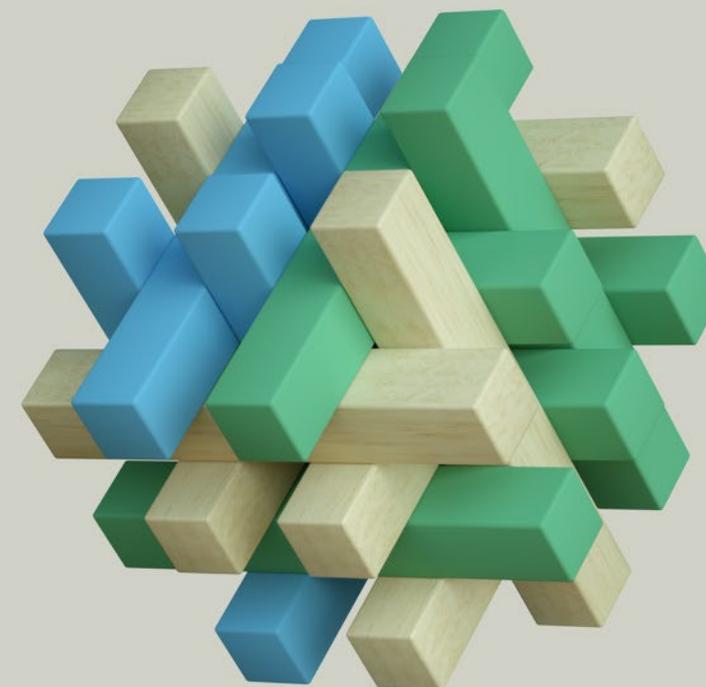


# Partner Enablement Guide

[Start Here](#)[Download the Latest](#)

## The time is now



The world is changing fundamentally and quickly. Major shifts in the global economy, demographic changes in virtually all of the advanced countries as well as the rise of the empowered consumer and the pervasive availability of a variety of new technologies are causing increased competition across most important aspects of every business.

Defining new opportunity and increasing the willingness to rapidly change can make or break a business and IT transformation is at its core. IT organizations have to transform themselves to enable the quickening pace of business and with NetApp, our partners now have the upper hand to introduce new ways of thinking to help enterprises galvanize their transformation strategies to manage their customers data journey whether on premise, hybrid or in the public cloud.

The time is now, and we must continue to evolve our partnership to meet our customers digital transformation needs. Together, there is an opportunity for growth.



[Watch this brief video](#) as Chris Lamborn, Head of WW Partner GTM and Programs at NetApp, talks about why now is a great time to partner with NetApp.

# Your journey to success with NetApp

Whether you are new to NetApp or existing, the Partner Enablement Guide provides what you need, when you need it, to be successful in your journey with us. The guide covers everything from the opportunity, our channel strategy, our vision, how to get started, how to engage and ultimately, how to win.

This guide also serves as a launch pad into enablement content hosted on the Partner Hub. There, you can find marketing, sales and technical messaging and tools that enable you to have productive, consultative conversations with prospects and customers.

Using the clickable navigation at the top, tab through the pages within each section to guide you through your journey.

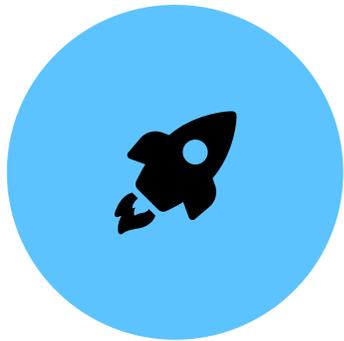
The guide is updated quarterly. Download or bookmark it and share with your teams!



## Data-driven digital transformation is the route to success

- Business must adopt and transform quickly with agility, flexibility, and resilience
- Customers are looking for help
- Partners need to be leading the data strategy conversation

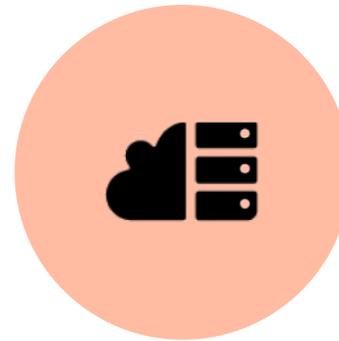
## What we believe about digital transformation



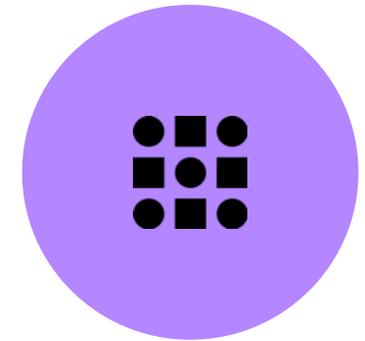
**Speed** is the new scale



**Cloud** is the platform and **data** is the currency



**Hybrid multicloud** is the de facto IT architecture



**Data fabrics** replace **data centers** at the heart of IT

## Organizations' priorities in the new normal include an accelerated timeline for their digital transformation

### Today's business imperatives

- Ensure business continuity (short term)
- Transform the business (middle term)

### Today's IT imperatives

- Digital transformation acceleration
- Modernizing applications and infrastructure
- Cloud acceleration
- Data mining, analytics and AI
- Interest in new IT procurement models



## Lead into the future



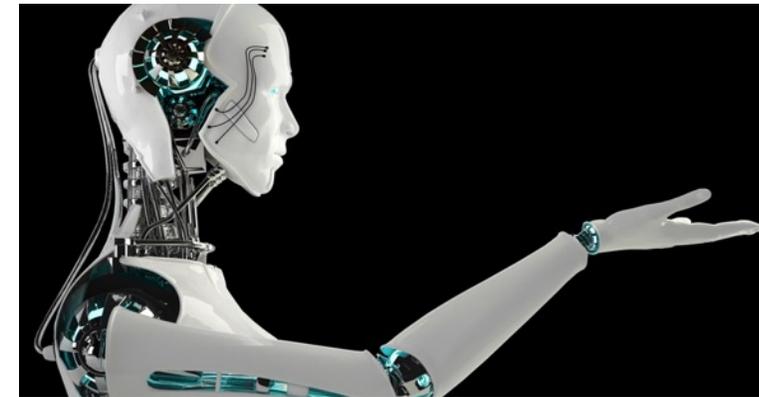
### Hybrid multicloud

- Flexibility
- Cost savings
- Proliferation of SaaS solutions
- Data mobility



### IoT, fog and edge computing

- Exponential proliferation of data
- Data distributed across many nodes
- Data generation increases with availability of 5G



### Mainstream AI and machine learning

- Integration into multitude of solutions
- Greater access to data workloads
- Increase in IoT data production

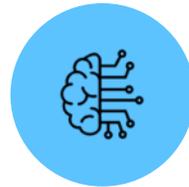
# Unlock the best of cloud

Lead with data, on-premises, in the cloud, or anywhere in between



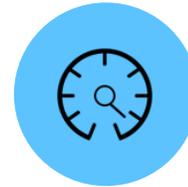
## Cloud

Make cloud as fast as on-premises with our AWS, Azure, and Google alliances, who all use our technology



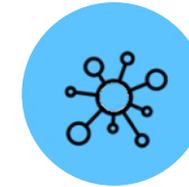
## AI

Drive AI and deep learning across the edge, the core, and the cloud with NVIDIA



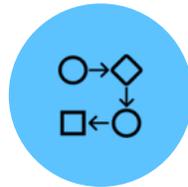
## Workloads

Speed high-performance workloads on premises or in the cloud (SAP, Oracle, MS SQL)



