



**NetApp™**  
Go further, faster

# NetApp Partner Program EMEA Reseller Guide





## TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION</b> .....	<b>3</b>
<b>2</b>	<b>NETAPP PARTNER PROGRAM OVERVIEW</b> .....	<b>5</b>
	NETAPP COMMITMENTS OVERVIEW.....	5
	PARTNER COMMITMENTS OVERVIEW .....	7
<b>3</b>	<b>NETAPP COMMITMENTS</b> .....	<b>9</b>
	PARTNERSHIP ADVANTAGE .....	9
	SALES ENABLEMENT .....	11
	MARKETING SUPPORT.....	15
	FINANCIAL INCENTIVES.....	17
	TRAINING PROGRAMS .....	19
	SERVICES PROGRAMS .....	22
<b>4</b>	<b>PARTNER COMMITMENTS</b> .....	<b>25</b>
	MINIMUM BOOKINGS ATTAINMENT.....	25
	RESOURCE INVESTMENTS .....	25
	PURCHASE ORDER REQUIREMENT .....	25
	JOINT BUSINESS PLANNING .....	26
	PARTNER PROFILE .....	26
	PARTNER AGREEMENT .....	26
	PARTNERGEAR FOR PURCHASE .....	27
	SKILLS FOR SUCCESS PROGRAM .....	27
	AUTHORIZED PROFESSIONALSERVICES PARTNER PROGRAM .....	27
	TRAINING.....	28
<b>5</b>	<b>PROGRAM DATES AND MORE</b> .....	<b>31</b>
	PERFORMANCE REVIEW .....	31
	DISCONTINUING PARTICIPATION IN THE NETAPP PARTNER PROGRAM .....	31
<b>6</b>	<b>GETTING SUCCESSFUL</b> .....	<b>33</b>
	STAYING SUCCESSFUL .....	33
<b>7</b>	<b>APPENDIX: LINKS TO MORE INFORMATION</b> .....	<b>35</b>



## 1 INTRODUCTION

Welcome to the NetApp® reseller guide for our fiscal year 2010 EMEA NetApp Partner Program. This guide describes the programs and services we offer to enhance your NetApp marketing, sales, training, and support efforts—and to raise your profile as a “go-to” solution provider in a competitive marketplace. Think of this guide as your playbook for a winning strategy as part of the NetApp team.

We’re very pleased with the results we’ve seen over the past year, but even more, we take pride in the success of our partners. For FY10, we’ve incorporated your insights and feedback to significantly enhance the program in several areas, including:

- New sales enablement programs and tools, available through the new NetApp Field Portal
- The NetApp Partner Marketing Desk, offering our partners bespoke, tailor-made campaigns in any language, for any brand
- Campaign Express, a new online campaign-creation and lead-generation tool
- New and improved infrastructure and processes such as Channel Fund Manager, our MDF tool, and Learning Management Systems, which make it easier to do business with NetApp
- New specializations to differentiate you as an expert in the latest IT technologies and their storage requirements

And that’s just a sample of the program enhancements you’ll find in this guide for FY10. At NetApp, we are committed to your success. We help maximize your returns through mutual collaboration; by identifying new opportunities, especially in the Midsize Enterprise market; and through a carefully managed distribution network. Working together, we can preserve and increase market penetration for both you and NetApp.

We’ve designed our program resources and incentives to help you grow your business and maximize your profitability. Our training, education, and accreditation programs equip your staff with the know-how to sell and support NetApp solutions, and also to provide consulting advice and professional services to help your customers get the most from their investments.

When you meet the NetApp Partner Program requirements, you join ranks with the best the industry has to offer. And we reward that accomplishment with a wealth of benefits, including lead generation, rebates, sales and technical training, promotions, demo hardware, and more.

The NetApp Partner Program is a win-win-win for you, your customers, and NetApp. The reason that everyone wins is simple: For FY10, we’re staking our growth strategy on the strength of our partnerships. When you grow, we all grow—that’s what teamwork is all about. The combination of market momentum, increased demand for storage products, and innovative technology from NetApp makes this a great time to be a NetApp Partner. Together, we’re building a winning strategy to take your business further, faster.

**Note:** *NetApp has developed a special partner guide for Silver Partners only. The EMEA NetApp Partner Program Guide for Silver Partners contains information about the specific features and benefits that we offer to help Silver Partners capture opportunities and revenues in the Midsize Enterprise market. If you’re at the Silver Partner level, ask your NetApp representative for a copy of the Silver guide.*

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



## 2 NETAPP PARTNER PROGRAM OVERVIEW

The following tables show which benefits and requirements apply at each partner level.

### NETAPP COMMITMENTS OVERVIEW

The NetApp Partner Program offers you access to the benefits outlined below. For more detailed information, see section 3. "NetApp Commitments."

	Star	Platinum	Gold	Silver
<b>Partnership Advantage</b>				
NetApp Field Portal	✓	✓	✓	✓
Full NetApp Product Line	✓	✓	✓	Limited <sup>†</sup>
Partner Communications Activities	✓	✓	✓	✓
Executive Briefing Center	✓	✓	✓	✓
Partner Management Team	✓	✓	Via distributor	Via distributor
NetApp Executive Sponsor	✓			
<b>Sales Enablement</b>				
NetApp Promotions	✓	✓	✓	✓
Partnership Promotions	✓	✓	✓	✓
Sales Tools to Enable Your Success	✓	✓	✓	✓
Skills for Success Program	✓			
Opportunity Registration Program	✓	✓	✓	✓
Lab on Demand	✓	✓	✓	✓
Leasing and Finance Program	✓	✓	✓	✓
PartnerGear for Purchase Program	✓	✓	✓	✓
<b>Marketing Support</b>				
Partner Marketing Desk	✓	✓	✓	✓
Campaign Express	✓	✓	✓	✓
NetApp 1Stop Collateral Fulfilment	✓	✓	✓	✓
NetApp Partner Logo Usage Guidelines	✓	✓	✓	✓
Lead Generation Programs	✓	✓	✓	✓
Market Development Funds	✓	Via distributor	Via distributor	Via distributor

	Star	Platinum	Gold	Silver
<b>Financial Incentives</b>				
Bookings Attainment Rebate	✓			
<b>Training Programs</b>				
Online Partner Training Courses	✓	✓	✓	✓
Partner Learning Center	✓	✓	✓	✓
Sales and Technical Training	✓	✓	✓	✓
Specializations Program	✓	✓	✓	✓
Partner Academies and Technical Conferences	✓	✓	✓	✓
<b>Services Programs</b>				
NetApp Service Partner Programs	✓	✓	✓	✓
NetApp on the Web	✓	✓	✓	✓

† Silver Partners have access to a limited set of NetApp products, optimized for ease of installation and to provide functionality best suited to the Midsize Enterprise market.

## PARTNER COMMITMENTS OVERVIEW

The following table outlines your commitments as a NetApp Partner. For more detailed information, see section 4. "Partner Commitments."

	Star	Platinum	Gold	Silver
Minimum Bookings Attainment	€7M*	€1.5M	€500K	€200K
Resource Investments	✓	✓	✓	✓
Purchase Order Requirement	✓	✓	✓	✓
Joint Business Planning	✓	✓	Via Distributor	Via Distributor
Partner Profile	✓	✓	✓	✓
Partner Agreement	✓	✓	✓	✓
Minimum PartnerGear Purchases	2	1	1	
Skills for Success Program	✓			
Authorized Professional Service Partner Program	✓	✓		
<b>Minimum Number of:</b>				
Accredited Sales Professionals (NASP plus Storage Efficiency)	6	4	2	
Accredited Technical Professionals (ASAP plus Storage Efficiency)	3	2	1	
Advanced Technical Achievements (NCDA plus Installation Accreditation)			1	
PS Professionals in compliance with the Authorized Professional Service Partner Program	4	2		
MSE Partner Storage Professional—Sales				1
MSE Partner Storage Professional—Technical				1

\* A partner that has NetApp bookings in excess of €15M across several countries may qualify as a Star Partner. Partners that meet this requirement must also have comprehensive sales and professional service offerings covering NetApp solutions across the countries covered.



