Channel Chief View

NetApp Makes Partnership Simple

Lamborn Earns Most Influential Channel Chief Award

Q. What Are NetApp's Priorities In 2020?

A. We're really focused on three things, all of which revolve around our Simplicity Story: There's the NetApp Keystone, the Global Unified Partner Program and our Private Cloud solutions.

Q. What Does Simplicity Mean to NetApp?

A. The Simplicity Story is our reaction to partners' needs that we continually update and fit to aid them through the sales cycle. Partners want their experience to be simple, consistent and different from other partner programs, and we deliver. Take the Channel Incentive Portal, for example. This shows eligibility for new account incentives in the current quarter, while also showing how eligible partners are doing in regards to Joint Investment Program and Growth Attainment Rebate Goals.

Q. Can You Explain The Effect On NetApp's Products?

A. A significant number of our customers are more interested in the cloud or a cloud-like experience, which means they've taken advantage of our Data Fabric architecture selling across the portfolio. This has resulted in strong growth of NetApp HCI and our Cloud portfolio, which is great because we're attempting to increase market penetration and help partners become more profitable as we do.

Q. How Do NetApp Programs Differ From Other Partner Programs?

A. We don't just focus our programs on the transaction. Our Fueled by NetApp program is a free consulting service that helps partners building out consumptive practices. We help them build out their business strategy, aid go-to-market planning and execution, while providing messaging, pricing, packaging and a number of other great features.

Q. What Does NetApp Do to Make Go-To-Market Easier For Partners?

A. We do so much to improve our partners' ability to go-to-market. First, we prioritize simplified quoting and faster pricing, speeding up the process immediately for our partners. We also focus on both on-premises and public cloud environments, enabling our partners to take advantage of easy-to-understand and predictable investments. Of course, these are just a few examples of putting our partners first. In the past year, we have increased listening programs, improved our cadence and have higher regional flexibility, which is another big way we've stepped up for our partners and why they continue to work by our side.

■ NetApp®

MOST INFLUENTIAL

Chris Lamborn
Head of Global Partner
GTM & Programs

❝In this exciting and sometimes difficult time of rapid technology transformation, it's a privilege to lead partners to solutions that change customers' world with data and grow their businesses at the same time.❞

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