



BREAK

FREE

Any path. One solution.
Virtualization your way.

Ready-To-Go Marketing
Campaign for Partners

What's inside

- What is the “ready-to-go” campaign kit?
- Campaign overview and goals
- Targets and solutions focus
- Campaign elements and step-by-step guide
- Persona overview
- High-value assets and additional resources

What is the “ready-to-go” campaign kit?

- The “ready-to-go” campaign kit provides everything you need to launch your campaign instantly. The kit includes pre-built NetApp® templates, which you can easily adapt and co-brand with your logo.
- Leverage customer emails, social banners, LinkedIn InMail, and much more to help customers feel confident storing their data on NetApp with NetApp virtualization solutions. Use this deck to get a campaign overview and step-by-step guide on how to launch your campaign successfully.

Overview

Virtualization Alternatives Partner Campaign

Campaign guide

Leverage this campaign kit and drive demand with the NetApp Virtualization Alternatives Partner Campaign.

- Use pre-built assets like customer emails, web banners, a social media kit, and much more to launch your campaign.

Campaign goals

Drive real business value, enabling companies to unlock innovation and productivity and get built-in security with NetApp virtualization solutions that support VMware, Red Hat OpenShift, Hyper-V, Proxmox, and more.

NetApp's Virtualization Alternatives Partner Campaign kit

- NetApp virtualization solutions deliver the most flexible, secure, and cost-effective data infrastructure for any virtualization path.
- Help customers optimize their VMware environments, migrate to virtualization alternatives such as Red Hat OpenShift or Hyper-V, or modernize with containers.

Partner benefit

Generate new contacts, drive revenue, and grow your business with NetApp's Virtualization Alternatives Campaign.

Target and solutions focus

Virtualization Alternatives Partner Campaign



Target segments

- Enterprise
- Commercial



Target personas

Enterprise

- Executive (Technical)
- Director
- Systems Administrator
- IT Operations
- Architect

Commercial

- Business Leader
- Technology Leader



Solutions

- [NetApp ONTAP](#)
- [NetApp Keystone STaaS](#)
- [NetApp BlueXP](#)
- [NetApp ASA A-Series](#)
- [NetApp ASA C-Series](#)
- [NetApp SnapMirror](#)
- [NetApp SnapCenter](#)

Programs

- [NetApp 100% Data Availability Guarantee](#)
- [NetApp Ransomware Recovery Guarantee](#)
- [NetApp Storage Lifecycle Program](#)
- [4:1 Storage Efficiency Guarantee](#)



Tag words

- NetApp ONTAP, NetApp Blue XP, Keystone Storage as a Service, NetApp ASA, NetApp ASA A-Series, NetApp ASA-C Series, NetApp SnapCenter, NetApp SnapMirror, VMware, Ransomware Recovery Guarantee, multi-hypervisor support, hybrid and multicloud portability, container workloads, Storage Lifecycle Program, ransomware, real-time ransomware detection, backup and recovery, disaster recovery, business continuity, data protection, Red Hat OpenShift, Microsoft Hyper-V, containers, hypervisor support

Additional value for you

Virtualization Alternatives Partner Campaign

- **Differentiate yourself** from the competition by delivering the lowest TCO and the most secure storage on the planet for any virtualization path.
- **Expand deal opportunities** with NetApp's virtualization solutions to offload and optimize virtual compute using comprehensive data management automation, efficiency, data protection, and security for file, block, and object: any hypervisor, any cloud, any container.

Incentives and promotions

Leverage the NetApp incentive and promotion programs to earn rewards and improve your bottom line:

- [Base Incentive](#)
- [Focus Solution Incentive](#)
- [Race to NetApp Incentive](#)
- [Race to NetApp SPIF \(AMER\)](#)
- [USPS Target Account Incentive](#)
- [Keystone Storage-as-a-Service \(STaaS\) Incentive](#)
- [See all partner incentives & promotions](#)

CAMPAIGN ELEMENTS

Leverage our pre-built templates and use this step-by-step guide to launch your campaign

