

Channel Chief View

NetApp Packs A Partnership Punch Feel The Power Of Partnering With The Data Authority

Q. What is NetApp's market position and what does that mean for your partners?

A. Today is all about how data-driven digital transformation can accelerate business outcomes. NetApp is leading here with a focus on three business imperatives:

- Inspiring innovation with cloud
- Building clouds to accelerate new services
- Modernizing IT architecture with cloud-connected flash

Partners are critical to helping customers identify, implement and service the optimal solutions to extract the maximum value from their data. NetApp offers the right solutions and support to partners with the resources they need to thrive. Partnering with NetApp affords access to a portfolio of enterprise and web-scale data management solutions that address customers' immediate requirements and scale for future needs. And we do it while driving leading partner profitability.

Q. What makes NetApp solutions stand apart from other storage companies?

A. NetApp is more than a storage vendor. We are the data authority for hybrid cloud and provide a full range of on-premise and cloud services that simplify the management of applications and data. We deliver solutions that help partners capitalize on the fastest-growing market opportunities around data management and we emphasize key areas such as flash, HCI and cloud. We're accelerating alliances with Commvault and Veeam for data protection; VMware and RedHat for on-premises hybrid cloud infrastructure; and Nvidia for the world's fastest artificial intelligence reference architecture. We continue to make big bets in the cloud with NetApp technology natively offered in cloud platforms from AWS, Azure and Google, allowing our partners and customers maximum flexibility.

Q. Describe the key benefits of the award-winning NetApp Unified Partner Program.

A. The NetApp Unified Partner Program provides sales, marketing and technical resources as well as targeted demand generation campaigns and services opportunities that empower partners to change their customers' world with data. The program offers leading profitability and provides rewards for growth and a partner-first, non-competing services model.

We offer flexible options to fit partners' needs, including Express Packs for simplified ordering, lucrative services-attached opportunities, and inclusion in our directory for customers seeking NetApp partners.



Jeff McCullough
Vice President, Americas
Partner Sales

// Partners are essential to us helping customers build outcome-centric IT infrastructures needed for them to thrive in this digital age. //