## Data

View, connect, move, and manage data with the #1 file, block, and object storage technology



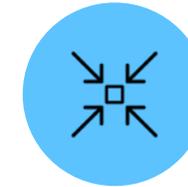
## DevOps

Enable DevOps workflows with containerization and microservices environments



## IoT

Create actionable insights in real-time by managing IoT data at the edge

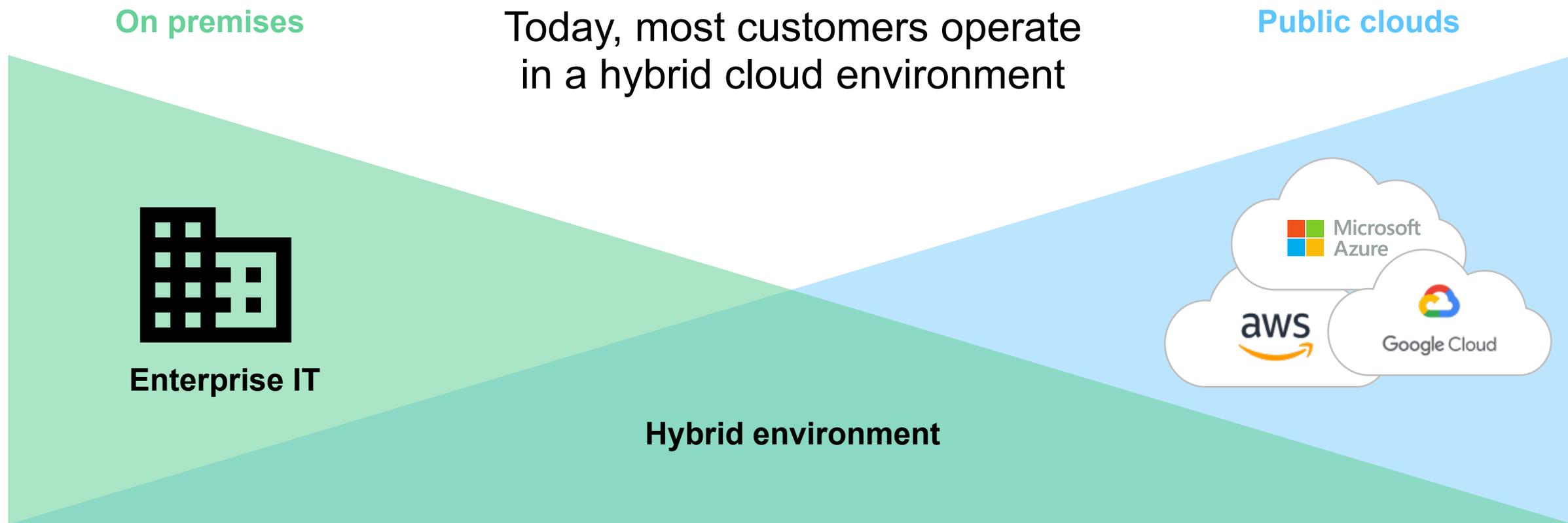


## Intelligence

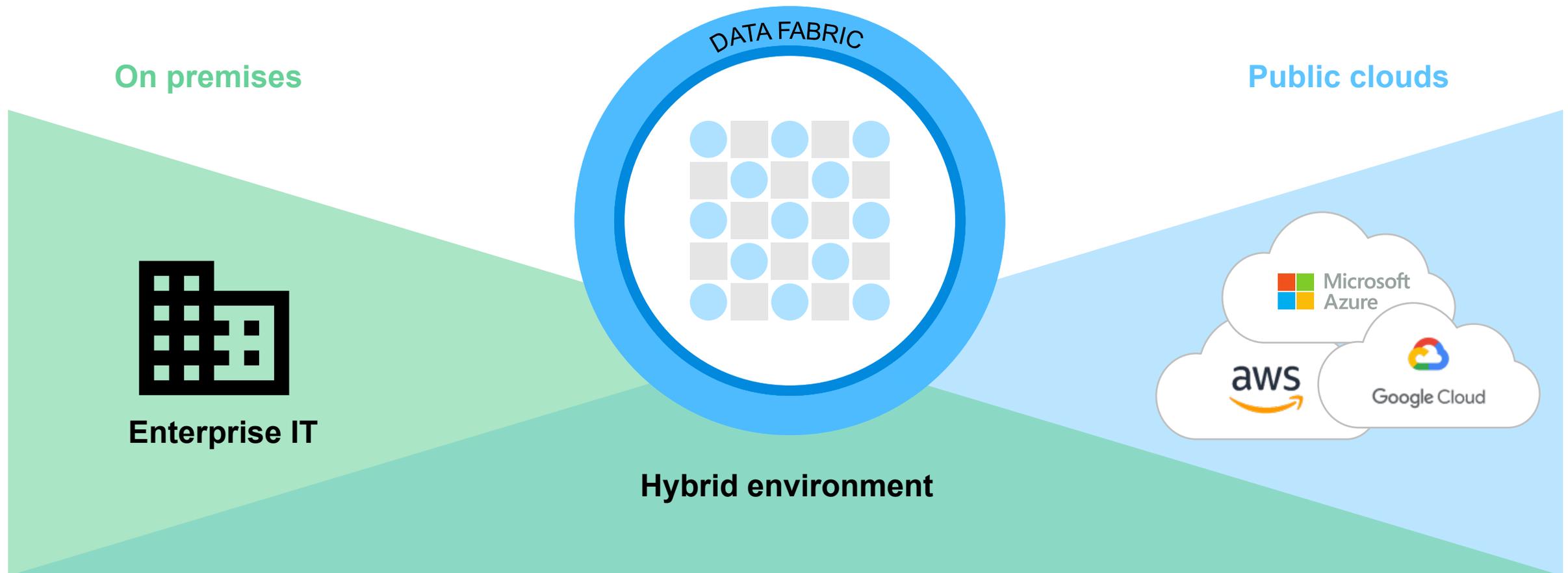
Simplify the care of NetApp environments with intelligence from Active IQ®

# On premises, hybrid clouds or public clouds: Better together

An investment in NetApp is future ready



# We help our customers build their data fabric to accelerate digital transformation



**IDC – “A new NetApp is on the rise”**

“Enterprise storage customers...  
may not even recognize the vendor.”

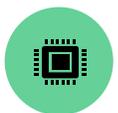
“[NetApp] provides data services for digitally transformed (or transforming) companies that are looking to better leverage data to drive their own business growth.”

