

PARTNER INCENTIVES & INVESTMENTS PLAYBOOK

FY26

Effective 26 April 2025

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Playbook purpose & objectives

Why a playbook?



Our Partner Incentives and Investments Playbook is designed to be an enablement tool.

An all-in-one handbook, it summarizes information that can also be found in our program guides.

What are the key objectives?



- Enable our Incentives and Investments levers
- Outline eligibility, rates, and deal requirements for each incentive lever
- Serve as a quick reference guide to our Partner community

Share your feedback

Send feedback or suggestions on the playbook to michelle.lagunte@netapp.com

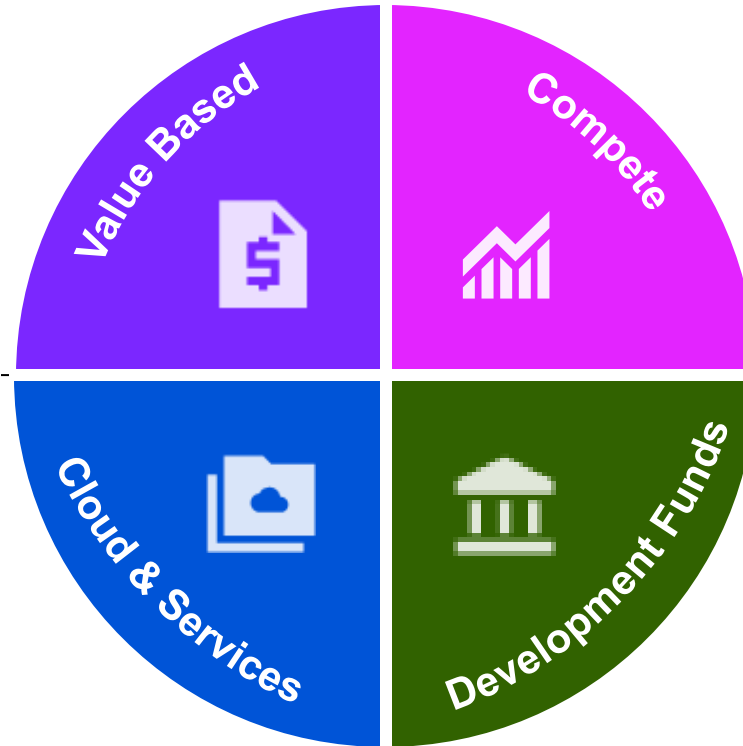
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FY26 Incentives and Investments – The 4 Levers

Ensures predictable investments for NetApp's Partner Sphere community



Focuses on acquiring new logos & capturing hybrid cloud business

Accelerates adoption of NetApp's leading-edge storage capabilities

Fosters co-investment with Partners while driving demand for NetApp products & services

FY26 Portfolio Matrix

PI&I Playbook

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| Incentive | Component | Eligible Solutions | Partner Eligibility & Rates | | | Requirements | Max Payout per Deal | Stackable | Paid to/thru |
|-------------------|---|---------------------------------|------------------------------------|-----------|----------|------------------------------|----------------------|----------------|-----------------------|
| | | | Prestige | Preferred | Approved | | | | |
| Value-Based | Base Incentive | All Hybrid Cloud | 0.5% | - | - | Deal Reg | US\$25K | ✓ | Partners |
| | Focus Solution | ASA | Up to 10% ¹ | | | Deal Reg | US\$100K | ✓ | Partners |
| | | AFF | 1.5% | 1.0% | - | | US\$15K | | |
| | FlexPod® on Flash Incentive | FlexPod | Up to 5% ² | | | Deal Reg, Nomination | US\$50K | ✓ | Partners |
| Compete | Race2NetApp | ASA & AFF | 10% | 8% | 6% | Deal Reg, Nomination, LID | US\$100K | ✓ | Partners |
| | Race2NetApp ASA Multiplier ³ | ASA | 30% | 24% | 18% | | US\$300K | ✓ | Partners |
| | Race2NetApp SPIF (AMER only) | ASA & AFF | 4% | 4% | 4% | Deal Reg | US\$20K | ✓ | Partners Seller |
| | USPS Target Account Incentive | All Hybrid Cloud | 7% | 5% | - | Deal Reg, Nomination | US\$150K | ✓ ⁴ | Partners |
| Development Funds | MDF | Hybrid Cloud, Cloud, & Services | Reimbursement | | - | Proposal Based | - | N/A | Partners/Distributors |
| | IHC | Hybrid Cloud, Cloud, & Services | Contractual Rate | | - | Valid Contract (Invite Only) | - | N/A | Partners/Distributors |
| Cloud & Services | Services+ 1P Reg | Cloud Native (1P) | US\$1K | | | Incentive Reg | US\$1K | Services+ | Partners |
| | Services+ Assessment | Cloud Native (1P) | US\$2K, US\$2.5K, US\$3.5K, US\$5K | | | Incentive Reg/ Submission | US\$5K | Services+ | Partners |
| | Services+ Migration | Cloud Native (1P) | US\$5K, US\$7.5K, US\$10K, US\$20K | | | Incentive Reg/ Submission | US\$20K | Services+ | Partners |
| | Marketplace | 3P Cloud | 25% | | | Incentive Reg | US\$100K per Quarter | N/A | Partners |
| | Keystone (Sell-With/To/Thru) | Keystone | 5%-10% | | - | Incentive or Deal Reg | US\$100K per Quarter | N/A | Partners |