Campaign elements

Overview of all assets and templates

CUSTOMER EMAIL

- 1 x 'Drive' phase email: EML & HTML formats
- 1 x email banner: 600x300

SOCIAL MEDIA KIT

- Social banners: 2 x 3 sizes (1200x628, 628x1200, 1080x1080) JPG & PSD formats
- 2 x LinkedIn InMail

CAMPAIGN LANDING PAGE

- 1 x campaign landing page: HTML

WEB BANNERS

- Web banners: 2 x 4 sizes (300x600, 300x250, 160x600, 728x90) JPG & PSD formats

HIGH VALUE ASSETS

- 1 x infographic: PDF & AI formats

EVENT KIT

- 2 x pull up banner (850x2000) PDF & AI formats
- 5 x event emails: EML & HTML
 - Invite
 - Registration confirmation
 - Reminder
 - Thank you for attending
 - Sorry we missed you

PARTNER ENABLEMENT & TRAINING

- Playbook: PDF
- Battlecard: PDF & AI
- Conversation guide: Docx & PDF

Image options

Virtualization Alternatives Partner Campaign

Lead image



Secondary image



Customer email

Virtualization Alternatives Partner Campaign

- **Customer email:** x 1 EML & HTML formats
- **Supporting copy:** x 1 Word file
- **Banner images:** x 1 PNG & PSD



[Sign in to download the “Virtualization Alternatives” assets in Partner Hub](#)

The image shows a preview of an email campaign. At the top left is the NetApp logo. At the top right is a placeholder for a partner logo. The main banner features the text 'BREAK FREE' in large, bold letters, with 'Any path. One solution. Virtualization your way.' to the right. Below the banner is a personalized greeting 'Hi [Name],', followed by the text 'Disruption waits for no one.' and a paragraph about the virtualization landscape. A section titled 'Virtualization your way' asks 'What if you could step forward with a platform that delivers agility today while keeping every virtualization and modernization path open for tomorrow?' and lists three benefits: 'Future-proof any path', 'Reduce costs with optimal efficiency', and 'Get unmatched security'. A call-to-action button 'Outsmart disruption →' is followed by a link '(link to landing page)'. The email ends with 'Kind regards, [Partner name]' and a footer with social media icons, copyright information, and a partner address.

Campaign landing page

Virtualization Alternatives Partner Campaign

- Campaign landing page: x 1 HTML format
- Supporting copy: x 1 Word file
- Banner image: x 1 PNG



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BREAK FREE
Any path. One Solution. Virtualization your way.
[Explore your options →](#)

Future-proof your virtualization strategy
Disruption happens, but VMware licensing changes shouldn't define your destiny.
[Partner] and NetApp® deliver ultimate flexibility with the only external storage platform engineered for all your virtualization options—from on-premises to hybrid multicloud and everything in between.

Take any path forward
Choose one path or many—everything is supported on a single platform.

- Stay with VMware**
Optimize costs and performance on the platform you know
- Explore alternatives**
Red Hat OpenShift, Hyper-V, Proxmox, KVM variants—all supported
- Modernize**
Move to containers and cloud-native platforms when you're ready
- Go hybrid**
Get seamless data mobility across AWS, Azure, and Google Cloud

Deploy with enterprise-grade security
Protect your critical workloads with the world's most secure storage platform.

- Validated security**
The only enterprise storage validated by NSA and FIPS 140-3
- Ransomware recovery guarantee¹**
Built-in protection with automated response
- 100% availability guarantee²**
Get mission-critical reliability you can count on

Reduce costs fast
Stop overpaying for virtualization. Lower your licensing costs and boost performance with an intelligent data infrastructure.

- Cut VMware licensing expenses by offloading data management to NetApp ONTAP
- Reduce TCO by up to 50% through optimization
- Unlock 4:1 flash efficiency and get more capacity for less cost
- Free up server resources for applications, not storage overhead

The numbers speak for themselves

- 100%** availability²
- 4:1** Flash storage efficiency for customers using SAN protocols³
- 25-50%** TCO savings³

Ready to break free from virtualization limits?
Partner with [Partner] and NetApp to build a strategy that reduces costs, enhances security, and keeps every future option open.
[Break free now →](#)

Talk to one of our experts
Contact [Partner] to schedule a meeting tailored to meet your virtualization challenges.