# NetApp at-a-glance

## Industry-leading cloud data services



Cloud storage



Compute operations



Cloud controls



Cloud services and analytics

## Industry-leading storage systems and software



Flash and hybrid storage



Object storage



Converged and hybrid cloud infrastructure



Protection and security



Enterprise solutions

## Industry-leading solutions with an open ecosystem of partners



- **Global** cloud-led, data-centric software company
- **Founded in 1992**, headquartered in San Jose, California
- **Fortune 500 company** (NASDAQ: NTAP)
- **\$5.41B FY20 revenue**
- **38,000+ customers** around the world
- **Industry-leading cloud and enterprise data center solutions and services**
- **10,000+ employees** helping customers thrive in a hybrid multicloud world
- **90+ offices in over 30 countries**

# Even better together

Building success through partnering

## NetApp

### Portfolio

End-to-end enterprise and web-scale data management solutions that address business needs

### Vision

Empowering businesses to manage, protect, and move their data, no matter where it lives

### Partner-first approach

Investing in tools, enablement, incentives, differentiation, and partner-led services strategies

## Technology Partners



## Delivering public cloud services to global leaders

**8** of top 10 banks

**8** of top 10 tech providers

**6** of top 10 retailers

**6** of top 10 healthcare companies

**6** of top 10 industrial companies

# Working together, we power your customers' transformations

Building your business with our partner-first approach

## Build

**Build** the data fabric your customers need with our leading portfolio of hybrid cloud data services, storage systems, and software

## Empower

**Empower** your customers to lead with data through our differentiated vision

## Grow

**Grow** and future-proof your business to meet industry changes head on

# NetApp partners with the top strategic alliances



+

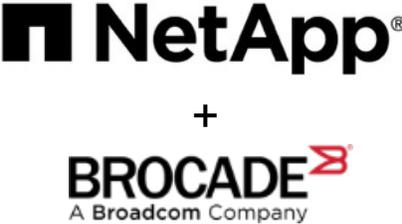
Emerging Workload  
**AI/ML**

Enterprise Apps  
**SAP, SAN, Oracle, SQL**

Enterprise Apps  
**Data Protection**



# Enterprise apps SAN



## Run SAP Project 8X Faster

- 212% ROI, 7-month payback
- Fast system provisioning and rapid prototyping
- Accelerated reporting and decision making



## Up to 80% reductions

- Licensing
- Datacenter space, cooling
- Management overhead



## Future Proof for Enterprise Apps

- Modernize Virtualization
- 115%+ gains for SQL, Oracle
- MetroCluster HA



## Only SAN+NAS Certified

- Automation workflows
- Reduction of block backup, refreshing
- Adaptive QoS enabled consolidation

# Emerging workload AI



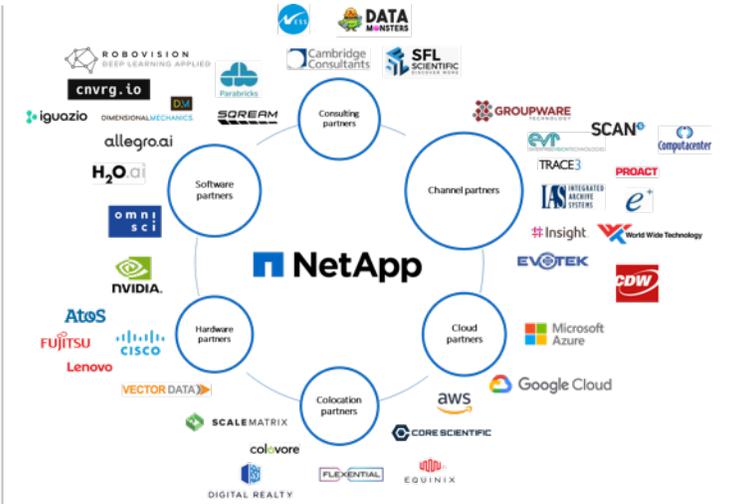
### HEALTHCARE

- Allogene Therapeutics\***
  - Accelerating genome sequencing
- Kaiser Permanente\***
  - Improving facial recognition and disease analysis
- King's College London**
  - Simplifying radiology workflows
  - Automating radiology interpretation



### FINANCIAL SERVICES

- Sberbank\***
  - Building a nationwide AI platform for credit risk assessment, large trade execution, fraud prevention, and natural language processing



### TELECOMMUNICATIONS

- SK Telecom\***
  - Accelerating research and development
  - Improving predictive maintenance
- KT Corporation\***
  - Improving performance of IPTV service
- NTT Communications\***
  - Increasing natural language processing



### EDUCATION & RESEARCH

- The Ohio State University\***
  - Accelerating automotive research and architectural engineering
- Simula Research Laboratory**
  - Driving high-performance computing research
- NCI**
  - Accelerating research for quantum computing, astrophysics, and biology

# Enterprise apps data protection



+



\$500m  
secondary storage  
opportunity

**Orchestrate**

- API and policy driven
- Data labs
- Ransomware recovery

**Optimize**

- Data fabric-centric secondary
- Data management services
- Fast performance

**Scale with Cloud**

- Backup and DR to cloud
- S3 tiering
- Cross-cloud recovery

Partner program  
leverage

# FlexPod: Modern platforms powered by innovation



## New workloads

- Artificial intelligence / machine learning
- Vertical apps
  - Healthcare: Epic, MEDITECH

## Stream of innovation

- End-to-end NVMe, MetroCluster, flash, GPUs, ACI, Intersight, Intel/AMD CPUs

## Trusted worldwide

- One-call support from NetApp, Cisco, or partner



## Continuous workload updates

- Oracle 12c R2
- SAP HANA
- SQL Server 2017
- Citrix XenDesktop
- VMware Horizon View

## Verified enterprise use cases

## Cloud connected

## Five traits of most profitable NetApp partners

1. NetApp is included in strategic and transformational customer engagements
2. NetApp products create strong attach with services and additional third-party products
3. Services driver of current and next generation capabilities
4. Enhanced sustainable NetApp practice revenue and profit
5. Enables next-generation IT and business strategies



Source: Global Touch, Inc.; NetApp 2020 Worldwide Partner Profitability Study (October 2020)

# NetApp 2020 Partner Profitability Study

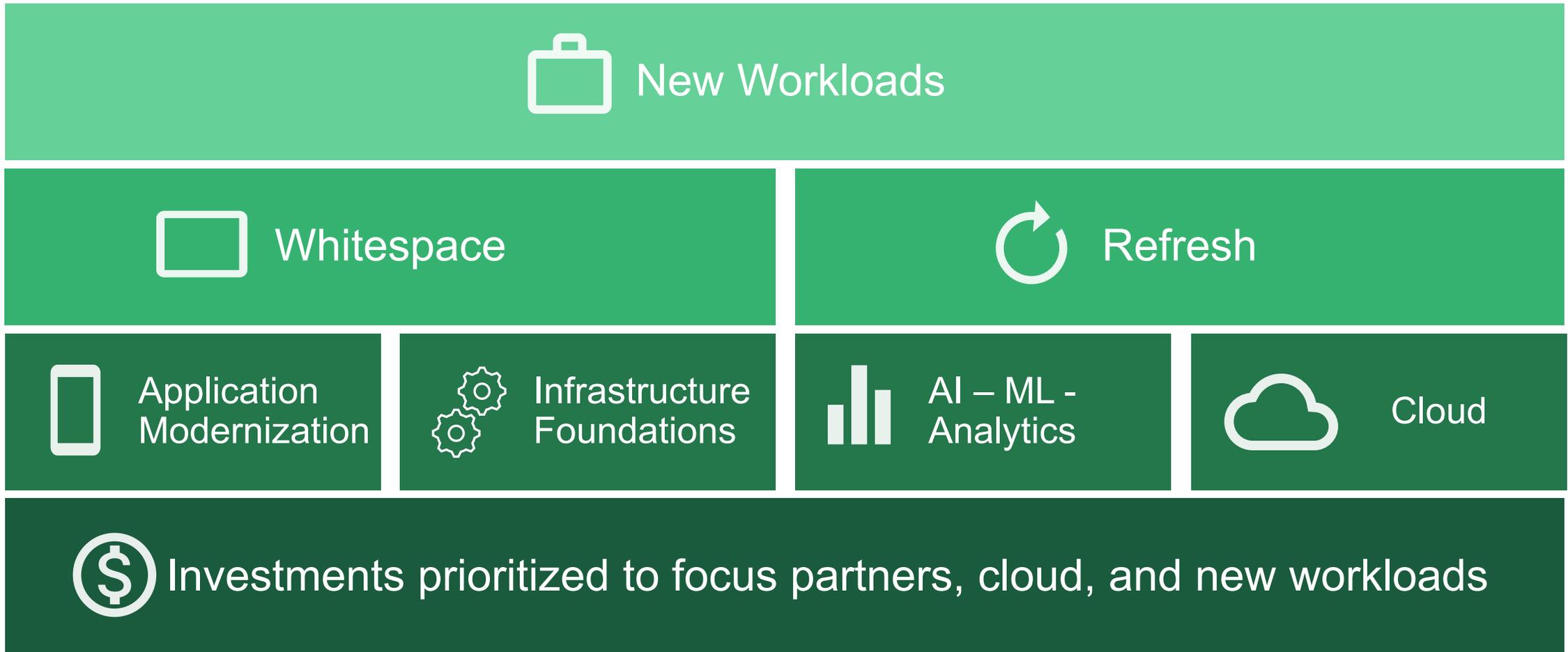
The top five findings impacting NetApp partners' profitability

