



NETAPP PARTNER PROGRAM

NetApp Cloud First Partner Initiative

May 2017

Introduction

The NetApp Cloud First Partner Initiative supports companies that help customers implement architectures in public cloud environments that are from providers such as Microsoft, Amazon, Google, and IBM Bluemix.

This invitation-only program offers vital business development resources to give you confidence in including NetApp® cloud suite technology as part of your cloud recommendations to your customers.

By using the NetApp cloud suite, you can increase the efficiencies and lower the total cost of ownership of cloud environments for your customers.

Partner Commitments

Because the number of spaces in the NetApp Cloud First Partner Initiative is limited, your company must have an established practice that includes certain business relationships.

Your company must:

- Be an authorized NetApp partner.
- Have a formal partnership with Microsoft, Amazon, Google, and/or IBM Bluemix and have your company name listed on the respective website as an authorized partner.
- Have an established public cloud practice with competencies in DevOps, migration, disaster recovery, and other categories and have a desire to incorporate the NetApp cloud suite into your offerings.
- Have sufficient knowledge about NetApp products and technologies to competently recommend them as a public cloud solution to meet your customers' business needs.
- Have one cloud architect and one business development resource who are assigned to engage with NetApp and help generate demand.
- Provide professional services and implementation that help customers configure, monitor, support, and troubleshoot in a NetApp storage environment and a public cloud environment.
- Win three to five customers in the first 12 months by using NetApp cloud suite offerings.

Quarterly Business Review

If you are accepted into the Cloud First Partner Initiative, you will engage with NetApp in a quarterly business review (QBR). During the QBR, joint sponsors and business leads from NetApp and from your organization will review the progress—and the impact—of our engagement. If your progress meets or exceeds the agreed-upon expectations, you can continue participating.

If your business result does not meet the minimal expectations for two consecutive quarters and the objectives of the collaboration are in jeopardy, NetApp will help you diagnose and address potential shortfalls. A recovery plan will also be developed. If you satisfactorily implement the plan over the following quarter, you will continue as an initiative participant.

If you choose to discontinue your efforts, or if you do not implement the recovery plan, NetApp may remove you from the initiative and discontinue all benefits.

Getting Started

If you meet the eligibility requirements for the initiative, you or your NetApp partner manager can [apply](#) for the Cloud Integrator—SaaS (Software as a Service) business capability for review as an initiative participant. You need a NetApp Support site login ID to access the application form.

NetApp Commitments

To help you succeed, NetApp offers benefits that align with your business plan. These benefits fall into the following categories:

- **Sales tools and technical resources**, including Quickstarts (with credits for hyperscaler usage when NetApp hosts your Quickstart)
- **Marketing**, including co-marketing support for webinars, live events, and success stories, just to name a few
- **Training and enablement**, including for the use of NetApp Quickstarts and in-person and web-based training
- **Partner development**, including account mapping sessions with our sales teams and opportunities to showcase your capabilities with our mutual partners and customers
- **Recognition of your company's service offerings** on www.netapp.com in the Partner Directory and on cloud.netapp.com

Note: Sections that are marked with an asterisk (*) explain benefits that are proposal-based. The benefits in the section with a double plus sign (++) are not available for public-sector contractors or companies that do business with either government entities or state-owned enterprises in a trusted advisor capacity.

The allocation of such benefits under this program is subject to NetApp approval of a proposal that you submit, at NetApp's sole discretion, and may be further contingent upon available funds or resources.

Sales Tools and Technical Enablement

NetApp Cloud Quickstarts

With the NetApp cloud Quickstarts for Amazon Web Services (AWS) and Microsoft Azure solutions, you can demonstrate compelling hybrid cloud IT solution use cases to help win prospective customers.

Your organization can collaborate with NetApp to support your development of Quickstarts with NetApp cloud suite products and services. The Quickstart experience can help your customer complete a proof of concept (POC) or deploy the solution with reusable, configurable code and automations and reusable configurations.

To help you and your company grow with NetApp in cloud solutions, NetApp may assist you in marketing your Quickstarts.

To see current examples of NetApp cloud Quickstarts, go to <https://cloud.netapp.com/testdrive> and <https://cloud.netapp.com/resources/netapp-cloud-ontap-quick-start-guide>.

You can refer your prospects to this site for an authentic “try-and-buy” experience. NetApp will gather analytics from the site and, when appropriate, will share the results with you.

To meet the Quickstart partner prerequisites, you must:

- Demonstrate NetApp cloud suite expertise.
- Build your cloud solution with no constraints for demonstration data and shareable code.
- Provide a resource to work with NetApp to determine whether your solution is eligible for inclusion on www.cloud.netapp.com.

NetApp delivers:

- Support as you develop your Quickstart
- Credits for hyperscaler usage (as required) when NetApp hosts your Quickstart

- Hosting for your NetApp cloud solution (as appropriate)

To request assistance in creating your Quickstart, contact oncloud@netapp.com.

Marketing

Lead Generation

Several NetApp corporate campaigns and local marketing initiatives are available to generate sales leads. We distribute leads to partners who best match the customer's business requirements. We are committed to fair lead-generation practices.

Joint Marketing Opportunities*

You can join NetApp in various proposal-based marketing opportunities that promote your capabilities and successes. These opportunities may include:

- Joint public relations activities
- Industry event keynotes, breakouts, and analyst briefings
- NetApp sales- or partner-facing local events
- Mentions in NetApp vehicles such as collateral, executive and technical blogs, and on cloud.netapp.com
- Participation in NetApp field communication efforts such as seminars, web events, and Reference Roundtables

To discuss the relevance of these opportunities to your business goals, contact your partner manager.

