

# TOP 100 Executives



## The Value of Partnering with NetApp

More than 80 percent of NetApp's \$6 billion-plus annual revenue is driven by partners, making the channel a critical driver of core revenue. At the same time, customers expect channel partners to offer digital transformation solutions that meet their hybrid multicloud business needs. No one understands this shift more than NetApp's Head of Worldwide Partner Go-To-Market Strategy and Programs, Chris Lamborn.

### Q. How has the cloud and managing data changed the channel?

**A.** Managing and securing data is a top priority for companies, as they know they need to leverage the cloud and modernize their IT for success. A changing technology landscape is putting more information and power into the user's hands. The buying journey starts long before a company engages with anyone from a sales team. Partners need to harness this customer adoption, provide comprehensive flexible hybrid multicloud solutions, adapt sales strategies to reflect how customers want to buy and provide new delivery and consumption models to meet customers' needs.

### Q. What's the value of the channel at NetApp?

**A.** At NetApp, we've built a partner-first approach. We know that we succeed when partners succeed. Partners expand NetApp's reach, add scale and provide customers with full solutions that further enable their digital transformation efforts to deliver positive outcomes. We work together with our partners to help customers maximize the value of their data in a hybrid multicloud environment—keeping data secure, moving it among cloud resources and managing it across multiple cloud platforms. NetApp has the vision, the solutions and the partner ecosystem to deliver data-driven business outcomes for customers undergoing their unique digital transformation activities.

### Q. How has NetApp invested in partners to further help them achieve success?

**A.** We understand the value of partnering and want our partners to succeed and we make continuous, proactive investments in their success. Our recent partner program enhancements focus on simplicity, consistency, growth and differentiation. We offer partners access to the best portfolio in the industry, including the new AFF C190 entry-level all-flash storage solution for smaller organizations, which extends our partners' offerings into the midmarket with great margins.

Our recent partner profitability study showed that most profits are derived from partner-branded services and delivery models. NetApp encourages and enables our partners to build their partner-branded services practices to meet customers' needs.

### Q. What new incentives have you created for your partners

**A.** We have a number of customer promotions, company incentives and sales SPIFFs that partners can leverage to create compelling offers for their customers. We reward partners that consistently grow their NetApp business. New deal-based partner incentives recognize and reward partners for selling to brand-new customers, selling new portfolios to existing customers or renewing support services. A NetApp HCI incentive rewards individual sales and solution engineers who drive sales of NetApp HCI. These incentives, combined with NetApp's technology, create a profitable opportunity for partners.



Answers Provided By  
**Chris Lamborn** CRN Channel Chief 2019

To learn more about how NetApp works with partners to deliver value, visit [custom.crn.com/netapp-data-driven-learning-center](http://custom.crn.com/netapp-data-driven-learning-center).

#### MOST INFLUENTIAL



**George Kurian**  
CEO

#### CHANNEL SALES LEADER



**Jeff McCullough**  
VP, Americas Partner Sales

#### DISRUPTOR



**Anthony Lyne**  
SVP & GM, Cloud Business Unit