### 3 NETAPP COMMITMENTS

We have designed all the benefits of the EMEA NetApp Partner Program to recognize and reward the commitment you have made to NetApp. These benefits fall into six categories:

- Partnership Advantage
- Sales Enablement
- Marketing Support
- Financial Incentives
- Training Programs
- Services Programs

#### PARTNERSHIP ADVANTAGE

As a NetApp Partner, you're entitled to direct access to NetApp resources and engagement opportunities with our sales force. We view our partners as a critical extension of our own NetApp sales force. The benefits we offer you are designed to help us succeed together.

#### NetApp Field Portal

Star	Platinum	Gold	Silver
✓	✓	✓	✓

**Note:** This section discusses the NetApp Field Portal for Star, Platinum, and Gold Partners. Silver Partners have access to a dedicated portal, specially designed to support their success in the Midsize Enterprise market.

The secure, online NetApp Field Portal is designed to support you. It's your go-to source for all the latest information and resources. Use the NetApp Field Portal to register for sales and technical training and Web events, and to access the PartnerEdge opportunity registration and order management tools.

For information about how to access the NetApp Field Portal or to register for an account, see the appendix. We're constantly adding new tools, information, and program enhancements, so we encourage you to visit the NetApp Field Portal often to access the resources shown in the following table and more.

<p><b>Sales</b></p> <p>Sales Presentations            PartnerEdge/Lead Registration            News and Events Calendar            Solutions ROI Calculator            Sizing Tools            Custom Applications            Competitive Information</p>	<p><b>Marketing</b></p> <p>Campaign Express            Flash Demos            MDF Request Process            Channel Marketing Kits            Order Collateral</p>
<p><b>Product</b></p> <p>Product Specifications            Technical Product Documentation            Product Bulletins            Configuration Guides</p>	<p><b>Education</b></p> <p>Sales Training            Technical Training            On-Demand Webinars            Certification Programs</p>

## Full NetApp Product Line

Star	Platinum	Gold	Silver
✓	✓	✓	Limited

Star, Platinum and Gold Partners have access to the entire NetApp product line. Silver Partners are limited to the FAS2000 product line and NetApp Select™ Bundles.

## Partner Communications Activities

Star	Platinum	Gold	Silver
✓	✓	✓	✓

A great partnership is founded on open and honest communication. That's why we have developed a series of events designed to foster open dialog with you, with the goal of continuously improving partner relationships and growing our mutual business opportunities.

### ***Partner Summit***

The Partner Summit brings together our top executives to meet with senior executives from our most valued partners to exchange ideas, share information, and build close working relationships. Through a deeper understanding of each other's business goals, plans, and methods, we can work together to maximize opportunities, make the most of our mutual investments, and enhance our joint success. Partner participation is by invitation only.

### ***Partner Advisory and Marketing Advisory Councils***

A small group of representatives from our partner base meets with NetApp several times each year, bringing us their ideas for continuously improving the NetApp Partner Program. These Council meetings offer a high-level, open, collaborative environment for discussing our business goals, NetApp solutions, and future channel strategies, providing valuable insights for driving mutual growth and developing new business opportunities. Partner participation is by invitation only.

### ***Partner Webcasts***

Our partner Webcasts bring you the latest information about NetApp products, programs, and promotions. We offer at least one partner Webcast each quarter, reinforcing our commitment to open, two-way communications to help our partners succeed and grow.

### ***NetApp Partner Newsletter***

The monthly NetApp Partner Newsletter keeps you up to date on everything that's new at NetApp, from products and solutions to channel developments. This e-mail newsletter summarizes what's new, with links to full information on the NetApp Field Portal.

### ***Total Partner Experience***

To help ensure the success and satisfaction of all our channel partners, we periodically conduct online Total Partner Experience surveys. By gathering your views on our programs, services, and support, we learn how we can improve our programs to further our mutual success. These surveys are conducted through a third party, and no individual or company-level detail is ever shared with NetApp. The Total Partner Experience survey doesn't take long to complete, but helps us serve you better now and in the years to come. We depend on your feedback, and encourage you to participate in each survey.

### Executive Briefing Center

Star	Platinum	Gold	Silver
✓	✓	✓	✓

We're committed to providing you with the sales resources you need to capture new opportunities and maximize profitability. Executive Briefing Centers (EBCs) give you an ideal forum for showcasing NetApp storage solutions to build customer relationships, accelerate the sales cycle, and close business opportunities. As part of our commitment, we offer access to our EBCs to all partner levels. Using these state-of-the-art facilities, you can host customers in a formal business environment, with all the resources of NetApp headquarters or a regional center at your disposal.

Where appropriate, your NetApp account team will co-host the event, with the option to invite NetApp senior executives to participate as well. To ensure a successful event, your NetApp channel account manager will work with you to develop a specific program for your customers, including presentations from our marketing and senior management teams.

NetApp's showcase EBC is located at our headquarters in Sunnyvale, California. Other EBCs are located in regional centers around the world. To schedule a customer visit to an EBC and customize an agenda for the meeting, talk to your NetApp account manager.

### Partner Management Team

Star	Platinum	Gold	Silver
✓	✓	Via distributor	Via distributor

As a Star or Platinum Partner, you have direct access to a NetApp partner management team. This local team works with you to provide support for your sales, marketing, and technical needs. Count on your NetApp partner management team to work closely with you to define joint business opportunities, development activities, and target marketing initiatives—all aligned to mutually developed business and marketing plans. Gold and Silver Partners have access to NetApp Distribution Partners for sales, marketing, and technical needs.

### NetApp Executive Sponsor

Star	Platinum	Gold	Silver
✓			

Our Star Partners have demonstrated the highest level of commitment to NetApp. As a Star Partner, you are eligible to further expand your relationship with NetApp through an executive sponsor, who provides you with access to senior NetApp management to support your organization's unique needs.

### SALES ENABLEMENT

Our sales enablement benefits give you the resources you need to sell NetApp products and solutions. As part of our commitment to your success, we strive to provide you with the ideal mix of sales programs, incentives, and activities to complement your sales strengths.

### NetApp Promotions

Star	Platinum	Gold	Silver
✓	✓	✓	✓

NetApp periodically provides channel-specific sales promotions to help you identify key sales opportunities and increase your revenue. Check the NetApp Field Portal for news about the latest promotions.

## Partnership Promotions

Star	Platinum	Gold	Silver
✓	✓	✓	✓

We provide you with partner logos, branding guidelines, and other materials to promote your affiliation with NetApp. We recently invested in a compelling new brand image, voice, and messaging elements, all designed to increase awareness of NetApp in the marketplace, particularly with the strategic IT audience.

We want end customers to look to NetApp—and you—as their source for storage and data management solutions that accelerate business breakthroughs. Our company tagline, “Go further, faster,” expresses our promise and is the center of everything we do. Our passion for simplicity, innovation, and customer success helps companies go further, faster. By using the partner logo and branding guidelines, you let your customers know that you’re a partner of NetApp, working together with NetApp to understand your customers’ needs and exceed their expectations. For details, visit the NetApp Field Portal.