(1) Partner receives a core rate of 5%. Partners can earn an additional 2% with Solution Competency and an additional 3% with Services Certification. With both competency and certification, Partner can earn up to 10%.

(2) Partner must have solution competency to earn 5%. Partner receives 1% without.

(3) Only applies to ASA deals associated Dell or HPE take-outs. Other ASA deal paid out at normal rates: 10%/8%/6%

(4) Stackability is subject to the maximum incentive cap per deal.

Value Based Incentives (VBI)—Reseller

Ensures predictable investments for NetApp’s Partner Sphere community

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| Incentive | Partner eligibility | Eligible solutions | Deal eligibility I = Action Required | Rebate payout & caps ¹ | | |
|------------------------------------|---------------------------------|--|---|--|-------|---------------|
| Base Incentive | Prestige | <ul style="list-style-type: none"> All Hybrid Cloud | <ul style="list-style-type: none"> ! Approved Deal registration Reseller or Service Provider Opportunity Non-renewal transactions | <ul style="list-style-type: none"> Rebate payout (0.5%) Max payout per Deal per Earning Period (\$25,000 USD) | | |
| Focus Solution ASA | Prestige, Preferred, & Approved | <ul style="list-style-type: none"> ASA A-Series (High-Performance SAN Flash) ASA C-Series (Capacity SAN Flash) | <ul style="list-style-type: none"> ! Approved Deal registration Reseller or Service Provider Opportunity Non-renewal transactions | Rebate Payout & Max Payout for ASA² | | |
| | | | | Partner Capabilities | Rates | Max Payout |
| | | | | Core Rate (All Partners) | 5% | \$100,000 USD |
| | | | | Partner with Solution Competency | +2% | |
| Partner with Service Certification | +3% | | | | | |
| Focus Solution AFF | Prestige & Preferred | <ul style="list-style-type: none"> AFF A20 AFF A30 AFF A50 AFF A70 AFF A90 AFF A1K AFF C30 AFF C60 AFF C80 | <ul style="list-style-type: none"> ! Approved Deal registration Reseller or Service Provider Opportunity Non-renewal transactions | Rebate Payout & Max Payout for AFF | | |
| | | | | Partner Tier Status | Rates | Max Payout |
| | | | | Prestige | 1.5% | \$15,000 USD |
| | | | | Preferred | 1.0% | \$10,000 USD |
| FlexPod on Flash Incentive | Prestige, Preferred, & Approved | <ul style="list-style-type: none"> AFF A-Series (High Performance Flash) AFF C-Series (Capacity Flash) ASA A-Series (High-Performance SAN Flash) ASA C-Series (Capacity SAN Flash) EF- Series | <ul style="list-style-type: none"> ! Approved Deal registration ! FlexPod opportunity Approval Reseller Opportunity only Non-renewal transactions | <ul style="list-style-type: none"> Rebate payout: <ul style="list-style-type: none"> - (1%) for partner without solution competency - (5%) for partner with either solution competency Max payout per Deal per Earning Period (\$50,000 USD) | | |



Program guide links – [Base Incentive](#), [Focus Solution](#), [FlexPod on Flash](#)



¹ Amounts applied in USD (or currency equivalents)
² Partner receives a core rate of 5%. Partners can earn an additional 2% with Solution Competency and an additional 3% with Services Certification. With both competency and certification, Partner can earn up to 10%.

