



Accelerating Our Go-to-Market Success

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Transformation

Create sustained and profitable growth

Innovation & Growth

Radically improve ability to develop and sell multi-product portfolio by aligning to customer imperatives

Operational Rigor

Be relentlessly accountable for disciplined execution and world-class results

Culture & Leadership

Continuously strengthen the capacity and performance of our team

Go-to-Market Ongoing Transformation

The opportunity to improve performance



CLOUD



HCI



FLASH



CHANNELS

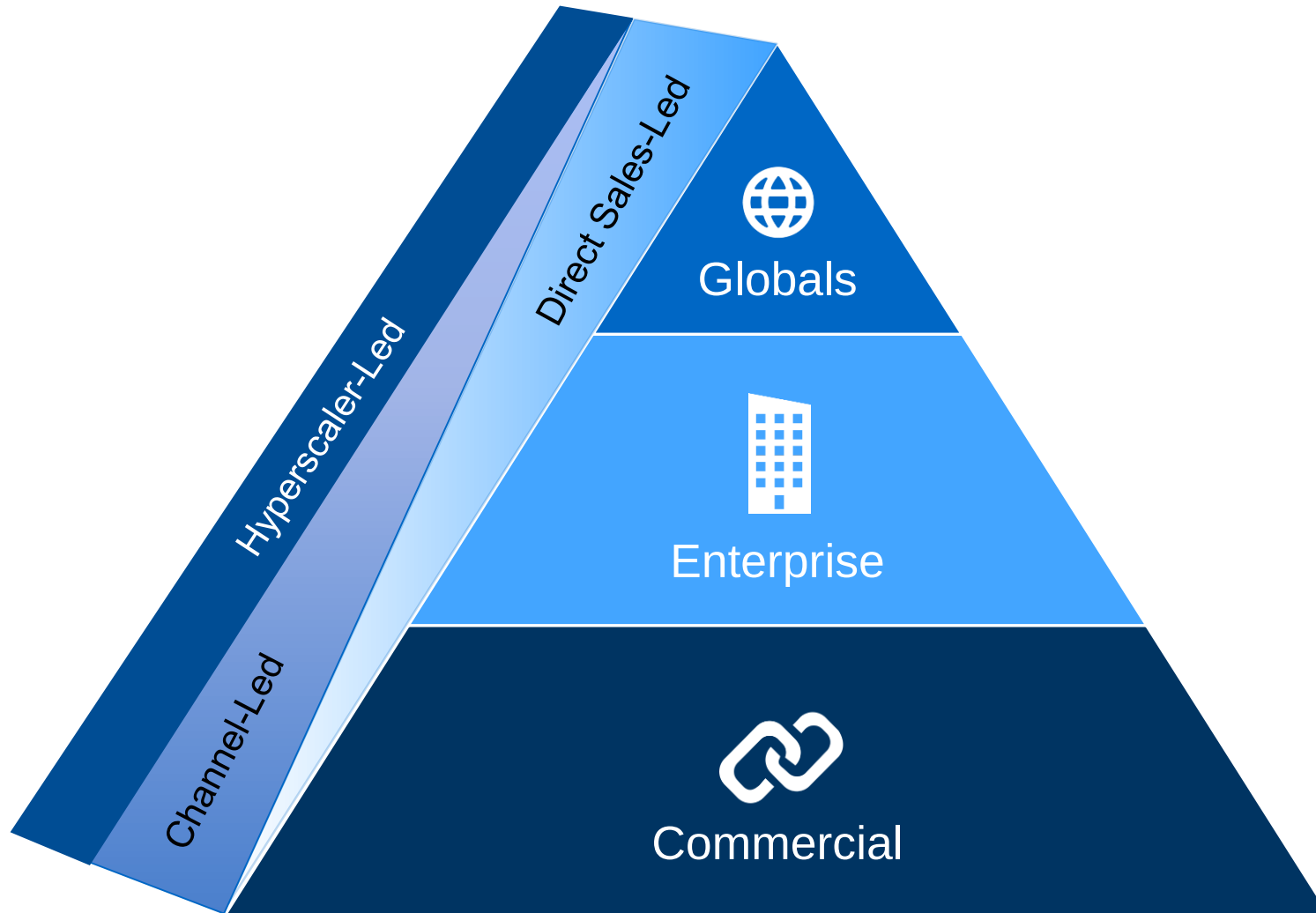


EXPERTISE



EFFICIENCY

Go-to-Market Coverage Model



Differentiated Sales Motions

Land New Logos

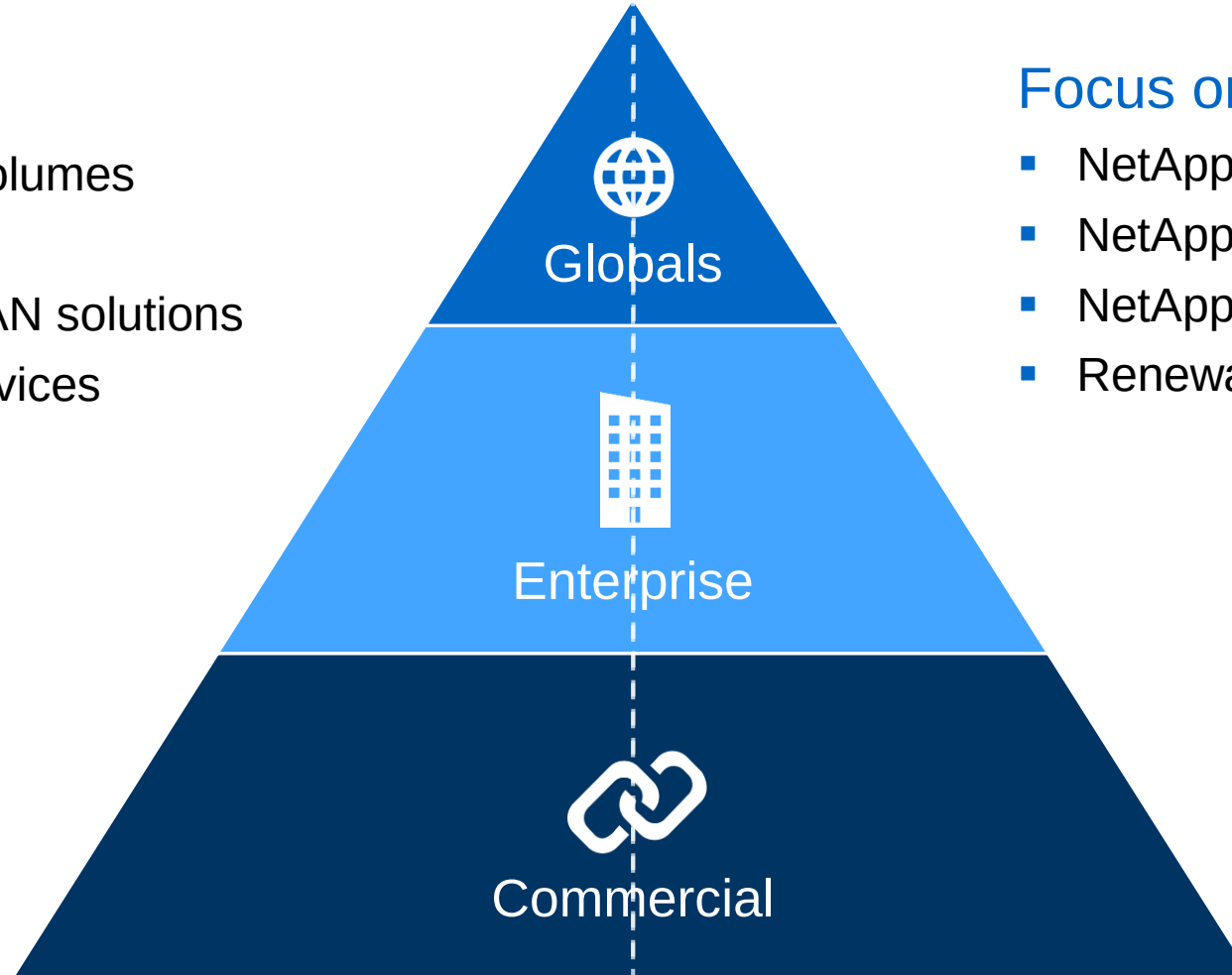
Focus on

- NetApp Cloud Volumes
- NetApp HCI
- NetApp Flash SAN solutions
- Professional Services

Expand in Existing Accounts with New Workloads

Focus on

- NetApp Flash
- NetApp CI & HCI solutions
- NetApp Cloud Volumes
- Renewals



Leveraging Our Momentum

Accelerate FY18 Momentum



Market
Share



Flash



OPEX



Global
100 Accounts



Gross
Margin

Launch New FY19 Initiatives



Cloud Data
Services



Cloud
Infrastructure



Commercial



Renewals



Advanced
Value Selling

Building on Our Momentum

- More strategic customer conversations enabled by Data Fabric
- Focused investment on high priority market opportunities
- Greater leverage from the channel in the Commercial segment
- Grow faster by selling new products, addressing new workloads, and reaching new customers

“Every success story is a tale of constant adaption, revision and change. A company that stands still will soon be forgotten.”

— Sir Richard Branson, Virgin Galactic