## Sales Tools to Enable Your Success

Star	Platinum	Gold	Silver
✓	✓	✓	✓

We give you and your sales team the information you need to support solution-based selling, with tools focused on data protection, storage consolidation, database management, and technical applications. For example, we offer the following tools:

- **Product launch kits** are produced whenever NetApp announces new products. The kits include product and selling tools, online customer replays, technical presentations, and a marketing campaign kit.
- **Customer case studies** describe real-world solutions to support your selling efforts. The studies outline the customer profile, the challenge faced, the solution, and the benefits achieved from implementing a total NetApp storage solution.
- **ROI calculators** help you show your customers the cost savings they can expect to realize from NetApp solutions. In addition, an estimating tool provides quick and accurate configurations and sizing recommendations for sales opportunities.
- **GetSuccessful Partner Enablement Program** accelerates the time it takes for partners to realize a positive ROI selling NetApp solutions. GetSuccessful™ is designed to ensure that partners receive the tools and resources needed to develop a successful and profitable NetApp business around key solution areas including storage efficiency, virtualization, Windows® storage consolidation, Microsoft® Exchange Server, Microsoft SharePoint® Server, Microsoft SQL Server®, Oracle® Database, and backup and recovery. The GetSuccessful Program has three core components:
  - **GetSuccessful Essentials VODs:** A series of short partner-focused video on demand (VOD) events on NetApp’s core technology and solution differentiators as well as how best to position and market NetApp solutions.
  - **GetSuccessful Solution Enablement:** Comprehensive guides, workbooks, and CDs on how to build a profitable practice with NetApp in key solution areas.
  - **GetSuccessful Workshops:** Hands-on enablement and training for sales, marketing, and SE reps to receive the techniques, resources, and tools needed to develop sales and marketing skills for NetApp solutions.

For more information, see visit the Field Portal and search for “GetSuccessful.”

- **Competitive Information:** The NetApp Competitive Advantage Team (CAT) is a global team focused on getting you the latest competitive information. We update this information regularly, so check the NetApp Field Portal frequently. And if you need specific information to succeed with a particular opportunity, you can request help from CAT through your NetApp account manager.

### Skills for Success Program

Star	Platinum	Gold	Silver
✓			

For our Star Partners, the Skills for Success Program adds value to your organization and accelerates your success by providing a NetApp employee to work on your site. Because the employee has already been thoroughly trained by NetApp, it's the quickest way to add the expertise you need to bolster your NetApp sales, pre-sales, post-sales, and support capabilities.

The program requires a one-year service contract, and a financial subsidy may be available to help offset the employee's salary—providing even greater value for the specialized NetApp knowledge and experience your company gains through the program.

For more information about the Skills for Success Program, contact your account manager.

### Opportunity Registration Program

Star	Platinum	Gold	Silver
✓	✓	✓	✓

The Opportunity Registration program protects your sales opportunities and ensures open communication and a good working relationship throughout the sales cycle. NetApp uses an online system for opportunity registration. This integrated sales system gives you the ability to identify and create opportunities, configure system solutions for your customers, and establish appropriate pricing.

Every opportunity that a partner enters is a registration request that triggers a registration e-mail to the NetApp sales team members who, along with their NetApp channel sales counterparts, engage with the channel partner.

More information about the Opportunity Registration program and PartnerEdge Web-based training is available on the NetApp Field Portal.

### Lab on Demand

Star	Platinum	Gold	Silver
✓	✓	✓	✓

With Lab on Demand, NetApp's on-demand demonstration facility, you can dazzle customers with live demos that help drive sales. Lab on Demand is a centrally hosted, externally accessible lab designed to enable NetApp and Partner SEs to perform compelling live customer demonstrations.

Key Features of Lab on Demand include:

- Anywhere/anytime access over a secure Internet connection
  - Security via HTTPS means no VPN software is required
  - Extremely responsive performance, with 180ms or lower latency
  - Universal OS and Web browser support
- Included with every session (up to 4 hours):
  - Reliable, repeatable, and fully configured demo lab environment
  - Preconfigured applications and data sets
  - "One-click" revert to original configuration
  - Easy-to-use written and video tutorials

## How To Get Started

1. Register at the Lab on Demand Registration Site: <http://demo.netapp.com>. Each registration request will be considered on an individual basis, and applicants will be notified by e-mail within 5 business days of the original request.
2. When approved, you will receive a Welcoming e-mail with login instructions. Simply follow the instructions and begin using the Lab on Demand.
3. Watch the Lab on Demand Orientation Video to familiarize yourself with the available features.
4. Impress your customers with NetApp solutions and features designed to help them take their business further, faster.

## Solution Environments

Lab on Demand provides fixed solution environments that include all the required servers, system storage, software, and documentation to perform demonstrations and simple evaluations. The NetApp Solution Tutorials offer scripted examples, authored by NetApp subject matter experts, showing how to perform a demonstration in a particular solution environment. These solution tutorials are currently available:

- Microsoft Exchange Server
- Microsoft SQL Server
- Microsoft Office SharePoint Server
- NetApp SANscreen®
- NetApp Virtual Tape Library
- NetApp Storage Suite
- VMware® Virtual Infrastructure

To receive the latest Lab on Demand news and information, subscribe to the [xdl-ndf-users@netapp.com](mailto:xdl-ndf-users@netapp.com) e-mail distribution list.

## Leasing and Finance Program

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Leasing NetApp equipment, rather than buying it outright, can be a great way for your customers to conserve capital, stay in budget, and manage risk. NetApp enables you to offer leasing terms directly to your customers. Instead of dealing with a third party who may not understand NetApp technology and the value it provides, your customers can get simple, reliable leasing from the provider that best understands their needs—you.

The following standard and specialized financial products are available through NetApp Financial Solutions to meet the unique needs of each customer:

- Storage on Demand (Easy SOD)
- Operating Lease
- Loan
- Rental Exchange Plan
- Maintenance Payment Agreement
- Asset Management
- Finance Lease
- Hire Purchase
- Buy Now Pay Later

NetApp Financial Solutions currently offers financing in these EMEA countries:

- Austria
- Denmark
- Germany
- Italy
- Netherlands
- United Kingdom
- Sweden`
- Belgium
- France
- Ireland
- Luxembourg
- Norway
- Spain
- Switzerland

## PartnerGear for Purchase Program

Star	Platinum	Gold	Silver
✓	✓	✓	✓

The PartnerGear for Purchase Program makes it easy for you to showcase NetApp equipment in your labs and at trade shows, seminars, and events. It also gives you the opportunity to evaluate performance and test interoperability with other solutions that you offer. Using PartnerGear, you can re-create specific customer environments to test proof of concept. Additionally, through the PartnerGear Program you can offer hands-on training at your headquarters or remote offices for customers and internal personnel.

PartnerGear for Purchase allows you to purchase NetApp equipment at a significant discount. (Discounting varies by configuration.) NetApp also provides not-for-resale (NFR) software at no additional charge. Purchased PartnerGear equipment cannot be resold for a minimum period of 4 months (120 days). After 4 months, you can sell the hardware only—any NetApp software must be removed before sale. The remaining hardware warranty is transferred to the end user. The end user must purchase from you any required NetApp software.

All NetApp products are eligible under the PartnerGear Program, and equipment is available within the first 12 months of release. Certain equipment can be provided only after additional training requirements are met, and end-of-life products may have limited or no availability. For details about the program, visit the NetApp Field Portal.

### Requirements for Eligibility

Partners are eligible for the PartnerGear Program based on the following guidelines:

- You must be in compliance with all NetApp Partner Program requirements.
- You must be in good credit standing.

For more details about the program, visit the NetApp Field Portal.

**Note:** PartnerGear equipment is not intended for use in your or your customer's production environment without the written approval of the NetApp VP of channel sales.

**Note:** Leasing PartnerGear equipment may also be an option in some countries. Contact your NetApp account manager for more information.

## MARKETING SUPPORT

NetApp believes that the most effective way to drive demand for our solutions is to combine our own corporate marketing and lead generation efforts with those of you and your team in the field. As a NetApp Partner, you have the closest contact and best understanding of your customers and prospects. That's why we offer a variety of marketing tools and support, including funding for agreed-upon marketing activities that map to our joint marketing plans.

### Partner Marketing Desk

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Partner Marketing Desk is a new agency for our partners. By offering a broad choice of high-quality marketing content and customizable campaigns, as well as a comprehensive range of marketing services, the new agency will help you set up and run campaign-creation and lead-generation campaigns tailored to your needs—faster, more easily, and at a lower cost than before.