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Compete Incentives

Focuses on acquiring new logos & new workloads

| Incentive | Partner eligibility | Eligible solutions | Deal eligibility I = Action Required | Rebate payout & caps ¹ | | | | | | | | | | | | | | | |
|--|--|--|--|---|----------------------------|--|--|---------------------|-------|------------|----------|-----|---------------|-----------|-----|---------------|----------|-----|---------------|
| Race2NetApp | Prestige, Preferred & Approved | <ul style="list-style-type: none"> • AFF A-Series (High-Performance Flash) • AFF C-Series (Capacity Flash) • ASA A-Series (High-Performance SAN Flash) • ASA C-Series (Capacity SAN Flash) | <ul style="list-style-type: none"> ! Approved Deal registration & Promotion nomination in Partner Hub ! Signed Letter of Intent to Decommission (LID) • Reseller Opportunity only • Non-renewal transactions | <table border="1"> <thead> <tr> <th colspan="3">Rebate Payout & Max Payout</th> </tr> <tr> <th>Partner Tier Status</th> <th>Rates</th> <th>Max Payout</th> </tr> </thead> <tbody> <tr> <td>Prestige</td> <td>10%</td> <td>\$100,000 USD</td> </tr> <tr> <td>Preferred</td> <td>8%</td> <td>\$80,000 USD</td> </tr> <tr> <td>Approved</td> <td>6%</td> <td>\$60,000 USD</td> </tr> </tbody> </table> | Rebate Payout & Max Payout | | | Partner Tier Status | Rates | Max Payout | Prestige | 10% | \$100,000 USD | Preferred | 8% | \$80,000 USD | Approved | 6% | \$60,000 USD |
| Rebate Payout & Max Payout | | | | | | | | | | | | | | | | | | | |
| Partner Tier Status | Rates | Max Payout | | | | | | | | | | | | | | | | | |
| Prestige | 10% | \$100,000 USD | | | | | | | | | | | | | | | | | |
| Preferred | 8% | \$80,000 USD | | | | | | | | | | | | | | | | | |
| Approved | 6% | \$60,000 USD | | | | | | | | | | | | | | | | | |
| Race2NetApp ASA Multiplier | Prestige, Preferred & Approved | <ul style="list-style-type: none"> • ASA A-Series (High-Performance SAN Flash) • ASA C-Series (Capacity SAN Flash) | <ul style="list-style-type: none"> ! Approved Deal registration & Promotion nomination in Partner Hub ! Signed Letter of Intent to Decommission (LID) • Deal must have Dell or HPE displacement • Reseller Opportunity only • Non-renewal transactions | <table border="1"> <thead> <tr> <th colspan="3">Rebate Payout & Max Payout</th> </tr> <tr> <th>Partner Tier Status</th> <th>Rates</th> <th>Max Payout</th> </tr> </thead> <tbody> <tr> <td>Prestige</td> <td>30%</td> <td>\$300,000 USD</td> </tr> <tr> <td>Preferred</td> <td>24%</td> <td>\$240,000 USD</td> </tr> <tr> <td>Approved</td> <td>18%</td> <td>\$180,000 USD</td> </tr> </tbody> </table> | Rebate Payout & Max Payout | | | Partner Tier Status | Rates | Max Payout | Prestige | 30% | \$300,000 USD | Preferred | 24% | \$240,000 USD | Approved | 18% | \$180,000 USD |
| Rebate Payout & Max Payout | | | | | | | | | | | | | | | | | | | |
| Partner Tier Status | Rates | Max Payout | | | | | | | | | | | | | | | | | |
| Prestige | 30% | \$300,000 USD | | | | | | | | | | | | | | | | | |
| Preferred | 24% | \$240,000 USD | | | | | | | | | | | | | | | | | |
| Approved | 18% | \$180,000 USD | | | | | | | | | | | | | | | | | |
| Race2NetApp SPIF (AMER Only) | Prestige, Preferred & Approved | <ul style="list-style-type: none"> • AFF A-Series (High-Performance Flash) • AFF C-Series (Capacity Flash) • ASA A-Series (High-Performance SAN Flash) • ASA C-Series (Capacity SAN Flash) | <ul style="list-style-type: none"> ! Approved Deal registration & Promotion nomination in Partner Hub ! Signed Letter of Intent to Decommission (LID) ! Completed SPIF Opt-in Form • Reseller Opportunity only • Non-renewal transactions | <ul style="list-style-type: none"> • SPIF payout (4%) or (2%) per SR/SE • Max payout (\$20,000 USD) or (\$10,000 USD) per SR/SE | | | | | | | | | | | | | | | |
| USPS Target Account Incentive | Prestige and Preferred with a FED/SLED Appointment Letter or signed USPS Agreement | <ul style="list-style-type: none"> • All Hybrid Cloud | <ul style="list-style-type: none"> ! Deal must be from a customer on the appropriate NetApp Target Account list ! Approved Deal registration & Promotion nomination in Partner Hub • Reseller Opportunity only • Non-renewal transactions • Minimum Deal size (\$25,000 USD) | <ul style="list-style-type: none"> • Prestige rebate payout (7%) • Preferred rebate payout (5%) • Max payout per Deal per Earning Period (\$150,000 USD) | | | | | | | | | | | | | | | |



