



TOP 100 Executives

NetApp: Innovation That Drives Markets Is
Innovation That Accelerates Revenue



Top 25 Most Influential



George Kurian
CEO

Top 25 Sales Leaders



Bill Lipsin
VP, Worldwide Channels

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Q. **CRN:** How is NetApp driving innovation in the marketplace?

A. George Kurian: Today, NetApp is in an exceptionally strong position. We have deep customer and partner relationships, a strong balance sheet and a growing installed base. Putting customers first is core to our philosophy. That means innovating across multiple dimensions: in technology, both organically and inorganically; with the Ecosystem to enrich our open Data Fabric strategy; and in our business model to introduce new consumption models.

Our Data Fabric strategy—which helps customers take advantage of hybrid cloud—coupled with our expanded flash platform, provides the industry's most comprehensive portfolio. The results speak for themselves. IDC ranks NetApp No. 2 in All-Flash market share according to its most recent numbers. This means NetApp has surpassed competitors both small and large to become a top-two leading All-Flash Array Vendor in the market. In addition, SolidFire was named a "Visionary" in the Gartner 2015 Magic Quadrant for Solid-State Arrays, and for two years in a row (2014 and 2015), we received the highest score for overall use case in Gartner's Critical Capabilities report.

Q. **CRN:** How does this all translate into opportunity for NetApp partners?

A. GK: Partners are always looking for innovation and new market opportunities. Flash remains the largest growth area, especially for those customers modernizing their data centers and re-architecting storage environments. As the market shifts toward new storage architectures, buyers and third platform opportunities, NetApp's SolidFire allows partners to address that next-generation, hybrid cloud opportunity with a highly differentiated offering.

Q. **CRN:** What should partners expect to see from NetApp to support their efforts in the market?

A. Bill Lipsin: Our partners should expect to see continued investment in those areas that are contributing to their profitability and our mutual growth. We are focused on providing a level of predictability and profitable business models that recognize the transformation our industry is experiencing. That includes helping partners leverage data management and technology that embraces the cloud as part of their go-to-market strategy.

Q. **CRN:** What are specific go-to-market best practices you are seeing from your most successful partners?

A. BL: Our most successful partners are not just selling NetApp hardware and software, but rather are delivering innovative and integrated solutions tied to business outcomes. They're adding value by exploiting the performance leadership NetApp delivers with Flash and leveraging NetApp's Data Fabric to address the hybrid cloud market—delivering new services and solutions, differentiating their offerings and reaching new buyers. They are helping their customers to quickly and seamlessly move, as well as manage data where it is needed by using NetApp's Data Fabric capabilities.

These partners are delivering more robust solutions, competitive differentiation, strong profit margins and increased revenues earned from satisfied traditional buyers as well as customer lines of business. Their attach rates are substantially higher, earned from support, professional services and managed services that drive high-margin opportunities.



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