By using Partner Marketing Desk, you can:

- Align your marketing efforts with key NetApp activities, events, and promotions
- Reduce your time and money investment with ready-to-use campaign materials
- Promote your brand with easily customizable deliverables that highlight your NetApp expertise
- Choose the campaign customization level that suits your needs

- Receive full production and delivery support for both print and e-mail campaigns
- Find all the resources and support you need in one place

You can access Partner Marketing Desk through a dedicated Web portal managed by VENISE, NetApp’s own central marketing agency in EMEA. The NetApp team at VENISE is fluent in five languages—English, French, German, Italian, and Spanish—and can work with you to deliver NetApp-themed campaigns in multiple languages.

Visit the dedicated Partner Marketing Desk Website today at [www.partnermarketingdesk.com](http://www.partnermarketingdesk.com). You can also contact the Partner Marketing Desk team at +33 (0) 1 7008 7016 or via email at [marketingdesk@venise.com](mailto:marketingdesk@venise.com)

### Campaign Express

Star	Platinum	Gold	Silver
✓	✓	✓	✓

At NetApp, we believe that the most effective way to help build your business is to combine our own marketing and lead-generation efforts with those of our partners in the field. We believe that you have the best relationship with and understanding of your customers and prospects.

To help make the most of your specialized market knowledge, we’ve developed Campaign Express—an online, self-service lead-generation tool that you can use to quickly create and launch marketing campaigns from start to finish. In minutes, you can create and deliver NetApp campaigns either by adding your own logo and messaging to one of the many NetApp-branded templates, or by customizing one of our unbranded templates to highlight your own brand.

Ideal for any partner with a limited marketing budget, Campaign Express is easy to use and saves you time, money, and resources in your efforts to attract new customers that drive incremental revenue. To get started using Campaign Express, visit the NetApp Field Portal.

### NetApp 1Stop Collateral Fulfilment

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Selling NetApp solutions becomes a lot easier when you can offer your customers brochures and other materials that explain the technologies and benefits we offer, while presenting NetApp as a familiar and trusted brand. Use the NetApp 1Stop Collateral Fulfillment site to order corporate, product/solution collateral, including banners, posters, CDs, and customer stories. Visit the NetApp Field Portal for more information.

### NetApp Partner Logo Usage Guidelines

Star	Platinum	Gold	Silver
✓	✓	✓	✓

To help you use the NetApp Partner logo and branding correctly—and to maximize your visibility as a NetApp Partner—we have created the NetApp Partner Logo Usage guidelines. Please familiarize yourself with the guidelines, and refer to them whenever you have questions about how to present the NetApp Partner logo and related branding. The logo usage guidelines are available on the NetApp Field Portal.

## Lead Generation Programs

Star	Platinum	Gold	Silver
✓	✓	✓	✓

A number of NetApp corporate campaigns, as well as local marketing initiatives, are available to generate sales leads. We'll send you the leads that best match your region and business model, giving you the opportunity to follow up on the leads and capture new business. NetApp is committed to a fair lead generation, product distribution, and sales process. Lead generation activities are not offered in all countries in FY10, and the level of activity varies by country.

## Market Development Funds

Star	Platinum	Gold	Silver
✓	✓	✓	✓

The NetApp Market Development Funds (MDF) Program supports activities that promote NetApp solutions and extend the brands of both NetApp and our partners. We provide funding to help you cover your expenses for a variety of activities, including demand generation, marketing and sales, and NetApp training and certification expenses. Two programs are available to NetApp EMEA partners, the Allocation Program and the Proposal Program.

To be eligible for either of the NetApp MDF Programs and to access these funds, you must:

- Have a signed and valid contract on file at NetApp EMEA headquarters in the Netherlands
- Be a partner in good standing, meeting all the requirements of the NetApp Partner Program
- Have a jointly agreed-upon quarterly marketing plan in place with NetApp or one of our authorized distributors
- Submit a request and have that request approved by NetApp before carrying out the activity (Approval is based entirely on the quality of the request, projected ROI, and available market development funds.)
- Complete MDF activities and submit a claim with all proof of performance within NetApp's required timeframe
- Have all marketing collateral and published content developed, reviewed, and approved by NetApp Channel Marketing to ensure compliance with the current NetApp corporate branding guidelines, found on the Field Portal

### ***Allocation Program***

Available for Star Partners, the Allocation Program allows you to receive an MDF budget of .9% of your previous quarter's net bookings.

### ***Proposal Program***

The Proposal Program is offered to Platinum, Gold, and Silver Partners, and is administered by our authorized distributors. Approval is based entirely on the quality of the request, projected ROI, and available market development funds.

All market development funds must be used for approved activities and cannot be used for general-purpose spending. Your participation in the MDF Program and use of MDF must be in accordance with the guidelines provided by NetApp. Reimbursement of claims submitted against your requests is based solely on your compliance with the program as outlined in the Market Development Funds Program Guide, available on the Field Portal.

## **FINANCIAL INCENTIVES**

The financial benefits that we offer Star partners encourage sales performance by rewarding partners who meet or exceed performance goals.

## Bookings Attainment Rebate

Star	Platinum	Gold	Silver
✓			

Eligible Star Partners who come close to or exceed their quarterly bookings growth goals can earn a Bookings Attainment Rebate (BAR). Rebates begin when you achieve more than 90% of your bookings goal, with an increasing additional rebate percentage for bookings generated over the goal.

### Calculating Bookings Attainment Rebates

**Rebate for Approaching Your Bookings Goal (3%):** NetApp establishes a quarterly bookings goal at the beginning of our fiscal year. You earn 3% of the bookings amount achieved between 90 and 100% of the quarterly bookings goal.

**Rebate for Exceeding Your Bookings Goal (8%):** Once you pass your goal, an additional rebate is calculated for any bookings from 100% to 140% of the quarterly bookings goal. This rebate does not apply for bookings above 140% of the quarterly booking goal.

*Example.* If a partner's minimum quarterly bookings goal is €2 million, and the partner achieves €2.4 million:

- $€2,000,000 \times 90\% = €1,800,000$ . Therefore, the amount booked in excess of 90% of the goal and up to 100% of the goal is €200,000. The partner would receive 3% of that amount, or €6,000.
- The partner also booked €400,000 beyond the goal of €2,000,000. The rebate for bookings in excess of 100% of the goal is 8%.  $€400,000 \times 8\% = €32,000$ .
- Total bookings attainment rebate payout is  $€6,000 + €32,000 = €38,000$

You receive your bookings attainment goals in a letter during the first month of the first quarter in which you are eligible for the Bookings Attainment Rebate. NetApp will do best effort to provide these goals by the 15<sup>th</sup> day of the NetApp fiscal quarter.

All calculations are based on NetApp bookings during the NetApp fiscal year. Quarterly goals and booking attainments are not cumulative quarter over quarter. Every quarter, bookings tracking begins at zero.

### Requirements for Eligibility

As a Star Partner, you must follow these guidelines to receive BAR rebates:

- Qualified bookings are your net bookings as reported by NetApp.
- You must meet the minimum net NetApp bookings requirement for your current partnership level.
- You must be in good credit standing and compliant with all NetApp Partner Program requirements for resellers at your partner level.
- You must sign and return the acknowledgement of your BAR received by mail from NetApp.

### Eligible Bookings

- Bookings made in a specific quarter count toward that quarter's target.
- To count toward the quarter's target, bookings must be free of any contingencies, including:
  - Right of return
  - Extended payment terms above the standard terms granted to the reseller in the agreement
  - Orders without a valid purchase order from the end user
  - Future product orders
- Bookings completed by NetApp up to 6 p.m. local time on the last day of NetApp's quarter are included toward a quarter's target. Bookings processed after that count toward the following quarter's target.

### Terms of Payment

- Based on the results of your performance, rebates are paid to you either directly or through your Distributor.