Program guide links – [Race2NetApp](#), [Race2NetApp SPIF](#), [USPS Target Account Incentive](#)

PI&I Playbook

- i. Strategy
- ii. Incentive Levers
 - a. Value Based
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 - c. Development Funds**
 - d. Cloud & Services
- iii. Resources

Development Funds

Fosters co-investment with Partners while driving demand for NetApp products & services

| Program | Participation | Partner eligibility | Eligible activities |
|---------------------------------------|----------------|-----------------------|--|
| Market Development Funds (MDF) | Plan-based | Prestige or Preferred | <ul style="list-style-type: none">• Account planning• Advertising and branding• Branded merchandise• Collateral and sales tools• Customer Call Out or Blitz Day• Customer events (face-to-face events)• Customer webcasts and webinars• Demonstration Equipment• Digital marketing• Direct mail• Internal Partner event sponsorship• Partner recruitment (Distributor only)• Partner training and enablement• Sales incentives (Distributor, Prestige, and OEM only)• Solution development and testing (GSP and OEM only)• Telemarketing• Trade shows and event sponsorships |
| Incentive Headcount (IHC) | Proposal-based | Prestige or Preferred | Sales or technical professionals who focus exclusively on driving incremental growth of the Partner's NetApp business |



Program guide links – [Global MDF](#), [Global IHC](#)

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Development Funds

Fosters co-investment with Partners while driving demand for NetApp products & services

Demand Generation



- Customer Call Out or Blitz Day
- Customer events (face-to-face events)
- Customer webcasts and webinars
- Digital marketing
- Direct mail
- Sales Incentives (Distributor, Prestige, and OEM only)
- Telemarketing
- Trade shows and event sponsorships

Enablement



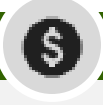
- Account planning
- Demonstration Equipment
- Internal Partner event sponsorship
- Partner training and enablement
- Partner development and/or recruitment (Distributor only)
- Solution development and testing (GSP and OEM only)

Awareness



- Advertising and branding
- Branded merchandise
- Collateral and sales tools

Funded Professionals (IHC)



- Sales, or Technical professional who focuses exclusively on driving incremental growth of the partner's NetApp® business; participation is proposal-based