Name

Job Title

Company

Email Address

I want a [Partner] representative to contact me.
 Subscribe to future communications from [NetApp or Partner].
 I agree that [NetApp or Partner] may process my personal data as provided in its Privacy Policy, including communicating with me about products and services made available by NetApp or its partners.

[Submit](#)

1. Terms and conditions apply.
2. Up to 97% lower cost than the competition.
3. Based on NetApp's 2023 Global Storage Index (GSI) report. See [netapp.com/storage-index](#) for more details. © 2023 NetApp. All rights reserved. NetApp, the NetApp logo, and other marks are trademarks of NetApp, Inc. in the US and other countries. All other marks are the property of their respective owners.

To learn more, contact us anytime.
[\[Partner name\]](#) | [\[Partner phone\]](#) | [\[Partner website\]](#) | [\[Partner email\]](#)

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Event kit

Virtualization Alternatives Partner Campaign

- **Pull up banner:** x 2 (850x2000) PDF & AI formats
- **Event emails:** x 5 EML & HTML formats
 - **Supporting copy:** x 1 Word file
 - **Banner images:** x 5 PNG & PSD



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NetApp Partner logo placement

OUTSMART DISRUPTION

Hi [Name],

The countdown to an innovative, cost-effective virtualization strategy is on. Don't miss out on the latest insights and solutions.

- [Event name]
- [Event location]
- [Event date]

You already registered. We'll see you there.

Arrive early and get the most out of the event. NetApp® help you secure, scalable, and future-proof your data.

Warm regards,
[Partner name]

WE MISSED YOU

Hi [Name],

P.S. Questions We're sorry you couldn't attend [Event name].

The good news is you can still discover how [Partner] and NetApp® can help future-proof your virtualization strategy, secure workloads, and reduce costs.

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Get the flexibility you need—without compromise

- **Stay with VMware:** Optimize your costs and performance on the platform you know.
- **Explore alternatives:** Red Hat OpenShift, Hyper-V, Proxmox, KVM variants—all are supported.
- **Modernize:** Move to containers and cloud-native platforms when you're ready.
- **Go hybrid:** Get seamless data mobility across AWS, Azure, and Google Cloud.

Enhance your data security with the most secure storage on the planet with built-in, real-time protection from NetApp. What's more, get AI-ready using an intelligent data infrastructure to power critical workloads and drive innovation.

Are you ready to outsmart disruption? Contact [\[Partner contact\]](#) to explore your company's best path forward.

Warm regards,
[Partner name]

[f](#) [x](#) [in](#) [v](#)

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3060 Olsen Drive San Jose, CA 95128 USA [\[Partner address\]](#)

NetApp | **PARTNER**

ANY PATH. ONE SOLUTION.

Stay ahead of disruption with a no-compromises platform.
Keep virtualization options open.

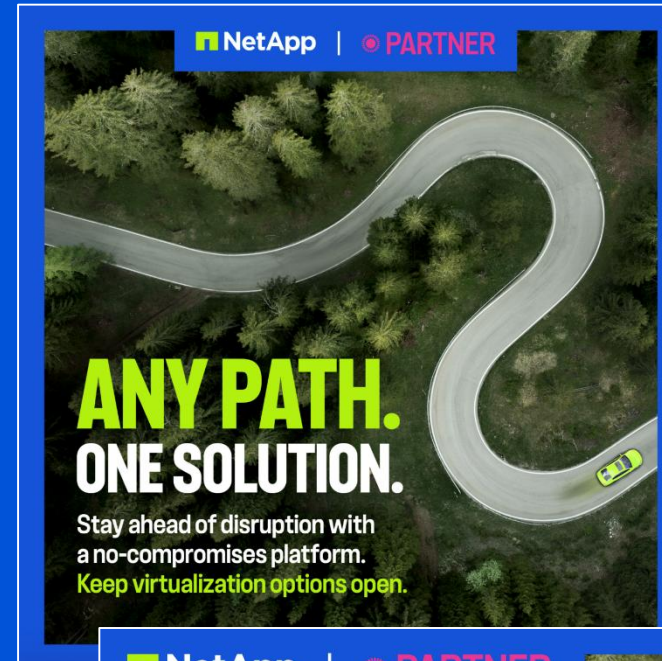
Social media

Virtualization Alternatives Partner Campaign

- **Social banners:** 2 x 3 sizes (1200x628, 628x1200, 1080x1080) JPG & PSD formats
- **LinkedIn InMail:** x 2