- NetApp provides the calculation to the partner 30 days after close of the quarterly period. You should validate the calculation and notify NetApp within 30 days of any discrepancy.
- Based on the validated rebate calculation, NetApp issues payment 60 days after close of the quarterly period.

## TRAINING PROGRAMS

We deliver comprehensive training programs to help you meet and exceed your business goals while enhancing your professional value. As a partner, you have access to Webcasts, Partner Academies, workshops, and both online and instructor-led courses that give you in-depth, practical knowledge about NetApp products and how to market and sell them. Our training programs are more than a gateway to earning partner benefits—our easy-to-access educational opportunities are directly relevant to your NetApp business.

### Online Partner Training Courses

Star	Platinum	Gold	Silver
✓	✓	✓	✓

As our partner, you have priority access to the most in-depth knowledge available about NetApp products and market opportunities. That includes Webcasts, workshops, and selected instructor-led courses—all at no cost to you. You also enjoy significant discounts on other instructor-led training courses. Nominal third-party fees may apply for sales and technical accreditation exams.

### Partner Learning Center

Star	Platinum	Gold	Silver
✓	✓	✓	✓

The easy-to-navigate Partner Learning Center offers a series of Learning Roadmaps by audience. Your sales reps and system engineers can easily find, register for, and launch foundation, accreditation, and continuing education courses, and they can also print a comprehensive checklist of courses. For information about how to access Partner Learning Center, see the appendix.

### Sales Training

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Our sales training gives your sales professionals and sales engineers the essential knowledge they need to help them develop successful strategic initiatives and meet revenue goals. These training programs make efficient use of sales professionals' time, so they can spend more time in the field. Following are a few examples from our extensive catalog of sales training offerings:

- **NetApp Accredited Sales Professional Workshop:** An overview of the NetApp solution sets, tools, and resources that are available to support your sales professionals and sales engineers throughout the sales cycle and help them close NetApp deals. To achieve NetApp sales accreditation, sales professionals must successfully complete an exam based on this information, scoring 80% or higher. The exam is offered through Prometric, which provides testing for a reasonable fee at more than 3,000 locations around the world.
- **Webcasts:** One-hour sessions presenting updates on key NetApp products and initiatives.
- **NetApp Partner Web-Based Sales Training:** In-depth updates on key NetApp products, initiatives, and sales techniques—all available through the NetApp Field Portal.

For more details about training paths, see "Training" in section 4. To learn more about no-cost, Web-based sales training opportunities, and to register for online courses, visit the NetApp Field Portal.

## Technical Training

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Our technical training programs offer an extensive curriculum designed to increase your organization's proficiency with NetApp technology. These courses are perfect for people who evaluate, implement, service, and support NetApp technologies. Following are a few examples of these free training courses.

- NetApp Accredited Storage Architect Program (ASAP):** This three-day instructor-led lab is designed for systems engineers, storage architects, and other pre-sales technical individuals. Although the ASAP course is not required, it is designed to help students pass the accreditation exam, which requires a score of 80% or higher. The exams are offered for a reasonable fee at the independent Prometric testing centers, with more than 3,000 locations around the world. The ASAP curriculum includes:
  - Detailed technical content
  - Hands-on product experience
  - Lab and demo opportunities
  - Competitive differentiation

In the ASAP course, students learn to present the common whiteboard topics required of a pre-sales engineer, deliver key product demonstrations, articulate competitive differentiators, and navigate available resources.
- Storage Efficiency Training Program:** Controlling costs has become our customers' number one concern. Our Web-based Storage Efficiency training shows you how to put together all the elements of an effective story—from the elevator pitch to the golden pitch that closes the deal. You'll learn how to position the NetApp capabilities that provide customers with unparalleled value, exploring the technical foundations and specific features that enable a more efficient storage environment. And we'll give you tools to help you calculate space savings to prepare a customer presentation that effectively conveys the storage efficiency benefits your customers can enjoy by adopting NetApp solutions.
- Webcasts:** These one-hour sessions provide timely updates on key NetApp products and initiatives.
- NetApp Partner Web-Based Technical Training:** These courses offer in-depth product knowledge, available at your fingertips through the NetApp Field Portal. (There may be a cost associated with some Web-based customer technical training events.)
- Installation Services Training:** Many partners choose to deliver installation services directly to their customers in order to maximize their service revenues. We offer a free NetApp Installation Accreditation training course to help you meet the certification requirements. For more information, visit the NetApp Field Portal.

### Advanced Technical Certification Programs

Get the knowledge and credibility you need through the NetApp certification program. We offer a range of programs that can enhance your value to your organization and to your customers. These certification programs give you access to NetApp intellectual property that you can incorporate in your own service offerings, enhancing your value to customers and increasing your revenues.

- NCDA:** The NetApp Certified Data Management Administrator certification is for data management administrators and anyone who needs to perform in-depth support, administrative functions, and performance management of NetApp products and solutions.
- NCSA:** The NetApp Certified Solutions Architect certification is designed for pre-sales systems engineers and anyone who is designing a NetApp solution.
- NCIE:** The NetApp Certified Implementation Engineer certification is designed for post-sales professional service engineers and anyone who is implementing NetApp products and solutions.

For more information about our Technical Training and Advanced Technical Certification Programs, visit the NetApp Field Portal.

**Note:** As part of the Authorized Professional Service Partner Program, Star Partners must have a minimum of 4 professionals who have completed these certifications. Platinum Partners must have a minimum of 2 professionals with these certifications. For more information about the Authorized Professional Service Partner Program, see the "Services" section, below.

## Specializations Program

Star	Platinum	Gold	Silver
✓	✓	✓	✓

NetApp Channel Specializations are designed to help you distinguish your business as a leading provider of expertise and solutions to support today's hottest IT trends. By specializing, you'll gain training, accreditation, certification, and support in a focused, market-favored solution area to complement your existing business and win new customers.

NetApp Channel Specializations are intended for our NetApp reseller partners, with some restrictions based on the products that are available in your geo and at your partner level. If you're a Silver Partner, ask your NetApp distributor about any available specializations that may apply to the products you sell.

In addition to the invaluable knowledge you'll gain, earning a specialization can also earn you a specialized listing on the NetApp Website, preferred access to qualified leads, priority for inclusion in NetApp PR activities, early access to Lab on Demand, and more.

We currently offer specializations in the areas of Virtualization and Backup & Recovery, and we plan to offer additional specializations as we develop new training and enablement agendas. To learn more, and to keep informed of new specialization opportunities as they emerge, visit the NetApp Field Portal.

## Partner Academies

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Partner Academies are offered in many major EMEA cities, providing information about:

- New products and services
- New bundles and promotions that benefit the channel
- New NetApp customer-facing campaigns that are of interest to partners
- New ways for partners to benefit from NetApp alliances
- Other topics of interest to partners

For more information on Partner Academies and the latest agenda, visit the NetApp Field Portal.

## Technical Conferences

Star	Platinum	Gold	Silver
✓	✓	✓	✓

NetApp hosts intensive training conferences for our internal systems engineers and professional services engineers, fostering the skills, knowledge, and shared vision that lead to superior technical solutions. Because we know that this type of training can also help you in building and selling NetApp-based solutions, we offer you the opportunity to participate in these events.

We also encourage you to contact your NetApp channel systems engineer for information about the technical conferences offered in your area. Here's a brief synopsis of the Insight event to give you a taste of what to expect:

### ***Insight, Focusing on Products and Sales***

The Insight event began as a grassroots effort to train systems engineers in technical capabilities and marketing strategies for the ever-growing feature set of the NetApp product line. Insight typically provides three full days for systems engineers, reseller partners, and Alliance Partners to share their knowledge and insights through a general session and a full menu of elective workshops.

## SERVICES PROGRAMS

At NetApp, we understand that no two partners are alike. Your business model, technical expertise, and service investments contribute to making your business different from other solution providers—and should all be optimized for maximum competitive advantage. That’s why we offer you flexible options for building success in selling and supporting NetApp solutions, leveraging your own expertise in combination with our services, training, and implementing best practices.