Cloud & Services Incentives - Cloud

Accelerates adoption of NetApp's leading-edge storage capabilities

PI&I Playbook

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iii. Resources

| Program | Partner eligibility | Deal eligibility | Rebate payout & caps* | | | | | | | | | | |
|-----------------------------|--|---|--|--------------------|--------|-----------------------|-----------|-------------------------|-----------|-------------------------|------------|-----------------------|------------|
| Services+ 1P Reg | <ul style="list-style-type: none"> • Preferred, Prestige, and Approved Partners • Azure, AWS or GCP Authorized Partner | <ul style="list-style-type: none"> • Opportunity is for a new workload or project with estimated Annual Revenue of US\$25,000 or greater. • Opportunity must be registered via Incentive Registration on Partner Hub. • The NetApp submission must include: Customer details, Workload type and HS Cloud Native Solution, and Estimated Annual Revenue pipeline amount. • The submitted opportunity must be approved by NetApp. • There is a limit of one Incentive payment per project via Incentive Registration. | <ul style="list-style-type: none"> • US\$1,000 per approved registration • Maximum payout per Deal (US\$1000 or currency equivalent) | | | | | | | | | | |
| Services+ Assessment | <ul style="list-style-type: none"> • Preferred, Prestige, and Approved Partners | <ul style="list-style-type: none"> • Minimum opportunity size Annual Revenue of US\$25,000 or greater. • Partner must have an approved NetApp Incentive Registration as part of the Registration Fee Incentive. • The assessment be sent to ServicesPlus@netapp.com including the NetApp Incentive Registration ID number. • A copy of the assessment must be sent to NetApp in XLS, PDF or PPT format that validates the hyperscaler led assessment or DII assessment along with report with proof outlining: <ul style="list-style-type: none"> • We (partner) looked at and evaluated customer workload • Estimated opportunity size – Annual Revenue • We made a 1P Hyperscaler product recommendation for this project | <table border="1"> <thead> <tr> <th>Opp size</th> <th>Payout</th> </tr> </thead> <tbody> <tr> <td>US\$25,000 - \$99,999</td> <td>US\$2,000</td> </tr> <tr> <td>US\$100,000 - \$249,999</td> <td>US\$2,500</td> </tr> <tr> <td>US\$250,000 - \$499,999</td> <td>US\$3,500</td> </tr> <tr> <td>US\$500,000 and above</td> <td>US\$5,000</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Rebate calculation based on opportunity size • Maximum payout per Deal (US\$5,000 or currency equivalent). | Opp size | Payout | US\$25,000 - \$99,999 | US\$2,000 | US\$100,000 - \$249,999 | US\$2,500 | US\$250,000 - \$499,999 | US\$3,500 | US\$500,000 and above | US\$5,000 |
| Opp size | Payout | | | | | | | | | | | | |
| US\$25,000 - \$99,999 | US\$2,000 | | | | | | | | | | | | |
| US\$100,000 - \$249,999 | US\$2,500 | | | | | | | | | | | | |
| US\$250,000 - \$499,999 | US\$3,500 | | | | | | | | | | | | |
| US\$500,000 and above | US\$5,000 | | | | | | | | | | | | |
| Services+ Migration | <ul style="list-style-type: none"> • Preferred, Prestige, and Approved Partners | <ul style="list-style-type: none"> • Partner must have an approved NetApp Incentive registration as part of the Registration Fee Incentive, prior to being eligible for the Migration Incentive. • Partner must confirm migration is complete by notifying ServicesPlus@netapp.com including the NetApp Incentive Registration id number and Hyperscaler Billing or Subscription Id(s). • Partner ensures the Hyperscaler Billing or Subscription Id(s) are added to the original Incentive Registration in NetApp Partner Hub • After the migration is completed, the final Annualized Revenue of actual consumption will be verified for a one-time payment. • The Opportunity size is the sum of the daily consumption provided by the Hyperscaler, annualized. | <table border="1"> <thead> <tr> <th>Annualized Revenue</th> <th>Payout</th> </tr> </thead> <tbody> <tr> <td>US\$25,000 - \$99,999</td> <td>US\$5,000</td> </tr> <tr> <td>US\$100,000 - \$249,999</td> <td>US\$7,500</td> </tr> <tr> <td>US\$250,000 - \$499,999</td> <td>US\$10,000</td> </tr> <tr> <td>US\$500,000 and above</td> <td>US\$20,000</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Based on Annualized Revenue of actual consumption • Maximum payout per Deal (US\$20,000) | Annualized Revenue | Payout | US\$25,000 - \$99,999 | US\$5,000 | US\$100,000 - \$249,999 | US\$7,500 | US\$250,000 - \$499,999 | US\$10,000 | US\$500,000 and above | US\$20,000 |
| Annualized Revenue | Payout | | | | | | | | | | | | |
| US\$25,000 - \$99,999 | US\$5,000 | | | | | | | | | | | | |
| US\$100,000 - \$249,999 | US\$7,500 | | | | | | | | | | | | |
| US\$250,000 - \$499,999 | US\$10,000 | | | | | | | | | | | | |
| US\$500,000 and above | US\$20,000 | | | | | | | | | | | | |



Program guide links – [Services+ Cloud Native Incentives](#)

