If there isn't disruption to the application is active active needed?
- For example:
  - The combination of ONTAP and Oracle RAC makes this an non-issue
  - ONTAP provides multiple HA Pairs in a cluster and with Oracle RAC, the workload will run on the servers in the RAC cluster not impacted by the failover event
- NOTE: May need to walk away if symmetric active-active is a requirement

Supporting detail

- 2-10 seconds planned failover
- 2-15 seconds unplanned failover (IDC audit of 210,000 systems for a year

NetApp

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Poor for SAN	Not a SAN Player	Poor Availability	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: synchronous replication

NetApp does not have synchronous replication

➡️

Probe further

- Is synchronous replication really needed?

- Is it in use at present? Minimize this or switch to E Series or SF

- NetApp MetroCluster™ provides synchronous replication ($$$ not flexible, not granular, missing features)

- NOTE: May need to walk away if this is required and EF or SF won't do

➡️

Supporting detail

- There are few apps that require sync replication

- Granular replication can be done via Oracle DataGuard

NetApp

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Poor for SAN	Not a SAN Player	Poor Availability	Failover Not Instantaneous	No Synch Replication	Poor Performance

Objection handling: performance

NetApp does not perform very well

Reply

- NetApp A700s has the #1 response time for AFA on SPC-1 benchmark

- Also the lowest $/IOPS

- Predictable performance: <0.5ms at 80% load

Supporting detail

- [A700s SPC-1 results](#)

NetApp

| Home | Overview | Market and Customer Opportunity | NetApp and Solution Benefits | How to Sell and Win | Tools and Resources |

| Target Customer | Sales Pitch | Steps to Success | Sales Plays | Brocade Partner | Service Design Workshop | Proposal | Objection Handling | Competition | Services |

| Feature Comparison | Hardware Comparison | Dell EMC VMAX | Dell EMC XtremIO | Dell EMC Unity | HPE 3PAR | Pure FlashArray |

Competitive feature comparison

	NetApp	Dell/EMC VMAX	HPE	Pure
Field Portal Link		• [Field Portal](#)	• [Field Portal](#)	• [Field Portal](#)
Architecture	• Scale out • 12 nodes SAN • 24 Nodes NAS	• Limited scale – within a frame	• 2 to 4 or 2 to 8 nodes depending on the model	• Scale up • Active-passive controllers
Local Replication	• Efficient redirect on write Snapshot™	• Copy on write snapshots – less efficient	• Efficient redirect on write snapshots	• Efficient redirect on write snapshots
Remote Replication	• ASYNC – volume level • Sync – system level	• SRDF – async and sync robust, volume level replication	• Async an Sync – volume level	• Async an Sync – volume level
Controller Failover	• Seconds	• Instantaneous	• Instantaneous (Hitachi OEM)	• Instantaneous to passive controller (active / standby)
Controller Upgrade	• Scale out - seamless	• Fork lift upgrade	• Complex process	• Fork lift upgrade
Storage Efficiency	• Dedup, compression, zero block detection and compaction	• Compression – cold data only	• Dedup and compression	• Dedup and compression
Cloud Integration	• Yes	• No	• Yes (w/ Nimble acquisition)	• No

Competitive Intelligence Portal: https://fieldportal.netapp.com/explore/214000

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	**How to Sell and Win**	Tools and Resources

Target Customer	Sales Pitch	Steps to Success	Sales Plays	Brocade Partner	Service Design Workshop	Proposal	Objection Handling	**Competition**	Services

Feature Comparison	**Hardware Comparison**	Dell EMC VMAX	Dell EMC XtremIO	Dell EMC Unity	HPE 3PAR	Pure FlashArray

Competitive AFF hardware comparison

Primary and secondary competition

Market	NetApp	Dell/EMC	HP Enterprise	Pure Storage
High End	AFF A700	VMAX 850FX VMAX 450F How to Win	3PAR StoreServ 20850 3PAR StoreServ 20450 How to Win	FlashArray//x70
High End	AFF A700s	ExtremIO How to Win	3PAR StoreServ 8450 How to Win	FlashArray//m70 How to Win
Midrange	AFF A300	Unity 600F Unity 500F How to Win	3PAR StoreServ 8200 How to Win	FlashArray//m 50 How to Win
Entry	AFF A200	Unity 400F Unity 300F How to Win		FlashArray//m 20 FlashArray//m 10 How to Win