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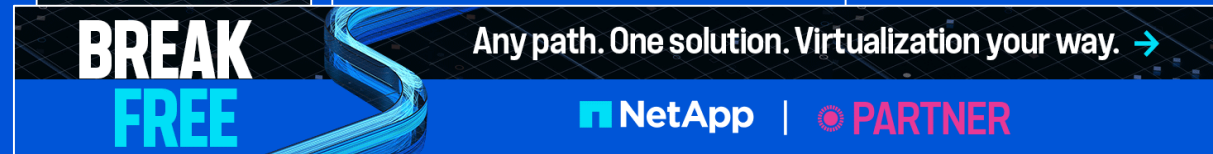
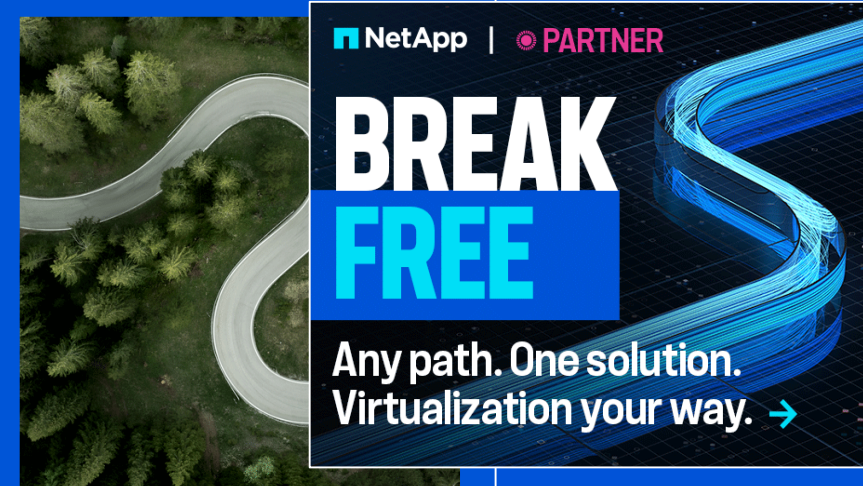
Web banners

Virtualization Alternatives Partner Campaign

- **Web banners:** 2 x 4 sizes (300x600, 300x250, 160x600, 728x90) JPG& PSD formats



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Partner enablement

Virtualization Alternatives Partner Campaign

- Partner Playbook: PDF
- Battlecard: PDF & AI
- Conversation guide: Docx & PDF



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NetApp

VIRTUALIZATION ALTERNATIVES

Partner Playbook

WHAT DO CUSTOMERS NEED TO KNOW?

WHAT ARE THE CUSTOMER BENEFITS?

- Maximized agility**
Whichever path forward you choose, NetApp gives you a consistent storage experience for VMs, containers, or cloud-native solutions—along with being AI-ready when you are.
- Unmatched security, built-in**
NetApp is certified with the strictest security standards — including being the first and only enterprise storage vendor on the NSA's Commercial Solutions for Classified Components List — making it the most trusted enterprise storage validated for top-secret data. Aligned to NIST principles, NetApp solutions give you enhanced ability to identify, protect, detect, respond, and recover from data risks, including automated ransomware protection and recovery.
- Reduced TCO**
Reduce costs by offloading data management to NetApp ONTAP, allowing server resources to focus on the application stack and reducing licensing costs.