- 1. The NetApp effect** – additional revenue attached with NetApp sales including other products, services and support. Most Profitable partners are driving the highest attach of \$7.26 with 74% in professional and support.
- 2. Customer journey profit maximization** – NetApp partners diversify where they earn profit in the customer journey across land, activate, adopt, expand and renew. Most Profitable partners are the most diversified profit with <40% in land and >60% throughout the other customer journey phases.
- 3. Recurring revenue** – Majority of partners reported an improvement of recurring revenue. Most Profitable partners are attaching the highest cumulative total of recurring revenue earned from support services (47%) and managed services (36%).
- 4. Customer success manager's functions/responsibilities** – role is critical to driving revenue, retention, and mutual success between the customer, partner, and NetApp. Most Profitable partners engage customers to achieve the customers' business objectives.
- 5. Other business metrics**
  - Deployment mix** – Cloud and hybrid cloud deployments provide the most revenue opportunities. Most Profitable partners report highest deployment with almost half in cloud and hybrid.
  - Business outcome compensation** – a small portion of most partners total revenue. Most Profitable partners reported the highest share of revenue earned from business outcome compensation.
  - Sales motions** – partners need a balance of new, competitive take-out, updated/refresh or expansion sales. Most Profitable partners reported the highest percentage of competitive take-outs (42%) and "new" opportunities (41%)



Source: Global Touch, Inc.; NetApp 2020 Worldwide Partner Profitability Study (October 2020)

## Balancing priorities to accelerate profitability

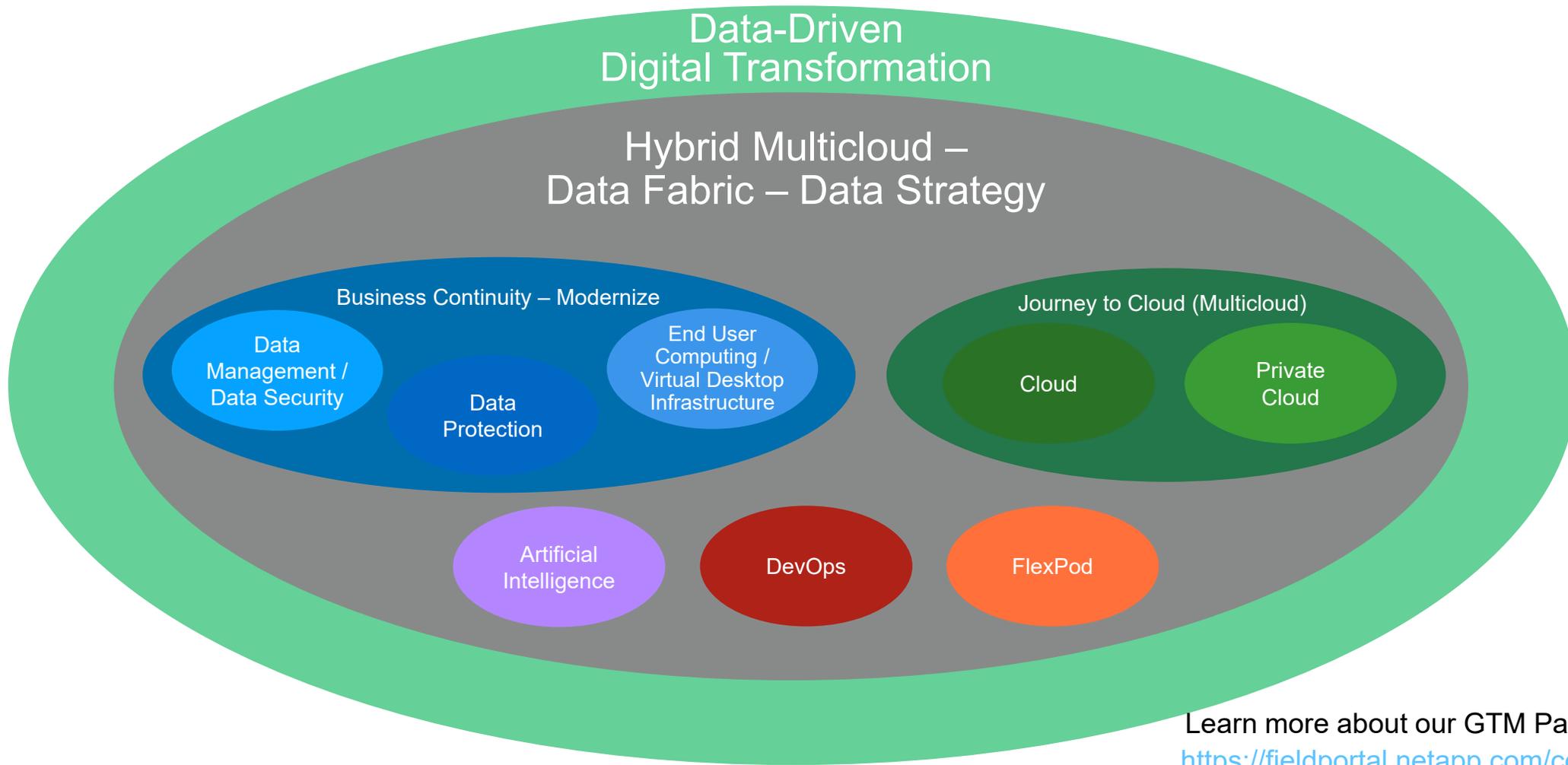


|            |                      |                |                  |                    |                    |             |
|------------|----------------------|----------------|------------------|--------------------|--------------------|-------------|
| Home       | Welcome              | Transformation | Win with NetApp  | <b>Focus Areas</b> | Selling Essentials | Get Started |
| Priorities | <b>Pursuit Areas</b> | Go to Market   | Solution Mapping |                    |                    |             |