### NetApp Service Partner Programs

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Offering innovative solutions can help you stay on top of one of the most complex and demanding issues facing today’s businesses: storage and data management. But enabling your customers to get the most from your innovative solutions takes more than great technology—you also need to offer great service and support.

### Choose the Type of Partnership That Works for You

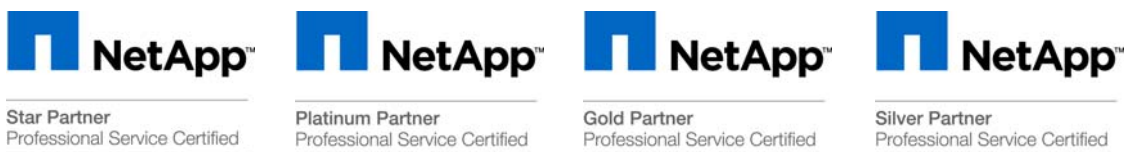
At NetApp, we know that not all of our partners have the same needs. As such, all of our service partner programs are designed to offer the flexibility you need to customize a service and support solution that best optimizes your margins. You choose the type of partnership, level of partnership, and method of delivery that works for you. Once you meet program qualifications and certifications you can move freely between service options. For example, you may want to brand your own professional services and resell NetApp support services. Or you can customize the mix to take advantage of individual opportunities, based on your available resources, the technical complexity of a given project, your margin requirements, or your customer’s preferences. Your success is our priority.

**Note:** The APSP, ASP, and CPD programs described below require you to participate in an advanced learning path and/or in-depth evaluation process. Once accepted into these programs, you must sign an agreement that gives you access to our training, proven methodologies, and technical support.

To help you sell and deliver your own professional services successfully, we conduct periodic customer satisfaction surveys and quarterly business reviews to measure your success and your customers’ satisfaction. We share the results of these reviews and surveys with you to help you identify practices that are working well, and address areas in need of improvement.

### APSP: Grow Your Business by Expanding Your Professional Service Offerings

NetApp’s Authorized Professional Service Partner (APSP) Program helps you increase revenue and improve margins through the sale and delivery of your own brand of professional services for NetApp technologies. Partners that successfully complete this program earn the “Professional Service Certified” designation on their NetApp Partner logo:



As businesses implement storage and data management technologies, they need experts to help them manage the complexities associated with adopting these technologies. The demand for service vendors who can offer leadership and guidance has created huge opportunities for professional services. As part of our APSP program (and upon signing the appropriate contract), we offer you the opportunity to become authorized in one or more solution areas of your choice: Infrastructure, Networked Storage for Virtualized Platforms, Data Protection and Retention, or Applications.

To support you in successfully selling and delivering your own brand of professional services, we:

- Share our proven best practices and methodologies with you
- Give you access to the same training we give our own professional services team

- Provide exclusive access to solution-based service delivery tools and templates developed by product and service experts
- Provide you with NetApp implementation backup support
- Keep you in contact with our team of experts via telephone, Web conferences, and online communities
- Give you access to our highly skilled partners through our Contracted Delivery Partner Peer-to-Peer Service Partner Program
- Provide co-marketing materials to help you promote your professional services

For more information about our APSP Program, visit NetApp's Field Portal.

### ***ASP: Increase Revenue with Industry-Leading Support Services***

NetApp's Authorized Support Partner (ASP) Program offers you the opportunity to increase revenue through delivery of your own brand of remote and field support services. Partners that successfully complete this program earn the "Support Certified" designation on their NetApp Partner logo:



In order to generate revenue, a business must be up and running. And in today's challenging economic environment, the high cost of downtime makes it even more important for businesses to maintain continuous availability. This program provides a huge opportunity for vendors who can provide proactive support services that keep business up and running 24x7. Once you complete the comprehensive training and testing necessary to achieve the required certification, and you can support a customer's entire infrastructure, you'll have access to customer support resources, including:

- High-quality global backup support from NetApp
- Customized Web portal with real-time access to software updates and online configuration tools
- Co-marketing materials to help you promote your support services

For more information about our ASP Program, visit NetApp's Field Portal.

### ***CDP: Gain Recognition as a Preferred Professional Services Delivery Partner***

At NetApp, we've built a worldwide community of Contracted Delivery Partners (CDPs) to help us deliver our top-quality professional services. We engage our CDPs to deliver installation and rapid deployment services and to fill the gap whenever our own resources are unavailable. As a NetApp CDP, you also have the opportunity to expand your business by providing your services to our Authorized Professional Service Partners (APSPs) in the peer-to-peer service partner network program.

For more information about our CDP Program, visit our NOW™ (NetApp on the Web) site at <http://now.netapp.com/NOW/main/reseller.shtml>

### ***NetApp Global Services: Enhance Your Solution Sales and Service Infrastructure***

As part of the NetApp Partner Program, you can enhance your solution sales and service infrastructure by reselling NetApp Professional Services and NetApp Support Offerings, including SupportEdge Standard, SupportEdge Premium, and SupportEdge Secure for Government. There are no program requirements to meet in order to take advantage of this opportunity, and NetApp delivers the services and support directly to your customer. You keep your customer relationship—including control of the sales cycle, support contracts, and renewals—so you can maintain recurring revenue from continued contract renewals.

### ***Help Your Customers Deploy New Storage Solutions***

You can sell NetApp's installation services, or get accredited to deliver them yourself. Our Installation Accreditation Professional training gives you access to our best practices and installation documents, so you can help your customers deploy new storage solutions with confidence.

### ***Get Trained and Certified***

NetApp University offers a wide range of training, accreditation, and certification programs that provide the right training to help you grow your business and support your customers and their NetApp products.

Take advantage of the NetApp Learning Center to increase your expertise regarding NetApp products, services, and solutions. Bookmark this site for quick access—<http://learningcenter.netapp.com>—then click the APSP and Other Service Partner Learning Map to locate training designed for your specific service and support needs.

### NetApp on the Web

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Our comprehensive, award-winning NOW (NetApp on the Web) support site features self-service tools to support your customers' NetApp storage solutions. You and your customers can access advanced Support Automation tools, download the latest software releases, troubleshoot issues with our knowledge base, or get technical assistance from our global support center online, anytime.

NOW offers Service Partner Network tiered support based on the service programs in which your company participates. NOW keeps your support organization up to date on the latest product status and support items.

You'll find the following tools and documents on NOW:

- A customizable front-end home page
- Configurable communications vehicles to get just the right level of information
- An online knowledge base
- A technical case management system
- News alerts about bug updates, downloadable fixes, and technical support
- All product documentation
- Support tools (access is based on tier and certification)

## 4 PARTNER COMMITMENTS

As a NetApp Partner, you have a commitment to build competency in your own organization in order to generate demand for NetApp solutions and to close sales. In exchange for the benefits you receive as a partner, we ask you to meet the following program requirements to maintain good standing in the NetApp Partner Program.

### MINIMUM BOOKINGS ATTAINMENT

Star	Platinum	Gold	Silver
✓	✓	✓	✓

Your NetApp bookings commitment represents net NetApp sales to you as a partner. We review performance against the goal twice during the calendar year to ensure compliance with the program. Annual revenue requirements for each partner level are:

- Star: €7 million, or an aggregated €15 million for a multinational organization with comprehensive sales and professional service offerings covering NetApp solutions across several countries
- Platinum: €1.5 million
- Gold: €500,000
- Silver: €50,000

**Note:** Silver Partners have access to a limited set of NetApp products, optimized for ease of installation and to provide functionality best suited to the Midsize Enterprise market.