Competitive Intelligence Portal: https://fieldportal.netapp.com/explore/214000

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Dell/EMC VMAX 850FX VMAX 450F – find a pain point

Must find a pain point
- VMAX works
- Customer knows it
- It cannot do everything
- Political motivations rule
- This is a business sale

VMAX is a silo
- No data fabric – cloud?
- Add on appliances required
  - VPLEX, RecoverPoint

Dell uncertainty
- DSSD killed off
- VMAX declining fast
- No published roadmaps
- Gartner cautions strongly

Business orientation
- Use Design workshop
- Sell to management

Cloud-like data center?
- Solidfire® is excellent
- Truly useful API
- Conversation changer

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Dell/EMC XtremIO – terrible availability poor scalability

Availability
- Terrible availability
- Frequent patch disruptions
- Parity rebuilds
- Node rebuilds
- Forklift upgrades

Scalability
- Poor scalability
- No mixed nodes/drives
- No mixed generations
- 2 at a time (expensive)
- Mediocre performance

XtremIO War Room
- Mark XtremIO in Ascend
- Resources in your inbox

Data protection
- Integrated snaps/clones
- RecoverPoint for replication
- VPLEX for sync replication
- AppSync for app integration

Secure shared storage
- Block only
- No QoS
- No Virtual Array
- No failure domain isolation
    - Big pool of storage

Storage efficiency
- Good usable capacity
- Good data reduction

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Dell/EMC Unity – no scale-out, misleading storage efficiency

Dell uncertainty
- Unity seems like a stop-gap
- Less capable than VNX
- Flash: XtremIO, VMAX, Unity
- What is the roadmap?
- Gartner cautions on Dell

Performance
- Marketing and reality gap
- 600F RAID6 max: 189K IOPs
  - Compression limits performance
  - RAID limits performance
  - Snapshots limit performance

Unity is a silo
- No scale-out
- Limited performance
- No NVMe roadmap

Storage efficiency
- Sizing suggests 1.6:1
- They will sell 3 or 4:1
- No block dedup

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| Feature Comparison | Hardware Comparison | Dell EMC VMAX | Dell EMC XtremIO | Dell EMC Unity | **HPE 3PAR** | Pure FlashArray |

HPE 3PAR – not really unified storage

Unified storage?
- Not really "unified"
- NAS: file shares / home directories
    - NAS gateways for apps
- Inflexible clustering

Data protection
- Snapshots to StoreOnce
- Good replication (add on $$)
- CoFW snapshots/clones

3PAR War Room
- Mark 3PAR in Ascend
- Resources in your inbox

Data mobility
- No data fabric / mobility
- Cloud is just a connection
    - Alliance with MS Azure
- No near-cloud offering
- No VSA

Storage efficiency
- Only for data at rest
- Replication rehydrates
- Dedupe performance hit

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Pure FlashArray – painful restrictions, not enterprise grade

Application integration?
- Scripted
- VAAI and VASA
- VSS snapshots
- Rubrik, Cohesity, etc.

Data protection
- No native clones
    - Copies of snapshots
    - Crash consistent

Pure War Room
- Mark Pure in Ascend
- Resources in your inbox

Cloud
- Near cloud with MS Azure
- Cloud is just a connection
    - Not about data mobility

Storage efficiency
- Poor useable vs. RAW (ONTAP)
- "Useable" is what pure sells
    - But they mean 'effective'
- Focus on useable
- Try to compare raw to raw cost

Performance
- Latency spikes @ 55%+
- QoS is fair share throttling
- No scale out
- NVMe drives at a big premium
    - Needs NVMe fabric

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Partner services

The Unified Partner Program identifies marketing tools, training curriculums and resources to help you do business with NetApp

Scale a services practice that meets your customer needs

Three ways partners sell services. Increase revenue and profit through your own branded services. Gain access to promotions, rebates, discounts and deliver improved customer satisfaction and retention.