# Two major pursuits



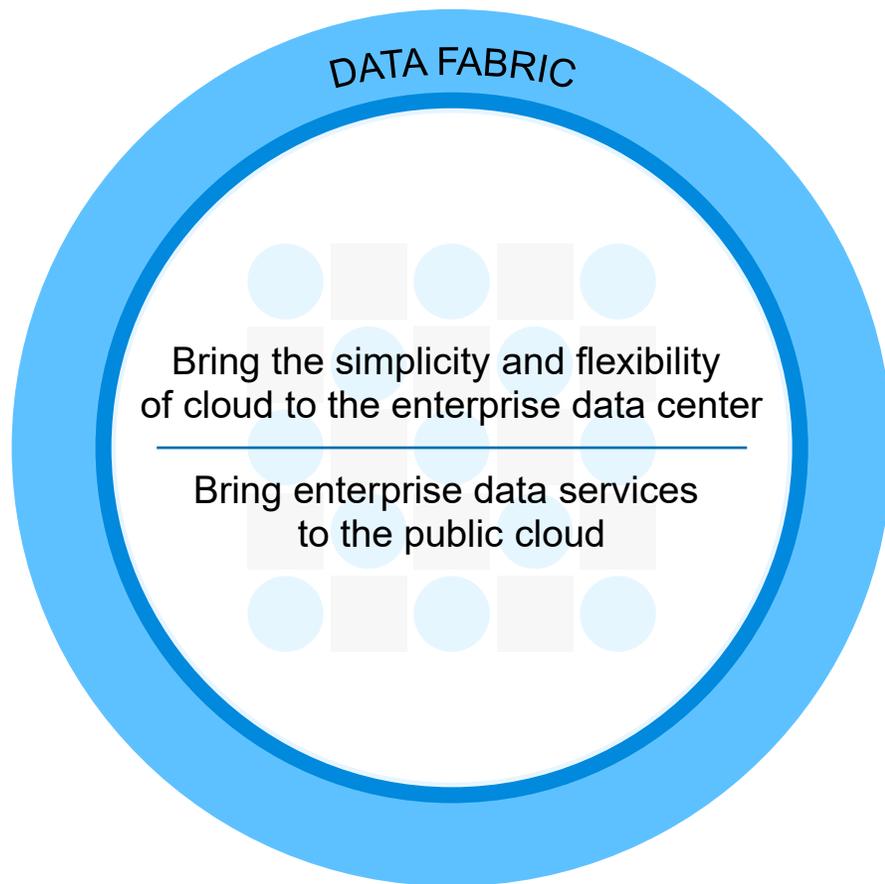
## Focused initiatives



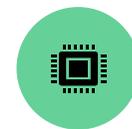
Learn more about our GTM Partner Initiatives:  
<https://fieldportal.netapp.com/content/1088870>

# We provide industry-leading cloud services, storage systems and software

Addressing crucial workloads in the cloud and on premises



Cloud storage



Compute operations



Cloud controls



Cloud services and analytics

**Enterprise applications**

**DevOps**

**AI and analytics**

**Virtualization**

**Kubernetes**

**Optimization**

**Industry-leading software and systems**



Flash and hybrid storage



Object storage



Converged and hybrid cloud infrastructure



Protection and security



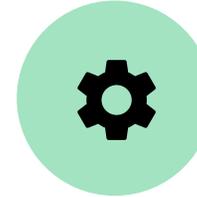
Enterprise solutions

## NetApp Partner Program

Committed to empowering partners like you to increase your profitability

The NetApp Partner Program embraces a partner-first model that is simple, consistent, and offers opportunities for rapid growth and differentiation. The program provides access to a leading portfolio of products and solutions along with sales, marketing, and technical resources and services opportunities.

This profitable, easy-to-use program provides industry-leading training and enablement, rewards partners for growth, and leads with a partner-first, noncompeting services model.



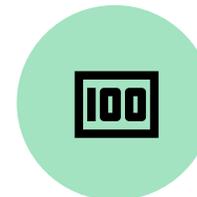
### Empower

Comprehensive tools and resources; exceptional education and enablement; access to an industry leading portfolio



### Grow

Innovative business and services opportunities; lead drive and sell NetApp products and solution in market growth areas



### Succeed

An easy to use, globally consistent program and partner systems, infrastructure and tools that put the success of your business first

Visit the NetApp Partner Program on the Partner Hub:

<https://fieldportal.netapp.com/explore/781857>

## Partner Program benefits

Extend your market and grow your business



Sales Tools



Demand Generation



Services and Solution Specializations



Sales Coverage



Market Development Funds



Partner Support



Deal Registration



Marketing Tools



Partner Hub



Incentives and Rewards



Partner Learning and Enablement



Partner Connect



PartnerGear

# Global incentives and promotions



**Run to NetApp**  
Partner Incentive

Designed to reward efforts when migrating customers from competitors to NetApp.



**New Account**  
Partner Incentive

Designed to help motivate NetApp Global Star, Star, Platinum, and Gold Partners to close new accounts.



**Tech Refresh**  
Partner Incentive

Designed to encourage customers to replace aging NetApp controllers with a new Flash/HCI solution.



**Cloud**  
Partner Incentive

Designed to motivate partners to sell the Cloud Services Portfolio.



**Efficiency Guarantee**  
Customer Promotion

High-efficiency and performance guaranteed in writing.  
  
Now part of the Keystone ownership experience.

For more details on partner incentives and customer promotions, visit: <https://fieldportal.netapp.com/content/866747>

## WW Rules of engagement for working with our partners

Based on NetApp's core values and code of conduct

### Policy

---

Use a predictable and consistent process for working with partners

### Empower

---

Enable and empower the field to create a winning environment for customers, partners, and NetApp.

### Grow

---

Build awareness and expectations to provide governance.

View the [NetApp Rules of Engagement](#) to understand the responsibilities that we must honor as we work with you to promote mutual success that is based on consistency, openness, and fairness.

## Partner Hub

Transforming the partner experience, providing access to relevant resources and announcements at your fingertips



- ✓ New to NetApp **checklist**
- ✓ Role based **enablement and education**
- ✓ GEO-based **program incentives and promotions**
- ✓ Product and solution specific **partner toolkits**
- ✓ Region-specific **news and announcements**

[partners.netapp.com/](https://partners.netapp.com/)

## Innovate, pivot and grow with partner campaigns



### Optimize your SAP with NetApp

Help enterprise customers navigate their SAP refreshes and HANA upgrades with the only SAP-certified storage solution trusted by NetApp and SAP to run its own technology backbone.



### Unlock the best of cloud with NetApp affordable flash

Introduce customers to NetApp's affordable, entry-level all-flash solutions they need for a cloud-ready future while improving performance and management.

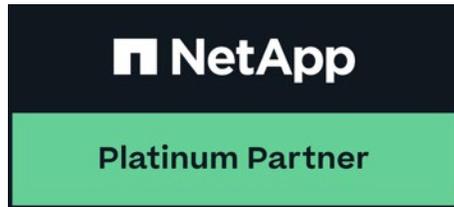


### Simplify your cloud journey with NetApp flash solutions

Offer your enterprise customers digitally transform to remain competitive in a data driven world with NetApp's cloud-ready flash solutions.

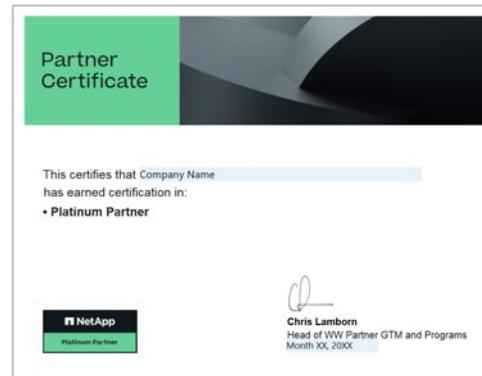
- New partner-led demand generation campaigns focused on NetApp's SAP, Entry-Level and Flash Solutions.
- Each campaign includes tailored end-to-end marketing content designed to be grow demand, generate leads, and drive revenue.
- With these new partner-led campaigns, NetApp offers the tools to increase leads, close more deals, and solve customers' most challenging issues.
- For more information, please visit the [NetApp Customizable Campaigns](#) landing page today.