100% Availability guaranteed**

4:1 Flash storage efficiency for customers using SAN protocols**

25-50% TCO savings*

*Up to 50% lower cost than the competition
**Terms and conditions apply

TABLE OF CONTENTS

NetApp

CONVERSATION GUIDE

Virtualization Alternatives

NetApp

NETAPP VIRTUALIZATION PARTNER BATTLECARD

Get the lowest TCO and the most secure storage on the planet for any virtualization path

CUSTOMER CONTEXT

Customer challenges

- Minimizing significant business disruptions from technology changes
- Managing complex security and compliance requirements
- Maintaining Day 2 operations, including configuration management, performance monitoring, capacity planning, and more
- Reducing costs and simplifying control of virtual estates

Business outcomes

- Future-proof the infrastructure and maximize business flexibility, with one platform that supports any virtualization or modernization path—on-premises to hybrid multi-cloud
- Reduce risk with the most secure storage on the planet, with real-time data protection and response that's built-in and not bolted on.
- Reduce TCO by 25% to 50* by optimizing the virtual estate and offloading data management to NetApp® ONTAP™.

Thor Motor Coach

- 30% cost reduction on infrastructure
- 45% cost reduction on networking
- 100% reliability

Read the case study →

Any path. One solution.

For IT leaders rethinking virtualization in the wake of VMware licensing and packaging changes, it's challenging to find alternatives that balance performance, pricing, business disruption, and long-term flexibility. Whether you need to keep workloads where they are, migrate to another hypervisor, transition to cloud-native, modernize with containers, NetApp and our partners give you with choice—without compromise.

- **Future-proof the infrastructure:** A modern, intelligent data infrastructure approach powers your critical applications from on-premises to hybrid multi-cloud—today and as your needs evolve.
- **Protect with enterprise-grade security, built-in:** Get validated built-in security and automated response with the only enterprise storage validated for top-secret data*, with a Ransomware Recovery Guarantee and 100% availability guaranteed**.
- **Reduce TCO:** Spend only what you need by offloading data management to the world's leading data management platform.

Outsmart disruption with the no-compromises platform that keeps all your virtualization options open.

Positioning

Only NetApp offloads and optimizes virtual compute using comprehensive data management automation, efficiency, data protection, and security for file, block, and object: any hypervisor, any cloud, any containers.

aws Microsoft Azure Google Cloud

SAN OPTIMIZED | UNIFIED AND NAS OPTIMIZED

BLOCK FLASH	PERFORMANCE FLASH	CAPACITY FLASH	HYBRID FLASH	
NetApp ASA A-Series Ideal for Tier 0 Mission-critical, performance intensive, and mixed workloads	NetApp ASA C-Series Ideal for Tier 1 Capacity Flash and General purpose workloads	NetApp AFF A-Series Ideal for Tier 1 Unified (file, block, object). Ideal for best performance and Tier 1 workloads	NetApp AFF C-Series Unified (file, block, object). Ideal for best price/performance	NetApp AFF C-Series Unified (file, block, object). Ideal for lowest cost and secondary use cases

*Up to 50% lower cost than the competition
**Terms and conditions apply

High-value campaign assets

Virtualization Alternatives Partner Campaign

- Infographic: PDF & AI

Additional resources

- [Why NetApp for VMware infographic](#)
- [VMware Cloud Foundation capabilities](#)
- [Why NetApp for Red Hat Open Shift Technical Buyer's Guide](#)
- [Unified Infrastructure for Containers and Virtualization](#)



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BREAK FREE

Any virtualization path. One solution.

Keep all your virtualization options open with an intelligent data infrastructure approach.

WHICH WAY TO GO?

Many I&O teams are evolving their virtualization strategy to strike a new balance between security, performance, and cost.

The increasingly multi-vendor virtualization landscape

40% 50% 90%

E-BOOK

UNIFIED INFRASTRUCTURE FOR CONTAINERS AND VIRTUALIZATION

TACTICAL BUYERS GUIDE

NetApp | Red Hat

WHY NETAPP FOR RED HAT OPENSIFT

THE PROBLEM

Companies worldwide are under pressure to develop new and innovative applications that

THE SOLUTION

INTELLIGENT DATA INFRASTRUCTURE FOR VMWARE BY BROADCOM

Flexible, scalable, secure, and ready for the future

Optimize TCO by 25-50% to maximize investments

WHY NETAPP FOR VMWARE BY BROADCOM

1 **A unified experience, anywhere**

No other external data infrastructure provider can support any subscription, in any location—on premises and in the cloud with Azure VMware Solution, VMware Cloud on AWS, and Google Cloud VMware Engine. All offer a consistent operating experience for NFS, unified storage, SAN, or first-party cloud services with NetApp® ONTAP® software.