Cloud & Services Incentives - Cloud

Accelerates adoption of NetApp's leading-edge storage capabilities

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| Program | Partner eligibility | Deal eligibility | Rebate payout & caps* |
|--------------------|--|---|---|
| Marketplace | <ul style="list-style-type: none"> • Preferred, Prestige, and Approved Partners | <ul style="list-style-type: none"> • <u>Incentive Registration</u> required to be submitted in Partner Hub prior to deal closing and initial consumption. <ul style="list-style-type: none"> – The accurate Google Billing id or Azure Subscription ID is required to be added to the Incentive Registration. – Consumption will be eligible from the quarter the Google Billing ID or Azure Subscription ID is added to the Incentive registration – The eligible cloud solution must be Included in the registration. – In the case there are multiple products on the same id the additional products must also be added to this incentive registration or a new registration created. • Customer transacts the deal in the hyperscaler marketplace influenced, but not transacted by the registering Partner • USPS eligible. • A Hyperscaler ID with no consumption for 3 consecutive NetApp fiscal quarters no longer qualifies for the Marketplace Incentive. Partners must register a new Deal in Partner Hub if consumption resumes. • If a new project or workload is added to an existing Hyperscaler ID. Partners must register a new Deal in Partner Hub. • Renewals are not eligible for this incentive. | <ul style="list-style-type: none"> • 25% backend rebate on: Customer direct paygo and prepaid - Paid on actual revenue throughout the NetApp Fiscal quarter • Max payout per Hyperscaler ID per quarter (US\$100,000 or currency equivalent) • Payment continues for a maximum of 1 year per Hyperscaler ID per Incentive Registration. |



Program guide links – [Marketplace](#)

Cloud & Services Incentives - Service

Accelerates adoption of NetApp's leading-edge storage capabilities

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| Program | Partner eligibility | Deal eligibility | Rebate payout & caps* |
|-----------------------------------|--|--|--|
| Keystone STaaS (Sell-With) | <ul style="list-style-type: none"> • Prestige and Preferred Partners • Partner added as Influencing partner on opportunity | <ul style="list-style-type: none"> • Sell-With motion • Must be invoiced within the Earning Period • Opportunity requires Partner to be added as Partner of influence • Partner must have an approved Incentive Registration. • USPS not eligible • No Minimum Deal size | <ul style="list-style-type: none"> • Rebate payout (5%) • Based on Quarterly Invoiced Bookings • Max payout per Deal per Quarter (US\$100,000 or currency equivalent) • A deal is eligible to receive incentive payments for the term of the deal or up to 5 years |
| Keystone STaaS (Sell-To) | <ul style="list-style-type: none"> • Prestige and Preferred Partners • Lifecycle Services Certified–NetApp Keystone (LSC–Keystone) Partner | <ul style="list-style-type: none"> • Sell-To motion • Must be invoiced within the Earning Period • Partner must be listed as the End Customer in this Opportunity • USPS eligible • Minimum Deal size (US\$25,000 Annual Contract Value (ACV) total) | <ul style="list-style-type: none"> • Rebate payout (10% with USPS Deals capped at 7%) • Based on Quarterly Invoiced Bookings • Max payout per Deal per Quarter (US\$100,000 or currency equivalent) • A deal is eligible to receive incentive payments for the term of the deal or up to 5 years |
| Keystone STaaS (Sell-Thru) | <ul style="list-style-type: none"> • Prestige and Preferred Partners | <ul style="list-style-type: none"> • Sell-Through motion • Partner must be listed as Reseller in this opportunity • Partner must have an approved Deal Registration. • USPS eligible • Minimum Deal size (US\$25,000 Annual Contract Value (ACV) total) | <ul style="list-style-type: none"> • Rebate payout (10% with USPS Deals capped at 7%) • Based on Quarterly Invoiced Bookings • Max payout per Deal per Quarter (US\$100,000 or currency equivalent) • A deal is eligible to receive incentive payments for the term of the deal or up to 5 years |



Program guide links – [Keystone StaaS Incentives](#)

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Resources

Program Guides

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| | Focus Solution Incentive |
| | FlexPod on Flash Incentive |
| Compete | Race2NetApp |
| | Race2NetApp SPIF |
| | USPS Target Account Incentive |
| Development Funds | Global MDF |
| | Incentive Headcount |
| Cloud & Services | Cloud Native Incentives – Services+ |
| | Marketplace |
| | Keystone® STaaS Incentive |

 [Send questions to partner@netapp.com](mailto:partner@netapp.com)



About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry’s best data management. As the only enterprise-grade storage service natively embedded in the world’s biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. www.netapp.com.



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