NetApp Branded Services

Resale of NetApp® Services

- NetApp branded
- Partner sold
- NetApp delivered

Distributor-Branded Services

Partner to customer

- Distributor branded
- Partner sold
- Distributor delivered

Partner-Branded Services

Partner to customer

- Partner branded
- Partner sold
- Partner delivered
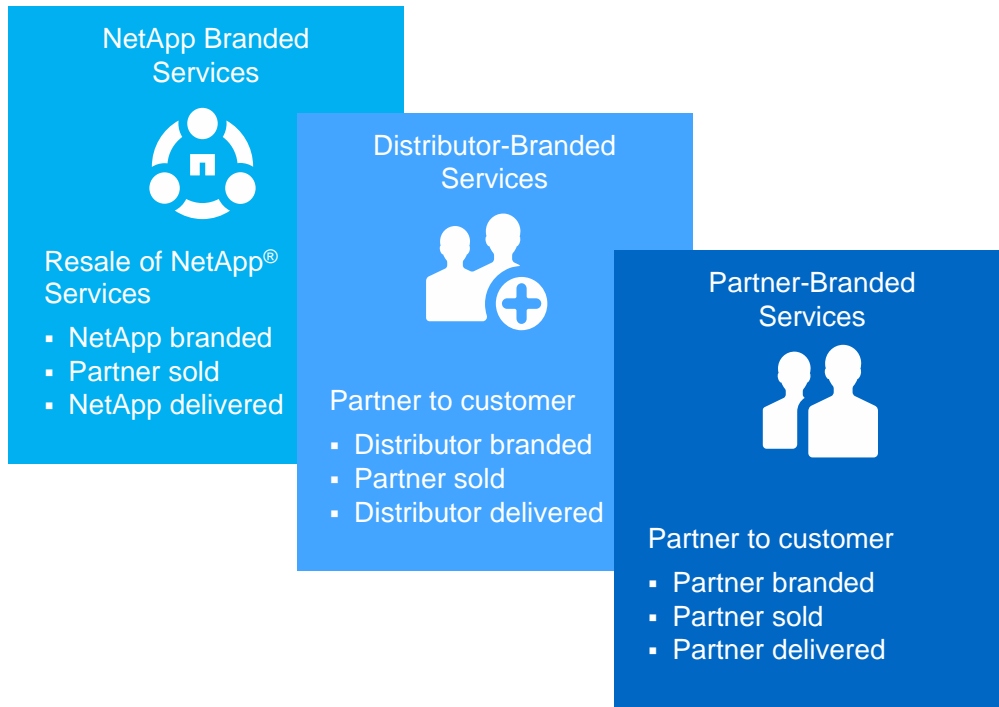
FY18 Unified Partner Program Paths

Technology	Installation Services	Professional Services	Support Services
ONTAP	FY18 ONTAP Installation Engineer	FY18 ONTAP PS Professional	FY18 ONTAP Support Professional
FAS		FY18 ONTAP PS Specialist	FY18 ONTAP Support Specialist
AFF			
E-Series		FY18 E-Series PS Professional	FY18 E-Series Support Professional
EF-Series			

To find out more about the Unified Partner Program Partnership Requirements and for complete list of resources, please visit the Unified Partner Program Resource Library

Find out how NetApp takes a Partner-First approach to solving customer challenges and why you should partner with NetApp by visiting our Partner-First landing page

NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	Tools and Resources

Programs and Incentives	Initiatives	SAN and Oracle Resources	Sales Resources	Enablement and Education Resources	Case Studies

Programs and incentives

Program	Description
Run to NetApp	Run to NetApp is a global promotion that is designed to encourage customers to transition from Dell EMC, HPE, and IBM to NetApp
NetApp NextCredit	This program offers customers controller credits to refresh or to buy additional NetApp products
All-Flash Guarantee	Customers get the storage efficiency and capacity that NetApp promises, or we will make up the difference.
Unified Partner Program	Flash Incentives for Net-new account, growth and converged systems
Try & Buy	This risk-free evaluation program allows prospects to evaluate our all-flash solutions through the Customer Proof of Concept (CPOC) lab
Express Packs	Express Pack products accelerate the sales process for partners by simplifying the configuration and quoting process
EOS Tech Refresh	This program encourages customers to invest in a technology refresh from end-of-support NetApp systems to new NetApp solutions
Game of Thrones	This program encourages you to win net-new accounts and to win SolidFire deals. The program runs from June 19, 2017, to April 27, 2018. Learn more: Americas, EMEA, APAC

■ NetApp

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	**Tools and Resources**

Programs and Incentives	**Initiatives**	SAN and Oracle Resources	Sales Resources	Enablement and Education Resources	Case Studies