### RESOURCE INVESTMENTS

Star	Platinum	Gold	Silver
✓	✓	✓	✓

We ask you to commit the following resources to your NetApp business:

- One primary sales contact
- One primary technical contact
- One executive sponsor, who is responsible for establishing and developing the partnership with the NetApp team and executives
- One staffed, active sales office in the NetApp sales area in which you are authorized to sell NetApp solutions

### PURCHASE ORDER REQUIREMENT

Star	Platinum	Gold	Silver
✓	✓	✓	✓

NetApp uses a build-to-order model, custom building each product to meet the needs of each specific end customer. Because each product is customized, we do not inventory products, and we do not allow channel partners to inventory products. This means that we cannot accept returns for any reason other than a manufacturing defect or an operational malfunction.

The main reason a reseller or customer might request a return is a change of mind about whether the product is needed or whether there's enough money in the budget to pay for it. To eliminate this possibility, and to help make the no-returns policy manageable for both NetApp and our partners, we require partners to have a purchase order from their reseller or customer before placing an order with NetApp.

A purchase order is a legally binding document. NetApp requires that reseller partners have a valid and signed end user purchase order prior to submitting a PO to NetApp or to their distributor. Failure to have an end user PO and submitting a PO to NetApp or the distributor could result in the termination of the partner reseller agreement with NetApp.

## JOINT BUSINESS PLANNING

Star	Platinum	Gold	Silver
✓	✓	Via Distributor	Via Distributor

A successful partnership depends on collaborative business planning. We ask you, as a partner, to work directly with your NetApp or distributor partner management team to jointly develop business, marketing, and training plans, tailored around your specific market opportunities and business model. Your account team members and your NetApp account manager review and update these business plans on a quarterly basis.

### Business Plan

Joint business plans ensure that your business goals support our mutual partnership goals. Your business plan should map key business objectives and tactics to your bookings goals to ensure that you achieve your bookings target. Your business plan identifies sales and vertical market opportunities as well as key accounts that you can target to grow your business and penetrate new markets. In addition, to secure funding approval, your business plan should address many partner benefits, such as the PartnerGear Program. The business plan is a living document that you should keep up to date with your latest strategies and goals.

### Marketing Plan

A joint marketing plan outlines co-marketing strategies and tactics. A well-developed marketing plan enables you to maximize use of NetApp Marketing Development Funds (MDF) through effective demand generation activities and events that contain measurable return on investment (ROI) goals. The marketing plan is a living document that you should keep up to date with the latest agreed-upon strategies and goals.

### Training Plan

Your training plan establishes annual training goals for your technical and sales professionals. It should support the goals outlined in your business plan.

## PARTNER PROFILE

Star	Platinum	Gold	Silver
✓	✓	✓	✓

You are asked to keep your company profile accurate and up to date at all times. The key contact information that you provide ensures that NetApp can communicate effectively with you. Additionally, your company profile offers you the opportunity to provide more detail about your company's technical and solution offerings, which helps NetApp to engage you in appropriate opportunities.

## PARTNER AGREEMENT

Star	Platinum	Gold	Silver
✓	✓	✓	✓

All partners are required to have a valid, signed agreement with NetApp. The agreement sets forth a series of terms, conditions, and operating expectations for NetApp and the partner to follow. Because the relationship involves the exchange of both intellectual property and proprietary information, the agreement has recently been updated to provide better legal and financial protection for both of us.

### **PARTNERGEAR FOR PURCHASE**

<b>Star</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
2	1	1	

The PartnerGear program helps you increase customer sales, satisfaction, and retention by having equipment on hand for performance demonstrations, solution testing, and problem replication. To make the program work, and as part of your Partner Agreement with NetApp, you are required to install and manage NetApp equipment for these purposes. We make this equipment available to you at a significant discount—typically 60% to 70% off list price, depending on configuration. Star Partners are required to make a minimum of two purchases during the fiscal year under the program. Platinum and Gold Partners are required to make a minimum of one purchase.

### **SKILLS FOR SUCCESS PROGRAM**

<b>Star</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
✓			

We ask Star Partners to participate in our Skills for Success Program in order to gain on-site expertise for your NetApp sales, pre-sales, post-sales, and support activities. For more information, see “Sales Enablement” in the “NetApp Commitments” section of this guide.

### **AUTHORIZED PROFESSIONALSERVICE PARTNER PROGRAM**

<b>Star</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
✓	✓		

We want our Star and Platinum Partners to be capable of designing and delivering end-to-end solutions for their customers. By developing the ability to provide professional services as part of a total solution, partners can capture additional revenue, increase customer satisfaction, and earn new business. That’s why we ask our Star and Platinum Partners to meet all the requirements of the NetApp Authorized Professional Service Partner (APSP) Program, in addition to meeting the number of trained professionals outlined in the next section. For more information about the APSP Program, see “Service Programs” in section 3, “NetApp Commitments.”

## TRAINING

Minimum Number Of:	Star	Platinum	Gold	Silver
Accredited Sales Professionals with NASP and Selling the Value of Storage Efficiency course completed	6	4	2	
Accredited Technical Professionals with ASAP and Technical Overview of Storage Efficiency completed	3	2	1	
Advanced Technical Achievements (NCCA plus Installation Accreditation)			1	
PS Professionals who are in compliance with the Authorized Professional Service Program	4	2		
MSE Partner Storage Professional—Sales				1
MSE Partner Storage Professional—Technical				1

All NetApp Partners are expected to have a minimum number of sales and technical professionals on staff who have reached the key milestones defined in the training path and have received accreditation. The minimum number of accredited sales and technical professionals is tied to your partner level, as shown in the preceding table.

The numbers in the table are minimum requirements and do not reflect what may be necessary to support your NetApp business. Factors such as the number of sales offices and representatives, the ratio of pre-sales technical specialists to sales personnel, and a consistent coverage model to support your NetApp business affect the number of trained personnel required. Your NetApp partner management team works with you to determine actual requirements, based on your business model, above the minimum program requirements.

### NetApp Accredited Sales Professional (NASP) Program

As a NetApp Accredited Sales Professional, you have proven skills in the foundational knowledge necessary to sell NetApp products and solutions, to present the NetApp value proposition, and to position NetApp against competitors. The content that prepares you to take this exam is available only through NetApp.

To schedule your exam, visit <http://www.prometric.com/NetApp> and search for the location nearest you. Select course number NS0 101.

NASP accreditation expires 24 months from the date of initial accreditation. At that point, you must recertify by passing the current accreditation exam.

For more details about the NetApp Accredited Sales Professional Program, go to <http://www.netapp.com/us/services/university/certification-nasp.html>

### Accredited Storage Architect Professional Program

As a NetApp Accredited Storage Architect Professional, you have proven skills in understanding NetApp's technical fundamentals, infrastructure storage solutions, and application storage solutions.

To schedule your exam, visit <http://www.prometric.com/NetApp> and search for the location nearest you. Select course number NS0 102.

ASAP accreditation expires 24 months from the date of initial accreditation. At that point, you must recertify by passing the current accreditation exam.

For more details about the Accredited Storage Architect Professional Program, go to <http://www.netapp.com/us/services/university/certification-asap.html>

### **Storage Efficiency Training Program**

Controlling costs has become our customers' number one concern. Our Web-based Storage Efficiency Training Program shows you how to put together all the elements of an effective story—from the elevator pitch to the golden pitch that closes the deal. You'll learn how to position the NetApp capabilities that provide customers with unparalleled value, exploring the technical foundations and specific features that enable a more efficient storage environment. And we'll give you tools to help you calculate space savings and to prepare a presentation that effectively conveys the storage efficiency benefits your customers can enjoy by adopting NetApp solutions.

A complete catalog of partner training courses and accreditation tests is available on the NetApp Field Portal.



## 5 PROGRAM DATES AND MORE

All requirements and benefits for the FY10 NetApp Partner Program are effective from April 27, 2009 through April 30, 2010. However, the effective dates for your program participation and associated benefits may vary, depending on when you qualify for the program. Partners who have met FY09 program requirements by April 26, 2009 are automatically qualified at the same level for FY10 (beginning April 27, 2009). All Star Partners must meet the FY10 minimum program requirements by November 1, 2009 to continue receiving FY10 NetApp Partner Program benefits. All Platinum, Gold, and Silver Partners must meet the FY10 minimum program requirements by April 30, 2010 to continue receiving FY10 NetApp Partner Program benefits.