Business Development Funds (BDF)* ++

The NetApp Cloud First Partner Initiative provides access to proposal-based business development or marketing funds for approved activities and events that lead to joint growth opportunities. The NetApp BDF benefit reimburses partners for out-of-pocket business development and marketing expenses, based on valid third-party receipts and proof of performance. BDF may cover the following supported objectives:

- Enabling your company to understand and articulate the value of NetApp cloud solutions
- Building brand awareness and lead generation for joint solutions
- Account planning, sales strategies, and support

Depending on the type of contractual relationship that you maintain with NetApp, different guidelines may apply. Use of this funding must also comply with NetApp's Integrity and Compliance policies, which you can find at legal.corp.netapp.com/ico.

Requesting Proposal-Based Benefits

The investments that NetApp supports in this program are intended to promote a successful relationship with our partners. Engage your partner manager to discuss your investment needs. Your partner manager will submit the request for funding on your behalf and will update you on the approval status.

All requests should include:

- The type of activity or investment
- A specific description of the activity and the cost
- A description of how the activity benefits your go-to-market strategy with NetApp (based on your joint business plan)

Training Enablement

As a NetApp Cloud First partner, you get access to webcasts, Partner Academies, workshops, and online or fee-based instructor-led courses. You can gain the in-depth, practical knowledge that you need to build confidence and successfully recommend NetApp solutions. Be sure to take advantage of these learning experiences and courses—they are the same ones that are offered to the NetApp direct salesforce.

Partner LearningCenter

The easy-to-navigate Partner LearningCenter offers several learning roadmaps by functional role. Your sales reps and systems engineers can easily find, register for, and launch foundation, accreditation, and continuing-education courses. They can also print a comprehensive checklist of courses. Access the Partner LearningCenter at learningcenter.netapp.com.

Selected Partner Training at No Cost

As our partner, you have priority access to the most in-depth knowledge available about NetApp solutions, products, and market opportunities. That access includes web-based training, webcasts, virtual live sessions, and workshops. Ask your NetApp partner manager for information about what classes are available in your area.

GetSuccessful Partner Enablement Program

Get the tools and resources that you need to understand, recommend, and even sell or create a cloud solution that is built with the NetApp cloud suite. The NetApp GetSuccessful™ global enablement program empowers our channel partners to successfully position and sell NetApp solutions through various tools and resources. Key components of the GetSuccessful program include:

- **GetSuccessful with Cloud Services** is an integrated portfolio of workshops, tools, and resources that helps you determine the cloud computing solutions that are right for your organization. You can develop your cloud services practice and prepare your organization for success and profitability.
- **GetSuccessful Essentials videos** are short, on-demand videos that help you understand NetApp core differentiators to best position and sell NetApp solutions.
- **GetSuccessful solution enablement** includes multimedia guides, playbooks, and the Resource Blueprint to help you build and grow a profitable practice with NetApp.
- **GetSuccessful Lunch & Learn events** are short, informal meetings that local NetApp channel representatives deliver to train you on current NetApp initiatives.
- **GetSuccessful workshops** are presented either in person or virtually. You receive professional training on the techniques that you need to develop strong skills in selling NetApp solutions.

Other Recommended Training

- **Selling Hybrid Cloud:** The knowledge that you gain from this course can help you meet the needs of customers who are developing a hybrid cloud strategy and who want to build a solution on their own terms. You will learn about the business challenges that NetApp customers face as they adopt a cloud strategy. You will also learn about NetApp hybrid cloud products and services and how to position the appropriate deployment model and solution for each type of customer scenario. <http://learningcenter.netapp.com/LC?ObjectType=WBT&ObjectID=00345543>
- Increase your NetApp and cloud knowledge by viewing the following: [NetApp TechComm TV](#) and [Cloud Video Resources](#).

Partner Development Workshop

If web-based training is insufficient and if an in-person session is needed to enhance skillsets, the NetApp Cloud First Partner Initiative offers one-on-one training with a NetApp technical expert. To request this training, contact your partner manager.

Partner Recognition

Website Presence

To promote your services to prospective customers, we feature your company in the online NetApp Partner Directory. The Partner Directory is a powerful partner search tool. The directory helps you increase your market presence by making it easy for customers, partners, and NetApp sales to discover your business and all the products, solutions, services, and specializations that you offer.

Partners who are accepted into the Cloud First Partner Initiative will be granted the Cloud Integrator—SaaS (Software as a Service) business capability. This capability confirms for the customer and for the NetApp sales teams that you have a successful integration practice for public clouds.

Hyperscaler Promotions

You may be eligible to access additional partner promotions from Microsoft, Amazon, Google, and IBM Bluemix. For more information, contact your NetApp partner manager.

Program Terms

NetApp reserves the right to modify or cancel this program at any time for any reason on 30 days' written notice.

To make sure that the NetApp Cloud First Partner Initiative continues to work optimally for our mutual success, we welcome your feedback and recommendations for improvement. Please share your comments and suggestions at channel@netapp.com.

You can find additional resources on cloud.netapp.com.

Refer to the [Interoperability Matrix Tool \(IMT\)](#) on the NetApp Support site to validate that the exact product and feature versions described in this document are supported for your specific environment. The NetApp IMT defines the product components and versions that can be used to construct configurations that are supported by NetApp. Specific results depend on each customer's installation in accordance with published specifications.

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