PERSONAS

Target the following personas with
your campaign

Enterprise target personas

- Executive (Technical)
- Director
- Systems Administrator
- IT Operations
- Architect

Executive (Technical)

Titles: CTO, CIO, Product Executive, SVP/EVP/VP/Dir. of Product Management

“I’m on the hook for delivering products that make us money. I have to balance my time between customers, product strategy, and building a strong engineering team.”

Mission: Lead the development of technology solutions for external customers, vendors, and other clients to drive business growth.

Core responsibilities:

- Deliver on technological capabilities and best practices to grow the business
- Provide internal teams with the right tools and technologies to develop better products for our customers
- Communicate vision and execution with technical and business audiences
- Direct the technology and information strategy
- Lead the technology and/or product roadmap(s) and the engineering or product group
- Negotiate contracts and licenses

What matters most:

- Proof that our organization can adapt to whatever comes next
- Leadership in digital transformation for competitive differentiation
- Cloud and on-prem capabilities so they can scale as the business requires

The technical leader (stakeholder)

BUSINESS PRIORITY

HOW THEY TALK ABOUT IT

(Example need/use cases, adapt by solution)

Deliver continuous value to the business by designing, developing, deploying products

- *I need app and data mobility from edge to core to cloud to speed time to delivery.*
- *I need to remove all the obstacles to developer productivity so I can deliver value predictably.*

Innovate to drive top-line growth, using new and emerging technologies

- *I need to bring new services to market faster.*
- *I need to deliver more personalized customer experience so we can win in the market.*

Optimize people, processes, performance to ensure maximum return on investment and maximum availability

- *I need IT to run smarter, faster, safer, and with fewer pants-on-fire moments.*
- *I need all the scale of cloud but I need to rein in the cost.*

Ensure resilience and adaptability to whatever comes next

- *I need to strengthen our security posture, and orchestrate the response and recovery, without degrading performance.*
- *I need to recover fast from unplanned events and know that I can get our apps and our data all back up and running in minutes.*

Director

Titles: Director of IT Operations, Director of platform, VP of Operations, VP of Infrastructure, LOB, SRE

“Balancing modernization with maintenance, internal with external customer needs, new app rollouts, keeping my team current—it’s exhausting, but I love to be in the critical path.”

Mission: Oversee all technology teams to develop and implement new solutions that will deliver long-term value to the business.

Core responsibilities:

- Choose technologies that deliver business outcomes
- Service performance, availability, reliability, and disaster recovery measures
- Assess risks associated with technology-related investments
- Lead migration of existing infrastructure services from data centers to cloud
- Develop business case justifications and cost/benefit analyst for infrastructure spending
- Constantly innovate technology platforms for digital transformation
- Transition from a cost center to profit center

What matters most:

- Balancing modernization with maintenance of legacy systems to ensure our investments are wise, they are constantly in catch-up mode
- Reduce footprint and expand cloud capabilities for new business opportunities, without over-spending – TCO/ROI is important
- Keep pace with technology and provide business-orientated data services

The director / leader (stakeholder)

BUSINESS PRIORITY

HOW THEY TALK ABOUT IT

(Example need/use cases, adapt by solution)

Deliver continuous value to the business by designing, developing, deploying products

- *I need to make sure the infrastructure is always available, always secure, always easy to manage and use.*
- *I need to make our apps and data available to business users and customers, wherever they need it to be.*

Innovate to drive top-line growth, using new and emerging technologies

- *I need to find ways to help IT transition to being a profit center, not a cost center.*
- *I need to know that we can easily implement new technologies without incurring too much debt or integration headaches.*

Optimize people, processes, performance to ensure maximum return on investment and maximum availability

- *I need to balance risk/benefit and ensure we’re getting the best use of our investments.*
- *I need all the scale and flexibility of cloud but with less complexity and cost.*

Ensure resilience and adaptability to whatever comes next

- *I need to deliver on support and services that keep the lights on and business humming.*
- *I need to ensure that our data is protected, secure, and in compliance, and reassure the business that we’re not risking data loss.*

Systems Administrator

Titles: SRE, Storage Engineer, Storage Admin, VM Admin, Infrastructure Engineer, platform Engineer, Private Cloud Engineer, IT Ops Engineer, Cloud Ops Engineer

“I am the heartbeat of our IT systems, keeping everything running at peak performance.”