## Co-branding and creative resources



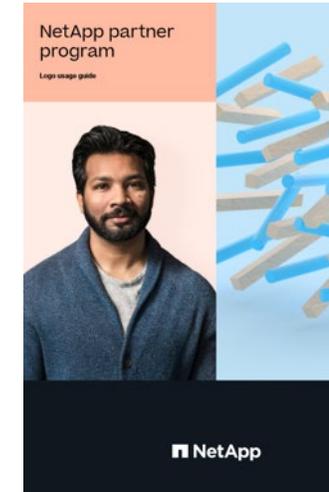
### NetApp Partner Logos

The partner logos are there to help partners maximize their market presence as a NetApp partner and help customers recognize them as an important member of the NetApp team.



### NetApp Partner Certificates

A great way for Partners to promote their NetApp expertise and competencies with their customers and relationship with NetApp.



### NetApp Partner Program Logo Usage Guide and Co-Branding Relationship Guide

These guidelines are here to help partners gain maximum exposure and appropriately represent the NetApp brand identity.

Visit the collection on the Partner Hub:  
<https://fieldportal.netapp.com/collections/315006>

## NetApp learning services

Unleash the power of NetApp through learning

We understand the value of **great partnerships**, and we believe that **training** is a key factor in helping you achieve your goals with NetApp. Our training programs can help you **develop professionally** and **grow your NetApp business**.

### Learn

- Discover Partner Education, visit [Partner Learning Center](#)
- Find [Role Based learning paths](#)
- Solution orientated [training road maps](#)
- Partner Quarterly Sales and Presales [Training](#)
- [OnCourse Newsletter](#) 90-day new course list
- Visit [Distributor learning site](#)

### Get certified

- Get the recognition you deserve - explore [certifications](#)
- Register for an [exam](#)
- Manage your [credentials](#)

### Connect

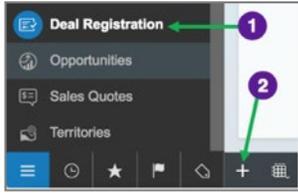
- Join the [community](#)
- [Got a question?](#)
- Get access to [support and training](#)

# Partner tools and resources

[Active IQ](#)  
AI-Powered Digital Advisor



[Ascend](#)  
Deal Registration



[Explore](#)  
Lead Development



[Fusion](#)  
Sizing Application



[Incentive Portal](#)  
MDF, Rebates & Rewards



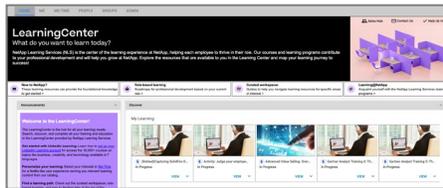
[Install Base](#)  
Enablement Guide



[Lab on Demand](#)  
Virtual Labs



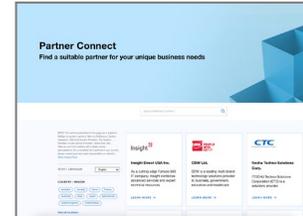
[NetApp Learning Services](#)  
Training



[Partner Academy](#)  
Enablement & Networking Event



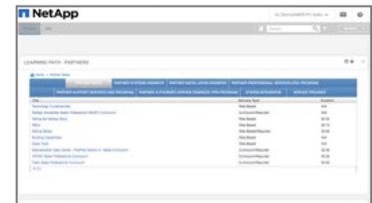
[Partner Connect](#)  
Showcase your expertise



[Partner Hub](#)  
Go-to partner portal



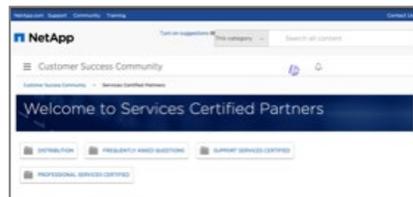
[Partner Intelligence](#)  
Reporting Dashboards



[QuoteEdge](#)  
Quoting Tool



[Services Community](#)  
Discussions & Forums



[Solution Center](#)  
Pre-Post Sales/Tech Support



[Support Site](#)  
KB Articles & Support



[WorkSpan](#)  
Joint Business Planning



## Partner listening programs

Your feedback becomes a reality



### Partner Profitability

Survey to principals to gain insight around the profitability of our partners' NetApp business.



### Partner Experience

Annual survey to sales, technical and marketing individuals for feedback on everyday interactions with NetApp.



### Partner Insights to Action Community

Ongoing community for partners to provide real time feedback on specific topics.



### Partner Executive Sponsorship

Invitation only executive program aligning NetApp and partner executives to build an ongoing relationship.

[Opt-in here](#) to subscribe to receive NetApp surveys

## Get social with us on NetApp Nation



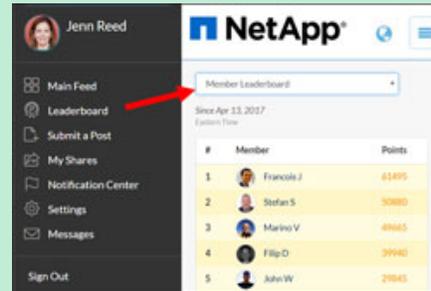
**Connect. Find. Share.**

Get started. [Watch the tutorial](#)  
(01:56 minutes)



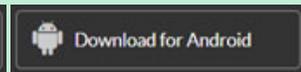
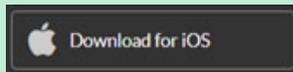
**Don't just Follow, Lead**

Log in to [NetApp Nation Now](#)



**Get Social on Your Mobile**

Install your NetApp Nation mobile app and start sharing now.



For additional training resources, visit our [NetApp Nation partner collection](#)

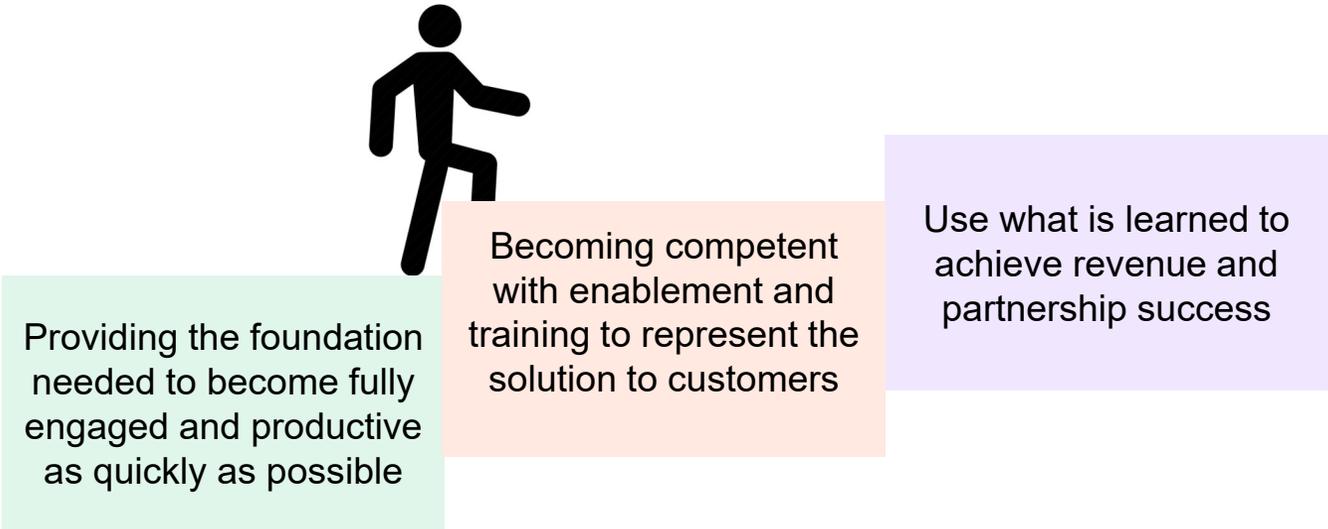
Follow us on our partner Twitter handle: [@NetAppPartners](#)

|          |         |                    |                 |                   |                    |                    |
|----------|---------|--------------------|-----------------|-------------------|--------------------|--------------------|
| Home     | Welcome | Transformation     | Win with NetApp | Focus Areas       | Selling Essentials | Get Started        |
| Overview |         | Solution Providers |                 | Service Providers |                    | System Integrators |
|          |         | Sales              | Technical       | Marketing         |                    |                    |

# Get started on your journey to success

Use our role-based first 60-days guide to getting started as a partner with NetApp. It provides the foundation needed to become fully engaged and productive as quickly as possible.