Initiatives

Initiatives	Description
NetApp Transition Solutions	NetApp Transition Solutions is part of the Strategic Products and Accounts group within Sales. It covers: ▪ Presales enablement ▪ Subject-matter expertise ▪ Field partnership
Global Accounts	We are developing the Global Accounts Support Program to provide a differentiated support experience for our Global Accounts. The program supports NetApp's initiative to grow the revenue run rate of Global Accounts to $2 billion by FY'20
Varonis Co-Initiative	The Varonis Co-Initiative sales performance incentive fund is designed to go deeper and wider at existing accounts and expand into new lines of business. The program runs through FY'18. Sales representatives, district managers, and engineers can earn bonuses per Net New Varonis Account bookings
Demo/Eval Program	These evaluation units help drive sales
Trade-In	The NetApp Trade-In and Competitive Trade-In programs include updates to hardware, software, and storage trade-in credits for new FAS and AFF systems, and highlight the new controller-only trade-in functionality

NetApp

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SAN and Oracle resources

- [TR-4080](#) SAN Best Practices
- [TR-4515](#) AFBP Best Practices for Business Critical Workloads
- [TR-4531](#) Oracle validation for AFBP
- [TR-4532](#) SQL validation for AFBP
- [TR-4480](#) AFF SAN Optimized Configuration
- [TR-4582](#) NetApp AFF A700 Performance with Oracle Database
- [TR-3633](#) Oracle Databases on ONTAP
- [TR-4490](#) Oracle Database 12c Performance: Protocol Comparison
- [TR-4606](#) Oracle Best Practices on SolidFire
- [TR-4383](#) Performance Characterization of ONTAP Cloud in AWS with Application Workloads
- [TR-4591](#) Database Data Protection
- [TR-4592](#) Oracle on MetroCluster
- [Oracle Licensing, Virtualization and Replication Presentation](#) (on BrainShark)

Home	Overview	Market and Customer Opportunity	NetApp and Solution Benefits	How to Sell and Win	**Tools and Resources**

Programs and Incentives	Initiatives	SAN and Oracle Resources	**Sales Resources**	Enablement and Education Resources	Case Studies

Sales resources

Tools

- Flash TCO Tool
- FlexPod Econ. Value Calculator
- Lab on Demand
- Customer Proof of Concept Labs
- Interoperability, Configuration Guides, and Best Practices
- System Performance Modeler
- Synergy
- FlexPod Design Automation for NetApp Lanamark One Training
- OneCollect
- AWR

- Config Advisor
- Upgrade Advisor
- Assessment Tools Portal (ATP)
- Space Saving Estimation Tool (SSET)

Demand generation

- NetApp Campaign Express™
- Campaigns-2-Go
- Content Syndication Program

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Programs and Incentives	Initiatives	SAN and Oracle Resources	Sales Resources	**Enablement and Education Resources**	Case Studies

Enablement and Education resources

Enablement programs

- Flash Partner Enablement & Education Landing Page

- Earn More with NetApp Flash Webcast Series

- GetSuccessful™ Partner Enablement Program

- GetSuccessful Accelerate Workloads Channel Playbook

- GetSuccessful with Flash Lunch & Learn

- Flash Enablement and Education for Partners, At-a-Glance

- Partner Academy

NetApp education

- NetApp Accredited Technical Sales Professional, Flash

- NetApp Accredited Technical Sales Professional 200, ONTAP

- NetApp Accredited Technical Sales Professional 200, E-Series

- Driving NetApp Sales: Flash Portfolio Technical Training

- Selling the Portfolio: SAN Infrastructure and Enterprise Applications

- ONTAP SAN Fundamentals

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Programs and Incentives	Initiatives	SAN and Oracle Resources	Sales Resources	Enablement and Education Resources	**Case Studies**

Software Development	Automotive Supplier	Insurance

Software development company
EMEA case study

- **Customer strategy:** Move hardware to service provider

- **Problem:** Customer was looking for a single vendor solution

- **Initiation of play:** NetApp started with an OCI assessment for the existing Dell EMC SAN environment

- **Objection/obstacle:** No experience with NetApp SAN solutions

- **Primary decision maker won over:** CIO
  - We could fulfill all requirements with a single solution
  - We could demonstrate our cloud readiness with the innovation package software-defined storage