Mission: Manage, monitor, and maintain the on-prem and cloud IT infrastructure for optimal support of the business.

Core responsibilities:

- Manage, monitor, and maintain the IT infrastructure – edge to core to cloud – for optimal support of the business, seeking ways to increase performance and reduce costs
- Quickly resolve issues that disrupt performance and initiate any needed changes to avoid future issues
- Maintain industry best practices for security, disaster recovery, and business continuity
- Manage vendor relationships and interactions
- Provide future planning recommendations

What matters most:

- True hybrid cloud connectivity - Google Cloud, Azure, or AWS
- More secure data, dedicated performance, and guaranteed service levels
- Future planning recommendations and resource development

The systems administrator (data / storage provider)

BUSINESS PRIORITY

HOW THEY TALK ABOUT IT

(Example need/use cases, adapt by solution)

Deliver continuous value to the business by monitoring and managing IT systems

- *I need to simplify and automate systems to ensure availability.*
- *I need to make sure we deliver an excellent customer experience, without disruptions.*

Innovate to create new value, using new and emerging technologies

- *I need to bring the right technologies into our environment to ensure we continue to differentiate and create value fast.*
- *I need new ways to deliver on our mission more efficiently.*

Optimize people, processes, performance to ensure maximum return on investment and maximum availability

- *I need systems to run smarter, faster, safer, so people in the business can do what they're good at.*
- *I need all the scale and flexibility of cloud but with less complexity and cost.*

Ensure resilience and adaptability to whatever comes next

- *I need stability in my systems, so I have confidence in the security, availability, and the performance the business expects.*
- *I need confidence that our systems can scale and adapt as new requirements and new technologies emerge.*

IT Operations

Titles: SREs, Director of platforms, Infrastructure Architect/Engineer/Admin, platform Architect, Data Systems Architect, Storage/Services Admin

“Always looking for the next big problem to solve—my day job feeds my weekend hack ideas.”

Mission: Oversee all cloud technology teams to develop and implement new solutions, reduce and expand cloud capabilities without over-spending, and keep pace with technology that will deliver long-term value to the business.

Core responsibilities:

- Performance oriented focusing on keeping on-premises and hybrid cloud environments run efficiently.
- Modernize the tools, the infrastructure (both hardware and software) future-ready infrastructure.
- Manage the deployment, configuration, maintenance of on-premises infrastructure to ensure they are always on.
- Lead technology initiatives such as balance loading, data management, and primary storage optimization.
- Ensure performance, reliability, and disaster recovery measures.
- Assess risks associated with technology-related investments.

What matters most:

- Defining, integrating, and managing complex infrastructure solutions.
- Identifying key strategic vendors for the next technology innovations that will make the company the leader in their industry.

The director / leader (stakeholder)

BUSINESS PRIORITY

HOW THEY TALK ABOUT IT

(Example need/use cases, adapt by solution)

Deliver continuous value to the business by designing, developing, deploying products

- *I need to provide an easier digital transformation that comes with a stronger data fabric.*
- *I need to accelerate cloud migrations, while reducing migration related costs and repatriation related risks.*

Innovate to drive top-line growth, using new and emerging technologies

- *I need to modernize infrastructure to keep it on track with technology to future-proof our data landscape..*
- *I need to improve flexibility to respond changing business demands with cloud-like services on-premises and in any cloud.*

Optimize people, processes, performance to ensure maximum return on investment and maximum availability

- *I need to optimize performance and scalability without compromising management simplicity.*
- *I need to automate where possible and still meet skillset gaps to accomplish cloud migration goals.*

Ensure resilience and adaptability to whatever comes next

- *I need to ensure that we are able to detect any issues from internal, cyber, ransomware early to prevent being compromised.*
- *I need to deliver consistent storage performance and availability that is built-in, not bolted on.*

Architect

Titles: IT Architect, Cloud Architect, platform Architect, Infrastructure Architect, Private Cloud Architect, Hybrid Cloud Architect, Data Systems Architect

“Every day presents a new set of challenges and opportunities to do things even better.”