Select your partner type (and role) above to get started.



# Solution Providers: Sales

## 30 days

- Create your [NetApp ID](#) on our Support Site to access any of NetApp's online resources, including training, tools, and collateral. For help creating or modifying a partner account, view these [step-by-step instructions](#).
- Read the [NetApp Rules of Engagement](#) to understand the responsibilities that we must honor as we work with you through the sales cycle to promote mutual success that is based on consistency, openness, and fairness.
- Download the [Partner Enablement Guide](#) providing what you need, when you need it to be successful in your journey with us. The guide covers everything from the opportunity, channel strategy, vision, how to get started, how to engage and ultimately, how to win. Updated quarterly.
- Review [NetApp Unified Partner Program](#) for a detailed overview of NetApp's offering to our valued partners, including financial and enablement benefits, partner requirements, and resources.
- Read about our [Deal Registration Program](#) to understand the NetApp guidelines and expectations for registering opportunities.
- Access [Ascend](#) to create deal registrations, manage opportunities, generate sales quotes, etc. [Request access](#) if you don't already have it. Bookmark the [Ascend Essentials](#) collection on the Partner Hub.
- Login and explore the [NetApp Partner Hub](#), your go-to source for role-based enablement and education, GEO-based incentives and promotions, and region-specific news and announcements. [Update your partner user profile](#) to ensure your contact info and communication preferences are up to date.

## 60 days

- Take the 30-minute [Introduction to NetApp Portfolio](#) digital learning offering introducing the NetApp portfolio of products and solutions.
- Review the 15-minute [Telling the NetApp Data Fabric Story](#) enabling you to have business conversations on Data Fabric, describe how NetApp enables customer business goals, and moves towards the future.
- Complete our [NetApp Accredited Sales Professional \(NASP\)](#) program and exam that prepares you for success with NetApp. The training program is available online or as a workshop. Contact your local Distributor or NetApp rep for workshop details.
- Attend a [NetApp Partner Academy](#) in your area to meet local NetApp and distribution teams. This event brings together the NetApp partner ecosystem for an engaging day of sales and technical enablement.
- Consider becoming a member of the [Insights to Action Partner Community](#) where you have an opportunity to shape our partnership, including your ability to chime in on surveys, participate in focus groups and group interviews.
- Review the [Partner Sales Learning Path](#) in the NetApp LearningCenter and map out training plans based on your role and level in the partner program.



[Get printable version of the checklist](#)

## Solution Providers: Technical

### 30 days

- Create your [NetApp ID](#) on our Support Site to access any of NetApp's online resources, including training, tools, and collateral. For help creating or modifying a partner account, view these [step-by-step instructions](#).
- Read the [NetApp Rules of Engagement](#) to understand the responsibilities that we must honor as we work with you through the sales cycle to promote mutual success that is based on consistency, openness, and fairness.
- Download the [Partner Enablement Guide](#) providing what you need, when you need it to be successful in your journey with us. The guide covers everything from the opportunity, channel strategy, vision, how to get started, how to engage and ultimately, how to win. Updated quarterly.
- Review [NetApp Unified Partner Program](#) for a detailed overview of NetApp's offering to our valued partners, including financial and enablement benefits, partner requirements, and resources.
- Read about our [Deal Registration Program](#) to understand the NetApp guidelines and expectations for registering opportunities.
- Access [Ascend](#) to create deal registrations, manage opportunities, generate sales quotes, etc. [Request access](#) if you don't already have it. Bookmark the [Ascend Essentials](#) collection on the Partner Hub.
- Login and explore the [NetApp Partner Hub](#), your go-to source for role-based enablement and education, GEO-based incentives and promotions, and region-specific news and announcements. [Update your partner user profile](#) to ensure your contact info and communication preferences are up to date.

### 60 days

- Take the 30-minute [Introduction to NetApp Portfolio](#) digital learning offering introducing the NetApp portfolio of products and solutions.
- Review the 15-minute [Telling the NetApp Data Fabric Story](#) enabling you to have business conversations on Data Fabric, describe how NetApp enables customer business goals, and moves towards the future.
- Complete our [NetApp Accredited Technical Sales Professional \(NATSP\)](#) program and exam that prepares you for success with NetApp. The training programs are available online or as a workshop. Contact your local Distributor or NetApp rep for workshop details.
- Attend a [NetApp Partner Academy](#) in your area to meet local NetApp and distribution teams. This event brings together the NetApp partner ecosystem for an engaging day of sales and technical enablement.
- Consider becoming a member of the [Insights to Action Partner Community](#) where you have an opportunity to shape our partnership, including your ability to chime in on surveys, participate in focus groups and group interviews.
- Review the [Partner Solution Engineer Learning Path](#) by NetApp Learning Services and map out training plans based on your technical role and level in the partner program.



[Get printable version of the checklist](#)

# Solution Providers: Marketing

## 30 days

- Create your [NetApp ID](#) on our Support Site to access any of NetApp's online resources, including training, tools, and collateral. For help creating or modifying a partner account, view these [step-by-step instructions](#).
- Download the [Partner Enablement Guide](#) providing what you need, when you need it to be successful in your journey with us. The guide covers everything from the opportunity, channel strategy, vision, how to get started, how to engage and ultimately, how to win. Updated quarterly.
- Review the [NetApp Unified Partner Program](#) for a detailed overview of NetApp's offering to our valued partners, including financial and enablement benefits, partner requirements, and resources.
- Promote your partnership and unique expertise on [Partner Connect](#), NetApp's online tool that allows customers and prospects to search for your company based on geographical location and business capabilities. To learn more, read about [NetApp Partner Capabilities](#).
- Access the [NetApp Partner Incentive Tool](#) to manage, measure, and maximize your channel investments including MDF, rebates and rewards. If you need access, complete the [online request form](#). For help navigating the tool, watch the [30-min training video](#).
- Login and explore the [NetApp Partner Hub](#), your go-to source for role-based enablement and education, GEO-based program incentives and promotions, and region-specific news and announcements. [Update your partner user profile](#) to ensure your contact info and communication preferences are up to date.

## 60 days

- Drive Demand with partner-led [demand generation campaigns](#). Each campaign includes tailored end-to-end marketing content designed to grow demand, generate leads, and drive revenue.
- Access our [creative resources](#) such as co-branding guidelines, messaging, logos and certificates to ensure a clear and consistent message to our customers.
- Leverage the [Social Media Partner Kit](#) ensuring business continuity with your customers.
- Take the 30-minute [Introduction to NetApp Portfolio](#) digital learning offering introducing the NetApp portfolio of products and solutions.
- Review the 15-minute [Telling the NetApp Data Fabric Story](#) enabling you to have business conversations on Data Fabric, describe how NetApp enables customer business goals, and moves towards the future.
- Attend a [NetApp Partner Academy](#) in your area to meet your local NetApp and distribution teams. This event brings together the NetApp partner ecosystem for an engaging day of sales and technical enablement.
- Consider becoming a member of the [Insights to Action Partner Community](#) where you have an opportunity to shape our partnership. This includes your ability to chime in on surveys of your choice, participate in focus groups and even be invited to group interviews.