- **Secondary decision maker:** Infrastructure owner
  - We offered optimized rack space
  - We had already shown high efficiency ratios on the old system (we did offer a guarantee for a 2.1:1 ratio)
  - Consolidation of three backup solutions into CommVault
  - We could demonstrate our cloud readiness with the innovation package software-defined storage

NetApp

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Software Development	Automotive Supplier	Insurance

Automotive supplies manufacturer
EMEA case study

- **Customer Strategy:** Dual vendor strategy for four storage classes

- **Problem:** Customer was looking for a single vendor solution

- **Initiation of play:** NetApp responded to a big RFP covering all four storage classes

- **Objection/obstacle:** Existing Dell EMC VMAX/VPLEX installation ran without issues for three years

- **Primary decision maker won over:** CIO
  - Customer plans to go away from SAN on the long term – Dell EMC could not demonstrate how this would happen with the VMAX platform
  - They have seen that Dell EMC is not unified

- **Secondary decision maker:** Infrastructure owner
  - After three years with Dell EMC they now have understood how complex a VMAX/VPLEX implementation is
  - Even with VPLEX – when a mirror is broken, manual intervention is needed. You have to resync each LUN replication where NetApp MCC does this completely unattended
  - Existing real partnership with NetApp

NetApp

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Programs and Incentives	Initiatives	SAN and Oracle Resources	Sales Resources	Enablement and Education Resources	**Case Studies**

Software Development	Automotive Supplier	**Insurance** ● ○ ○

Insurance company
EMEA case study

- **Customer Strategy:** Two data center strategy for fast DR recovery

- **Problem:** Current Dell EMC environment needs a tech refresh – limited space and cooling capabilities in both data centers

- **Initiation of play:** NetApp offered a PoC based on SolidFire®

- **Objection/obstacle:** Customer's perception: ONTAP is good for NAS, too complex for SAN

- **Primary decision maker:** Infrastructure owner
  - NetApp could demonstrate startup behavior:
    - Fast shipment
    - Easy and turbo fast install
  - SolidFire synchronous replication capabilities are good enough to fulfill SLAs

- **Secondary decision maker:** Application owner – VMware
  - Way better performance than with VMAX/VPLEX
  - Zero touch storage – Provisioning can now be done by the Vcenter admin

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Software Development	Automotive Supplier	**Insurance** ○ ● ○

Large life insurance company #1 ($6 million)

Americas case study

- **Customer strategy:** Modernize Tier 2 SAN

- **Problem:** Performance and reliability issues with Dell EMC VNX

- **Initiation of play:** NetApp offered a PoC on A700s against VMAX 200F and Pure M70, leveraged executive sponsors, Run to NetApp and the NetApp Storage Efficiency Guarantee programs

- **Objection/obstacle:** CIO "NetApp is in a death spiral they will be out of business in 3 years"

- **Primary decision maker:** CIO

- **A700s demonstrated:**
  - Best performance and functionality and a close second in data efficiencies to Pure
  - Pure needed several controllers to handle replication, NetApp had a distinct advantage
  - NetApp storage efficiency guarantee was superior to the Pure offering
  - NetApp Cloud strategy
  - Flexible non-disruptive operation, expansion and migration: NetApp Data Fabric
  - Technical expertise shown by the account team

- **CIO statement after POC:** "NetApp is the most innovative out of all the vendors in the RFP"

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Software Development	Automotive Supplier	Insurance ○ ○ ●

Large life insurance company #2 ($3.6 million)

Americas case study

- **Customer strategy:** Refresh Dell EMC systems and move to a smaller data center

- **Problem:** The customer needed to reduce foot print and also be able to move workloads to AWS
    - Dell EMC took the opportunity to inform the customer that if they purchased all new Dell EMC equipment, then they would forgo the maintenance charges

- **Initiation of play:** Initially Won an E-Series deal for critical application. Then took advantage of Dell EMC lack of cloud integration. The customers could not move apps on Dell EMC to AWS
    - NetApp Cloud for AWS was leveraged to move the applications to the cloud. Since this AWS integration project was a success, the customer gained faith in NetApp. This led to other opportunities for NetApp and EVT.
    - NetApp and EVT proposed to provide third party support for the legacy Dell EMC equipment during the migration period.
    - NetApp and EVT team educated the customer that Clustered ONTAP would allow the new data center to be moved and built out in stages.

- **Objection/obstacle:** 100% Dell EMC shop

- **Primary decision maker:** CIO

NetApp

NetApp