### PERFORMANCE REVIEW

To ensure compliance with the standards for the NetApp Partner Program, we verify that all partners meet program requirements twice during the fiscal year. Partner levels may be adjusted at any time based on noncompliance with NetApp Partner Program requirements.

Star Partners have 6 months to come into compliance with any new program requirements. Platinum, Gold, and Silver Partners have 12 months.

### DISCONTINUING PARTICIPATION IN THE NETAPP PARTNER PROGRAM

Partners have the right to terminate their participation in the NetApp Partner Program at any time by providing NetApp with 30 days written notice. Immediately upon partner termination:

- All rights and licenses of the partner terminate and the partner shall immediately discontinue all representations that it is an authorized NetApp reseller.
- All outstanding program benefits the partner has not yet claimed from NetApp are forfeited upon the written notice of termination.
- The partner shall immediately return to NetApp all NetApp proprietary information and data (including all copies thereof) then in the partner's possession or custody or control, including without limitation: (a) all technical materials and business plans supplied by NetApp to the partner; and (b) all manuals covering NetApp products and services.



## 6 GETTING SUCCESSFUL

The NetApp Partner Program is constantly evolving to offer you the most valuable and comprehensive program benefits. To make sure that you always have the latest information, please visit the NetApp Field Portal often.

### STAYING SUCCESSFUL

NetApp is proud of the strength and depth of the relationships we have built with our partners. Our annual Total Partner Experience surveys consistently return positive partner feedback on our programs, products, and team approach. We are excited about the opportunity to continue to innovate and grow together.

As always, we welcome your feedback and recommendations for improvement. Please share your comments or suggestions any time. Send your e-mail to: [emea-channel@netapp.com](mailto:emea-channel@netapp.com).

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



## 7 APPENDIX: LINKS TO MORE INFORMATION

**Search for:** Use reference tag words listed below to search for specific topics on the Field Portal <https://fieldportal.netapp.com>

**Results:** Your search will produce “books” (folder appearance) located on the left most side of the portal. The Books will represent all the Content Types with the available materials.

**Helpful Hints:**

- #1 If you are searching for a specific Content Type, utilize the Advanced Search to produce only the specified type of content needed for your search.
- #2 Opening (clicking on) the content type folder link provides an overview of the folder content serving as a landing page, OR expand the content type book using the plus sign (+) next to the book for a listing of related materials.
- #3 Customizing your Field Portal homepage with My Favorites will provide you with quick access to key resources.

<b>NetApp Corporate Website</b>	Access the latest NetApp announcements <a href="http://www.netapp.com/">http://www.netapp.com/</a>
<b>NetApp Corporate Fact Sheet</b>	Glance at NetApp corporate highlights: <a href="http://www.netapp.com/ftp/netapp_factsheet.pdf">http://www.netapp.com/ftp/netapp_factsheet.pdf</a>
<b>NetApp Partner Program Overview</b>	See what’s new in the FY10 NetApp Partner Program, go to the <b>Content Library</b> on the top index tab. <a href="https://fieldportal.netapp.com/viewcontent.asp">https://fieldportal.netapp.com/viewcontent.asp</a>
<b>NetApp Select™ Bundles</b>	Discover how flexible bundles make it easy to order complete solutions. <b>Search for:</b> Select bundles
<b>Market Development Funds</b>	Understand the details of the MDF program – how to be eligible and claim funds, as well as acceptable use policies. <b>Search for:</b> MDF
<b>Channel Funds Management System</b>	Manage your MDF funds through this portal. <b>Search for:</b> MDF, CFM, Channel Funds Management system
<b>PartnerGear</b>	Find out how you can obtain NetApp equipment. <b>Search for:</b> PartnerGear
<b>PartnerEdge</b>	Policies, procedures, FAQs, and other detailed information: <b>Search for:</b> PartnerEdge <b>Access the PartnerEdge</b> system that supports opportunity registration, eConfigurator, and order status: <a href="https://pe.netapp.com/">https://pe.netapp.com/</a>
<b>Partner Training</b>	Review training requirements and access the NetApp University catalog, go to the <b>Training &amp; Events</b> on top index tab
<b>NetApp Field Portal Login Request</b>	Register to get a login name and password for the Now or NetApp Field Portal <a href="http://now.netapp.com/eservice/public/now.do">http://now.netapp.com/eservice/public/now.do</a>
<b>NetApp on the Web (NOW)</b>	Find technical assistance, software downloads, etc. <a href="http://now.netapp.com">http://now.netapp.com</a>
<b>Feedback / Questions</b>	Send your feedback and questions to this e-mail address: <a href="mailto:emea-channel@netapp.com">emea-channel@netapp.com</a>

## NetApp Field Portal

**Search for:** Use reference tag words listed below to search for specific topics on the Field Portal <https://fieldportal.netapp.com>

**Results:** Your search will produce “books” (folder appearance) located on the left most side of the portal. The Books will represent all the Content Types with the available materials.

**Helpful Hint:**

- #1 Opening (clicking on) the content type folder link provides an overview of the folder content serving as a landing page, OR expand the content type book using the plus sign (+) next to the book for a listing of related materials.

NetApp.com Support (NOW) PS TechNet Communities PartnerEdge Logout

# Field Portal

Home Content Library Advanced Search Getting Started Tools Solutions, Products & Services Training & Events

Search For: MDF Products & Services (All) Content Type (All) Search Advanced

**Filtered Index**

- Content Type: Filtered
  - Form
  - Guide
  - Tool
- Clear Search Results
- Save Search Criteria

**“Books” (folder appearance)**  
Search will produce all the Content Type Books available for your search.

Open (clicking on) the content type folder link provides an overview of the folder content serving as a landing page

Or  
Expand (click on) [+] the content type book to view available materials

## Form

A template to accommodate user information submittal.

### New & Updated

- The Six-Step Business Justification Framework: Discovery Questions
- The Six-Step Business Justification Framework: Data Collection Form
- Objective Attainment Submission Form
- Specialization Enrollment Form for Resellers
- V-Series, PVR Support Form, May 2009

### Most Used

- Objective Attainment Submission Form
- The Six-Step Business Justification Framework: Discovery Questions
- The Six-Step Business Justification Framework: Data Collection Form
- Specialization Enrollment Form for Resellers
- NearStore and Deduplication License Request Form (Mar 08)

### Highest Rated

- NearStore and Deduplication License Request

### Questionnaires

- PVR Support for Customer Meeting with

## Field Portal – Advanced Search

### Helpful Hint:

- #2 If you are searching for a specific Content Type, utilize the Advanced Search to produce only the specified type of content needed for your search.

The screenshot shows the NetApp Field Portal interface. At the top right, there are links for NetApp.com, Support (NOW), PS TechNet, Communities, and PartnerEdge. The main header features the NetApp logo and the text "Field Portal" above a green grass graphic. Below the header is a navigation bar with tabs: Home, Content Library, Advanced Search, Getting Started, Tools, Solutions, Products & Services, and Training & Events.

The search interface includes a search bar with "MDF" entered, a dropdown menu for "Products & Services (All) >>>", and another dropdown menu for "Content Type (All) >>>". The "Content Type" dropdown is open, showing a list of content types, with "Form" highlighted. A red box highlights the search bar, the "Content Type" dropdown, and the "Form" option in the list.

A callout box with a red border contains the following text:

**If you are searching for a specific type of content, utilize the Advanced Search:**

**Example:**  
Searching for MDF forms

**Search For: MDF**  
**Content Type: Form**

On the left side of the search interface, there is a "Filtered Index" section with a tree view showing "Content Type: Filtered" and sub-items: "Form", "Guide", and "Tool". Below this are links for "Clear Search Results" and "Save Search Criteria".

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