[Get printable version of the checklist](#)

# Service Providers

## First 30 days

- Create your [NetApp ID](#) on our Support Site for access to any of NetApp’s online resources, including training, tools, and collateral.
- Read the [NetApp Rules of Engagement](#) to understand the responsibilities that we must honor as we work with you through the sales cycle to promote mutual success that is based on consistency, openness, and fairness.
- Login and explore the [Cloud and Hosting Service Provider Essentials](#) page on the NetApp Partner Hub, your go-to source for tools and resources that you can use to productize and operationalize your NetApp-based cloud and hosting services.
- View the [Training Guide for Service Providers](#) and map out training paths by technology or task to help you develop the skills, knowledge, and expertise you need to succeed.
- Read the [Fueled by NetApp Overview](#) to understand the requirements, benefits, and timeline of how this program can enhance your business from initial planning to purchase and deployment, and throughout your lifecycle as a customer of NetApp technology.
- Review [NetApp Unified Partner Program](#) for a detailed overview of NetApp's offering to our valued partners, including financial and enablement benefits, partner requirements, and resources.
- Access solution pages for [Saas Backup for Office 365](#), [Virtual Desktop Managed Service](#), [Storage as a Service](#), [Backup as a Service](#), [Managed Private Cloud](#), and [Object Storage as a Service](#) for information and tools to help you productize, operationalize, market and sell to customers.

## Post 30 days

- Download the [Marketing Kit](#) to ensure a consistent message to our customers.
- Read about our [Deal Registration Program](#) to understand the NetApp guidelines and expectations for registering opportunities.
- Access [Ascend](#) to create deal registrations, manage opportunities, generate sales quotes, etc. [Request access](#) if you don’t already have it. Bookmark the [Ascend Essentials](#) collection on the Partner Hub.
- Attend a [NetApp Partner Academy](#) in your area to meet local NetApp and distribution teams. This event brings together the NetApp partner ecosystem for an engaging day of sales and technical enablement.
- Become a member of the [Insights to Action Partner Community](#) where you have an opportunity to shape our partnership, including your ability to chime in on surveys, participate in focus groups and group interviews.



[Get printable version of the checklist](#)

## System Integrators

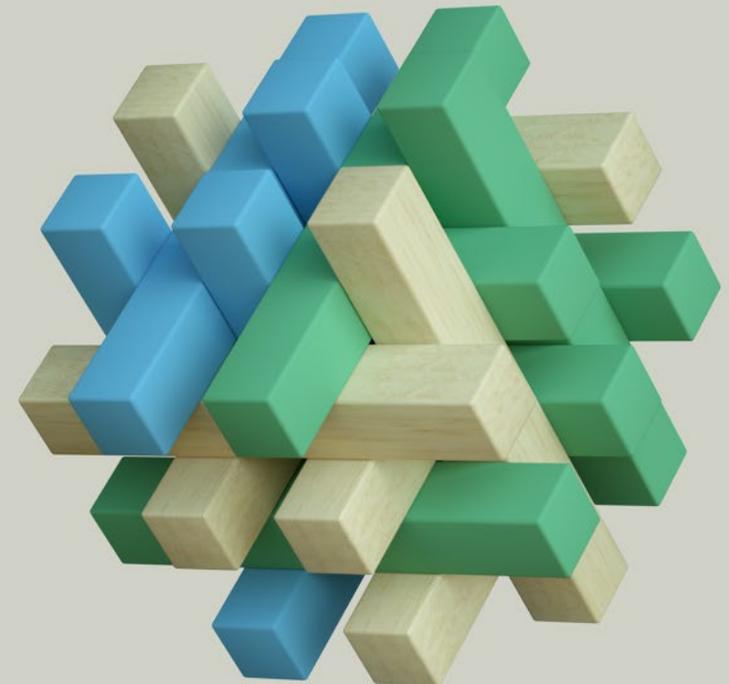
- Create your [NetApp ID](#) on our Support Site for access to any of NetApp’s online resources, including training, tools, and collateral.
- Read the [NetApp Rules of Engagement](#) to understand the responsibilities that we must honor as we work with you through the sales cycle to promote mutual success that is based on consistency, openness, and fairness.
- Login and explore the [Global Systems Integrators landing page](#) on the NetApp Partner Hub, your go-to source for tools and resources available to help you provide multinational industry expertise and operations across numerous regions and countries around the world.
- Review the [Global Systems Integrator Program Guide](#) for a detailed overview on NetApp’s simple, consistent, and profitable program that helps you differentiate your NetApp capabilities, compete, and win.
- View the [Training Guide for Global Transformation & System Integrators](#) and map out recommended training paths by product or solution to help you develop the skills, knowledge, and expertise you need to succeed.
- Get setup on our [Social Media Platforms](#) to get the latest updates on NetApp Nation, LinkedIn, Twitter and Blogs.
- Access the [GSI Partner Gear Guide](#) to learn how to affordably showcase NetApp equipment in your labs and at trade shows, seminars, and events.
- Attend a [NetApp Partner Academy](#) to meet local NetApp and distribution teams. This event brings together the NetApp partner ecosystem for an engaging day of sales and technical enablement.
- Become a member of the [Insights to Action Partner Community](#) where you have an opportunity to shape our partnership, including your ability to chime in on surveys, participate in focus groups and group interviews.



[Get printable version of the checklist](#)

**Connect with your local NetApp or Distributor account teams to find out how, together, we can power your customers' transformations.**

**For general Channel related questions, contact: [channel@netapp.com](mailto:channel@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.

## Copyright Information

Copyright © 1994–2020 NetApp, Inc. All Rights Reserved. Printed in the U.S. No part of this document covered by copyright may be reproduced in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, or storage in an electronic retrieval system—without prior written permission of the copyright owner.

Software derived from copyrighted NetApp material is subject to the following license and disclaimer:

THIS SOFTWARE IS PROVIDED BY NETAPP "AS IS" AND WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE HEREBY DISCLAIMED. IN NO EVENT SHALL NETAPP BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS SOFTWARE, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

NetApp reserves the right to change any products described herein at any time, and without notice. NetApp assumes no responsibility or liability arising from the use of products described herein, except as expressly agreed to in writing by NetApp. The use or purchase of this product does not convey a license under any patent rights, trademark rights, or any other intellectual property rights of NetApp.

The product described in this manual may be protected by one or more U.S. patents, foreign patents, or pending applications.

Data contained herein pertains to a commercial item (as defined in FAR 2.101) and is proprietary to NetApp, Inc. The U.S. Government has a non-exclusive, non-transferrable, non-sublicensable, worldwide, limited irrevocable license to use the Data only in connection with and in support of the U.S. Government contract under which the Data was delivered. Except as provided herein, the Data may not be used, disclosed, reproduced, modified, performed, or displayed without the prior written approval of NetApp, Inc. United States Government license rights for the Department of Defense are limited to those rights identified in DFARS clause 252.227-7015(b).

## Trademark Information

NETAPP, the NETAPP logo, and the marks listed at <http://www.netapp.com/TM> are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners.