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Products *of the* Year

NetApp

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AFF A700s

"NetApp's AFF A700s takes Best-of-Show in all three categories for Enterprise Storage. The AFF A700s is the overall category winner, the leader in providing the best enterprise storage technology, as well as being the solution providers' top choice for driving revenue and profits."

Modernize Your Customers' IT For The Hybrid Cloud

Q: What are the unique features of NetApp AFF A700s enterprise storage technology that are most appealing to both partners and end customers?

A: Enterprises are challenged with having to consolidate their applications on the most data-center-efficient flash storage powered by the best data management—whether on premise or in the cloud. The AFF A700s is designed specifically for flash. As such, it delivers the industry's best performance, density and data services. Powered by NetApp's ONTAP data management software, the AFF A700s is the industry's fastest enterprise-grade, all-flash array. The AFF A700s provides 2.4M SPC-1 IOPS @0.69ms latency and sports the industry's first 32Gb FC and 40GbE, which enables high-speed network connection to the host. It also supports the highest-capacity SSDs—up to 15TB SSDs with leading density of 1 PB in a 4U system, and supports the most cloud integration as an all-flash solution.

Q: How does the AFF A700s help solution providers drive new revenue opportunities or expand their ability to attach services revenue?

A: Solution providers need to offer their customers a fully unified scale-out architecture that can support a variety of storage solutions. It must be adaptable to traditional enterprise applications, such as Oracle and Microsoft SQL, as well as the new generation of cloud-based applications such as big data and analytics. The AFF A700s provides the industry's richest and deepest application integration and application-consistent backup and recovery.

Incentives for partners include a flexible reward program, NextCredit, on all AFF A-Series models. This program rewards customers who purchase six years of premium support along with an AFF A-Series system with credits. These credits can then be used toward future purchase of almost any NetApp products. NetApp partners are eligible to participate in this program by offering their equivalent of NetApp Premium Support—another way to increase services-attach revenue.

Q: In what ways are NetApp partners able to meet market demands and fulfill their customers' specific requirements with NetApp's storage solutions?

A: First and foremost, the AFF A-Series provides seamless scale-out that allows your customers to start small and grow, while able to adopt new storage technologies without disruption. AFF systems are the most cloud-integrated all-flash systems in the marketplace, thereby enabling a flexible cloud strategy. Furthermore, NetApp provides a wide range of all-flash arrays to meet the requirements of different customer profiles. For instance, AFF A-Series offers high-end (AFF A700s, AFF A700), midrange (AFF A300) and entry-level (AFF A200) systems to meet specific customer price and performance requirements.

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