Mission: Design and implement information systems to support the enterprise infrastructure of an organization.

Core responsibilities:

- Communicate and collaborate across teams to understand and define requirements for updating existing systems and building new systems
- Maintain a solid understanding of existing and new technologies and how they can be used to provide savings and create new value
- Project manage the design and implementation and integration of systems
- Troubleshoot systems issues

What matters most:

- Adoption of best practices, industry trends and technologies when appropriate
- Implementation of the right cloud strategy
- Ensuring solution meets or exceeds performance and stability requirements
- End user computing and productivity

The architect (data storage / provider)

BUSINESS PRIORITY

HOW THEY TALK ABOUT IT

(Example need/use cases, adapt by solution)

Deliver continuous value to the business by designing, developing, deploying products

- *I need to design and develop efficient CI/CD pipelines.*
- *I need to make sure we deliver an excellent customer experience, without disruptions.*

Innovate to create new value, using new and emerging technologies

- *I need to bring the right technologies into our environment to ensure we continue to differentiate and deliver value fast.*
- *I need new ways to deliver on our mission more efficiently.*

Optimize people, processes, performance to ensure maximum return on investment and maximum availability

- *I need systems to run smarter, faster, safer, so people in the business can do what they're good at.*
- *I need all the scale and flexibility of cloud but with less complexity and cost.*

Ensure resilience and adaptability to whatever comes next

- *I need stability in my systems, so I have confidence in the security, availability, and the performance the business expects.*
- *I need confidence that our systems can scale and adapt as new requirements and new technologies emerge.*

Commercial personas

Highlights of their unique differences from enterprise personas

- Target customers who are seeking a simple, modern, cloud-ready, and cost-effective storage solution
- The business leader will let the technology leader guide the conversation, but they will be looking for the business outcomes our solutions will bring
- They will look for an entry-level product that they can "invest" in and expand as they gain trust in our relationship and ROI is proven
- Brand recognition is important, they expect to grow their business to enterprise-level, so working with NetApp is desired. We need relevant messaging that demonstrates our understanding of how they adopt & invest in technologies

Business Leader

Titles: CEO, COO, CMO, Practice Owner/Director/Leader, General Manager

Mission: Set and execute on the business strategy to deliver value to shareholders and stakeholders.

Core responsibilities:

- Ensure company goals are met and enhance shareholder value
- Create, communicate, and implement the vision, mission, and strategic direction of the company to all stakeholders
- Act as public face of the company with external stakeholders
- Ultimate decision maker
- Observe and influence the desired company culture

What matters most:

- I need to strengthen our security posture, and orchestrate the response and recovery, without degrading performance.
- I need to prevent and recover fast from unplanned events and know that I can get our apps and our data all back up and running in minutes.

Technology Leader

Titles: Director of IT Operations, Director of Platform, VP of Operations, VP of Infrastructure, LOB, Applications Leader

Mission: Oversee all technology strategy and investments that will deliver long-term value to the business.

Core responsibilities:

- Manage infrastructure spending and develop business case argument for investments
- Lead technology initiatives such as cloud migrations
- Assess risks associated with technology-related investments
- Deliver on technological capabilities and best practices to grow the business
- Communicate vision and execution with business leaders
- Negotiate contracts and licenses

What matters most:

- Balance growth and modernization with maintenance of legacy systems to ensure our investments are wise.
- I need to recover fast from unplanned events and know that I can get our apps and our data all back up and running in minutes.
- I need to deliver on support and services that keep the lights on and business humming.
- I need to ensure that our data is protected, secure and in compliance, and reassure the business that we're not risking data loss.

LAUNCH YOUR CAMPAIGN TODAY

Contact your local Marketing Manager now.

THANK YOU

