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Ducati Partners with NetApp to Drive Digital Transformation of Motorcycle Racing in the MotoGP World Championship

NetApp announces the official sponsorship of the Ducati Team in MotoGP, a partnership that enables Ducati to modernize its infrastructure and to boost performance

SUNNYVALE, Calif., March 20, 2018 (GLOBE NEWSWIRE) -- NetApp (NASDAQ:NTAP), empowering its customers to change the world with data, today teams up with Ducati (part of Volkswagen Group) to drive the digital transformation of motorcycle racing as the official sponsor of the Ducati Team in the 2018 MotoGP World Championship, started March 18 at the Losail International Circuit in Qatar, with the massive win obtained by Andrea Dovizioso, NetApp® will help Ducati to accelerate its performance, stability, and reliability, both on and off the track.

 [Ducati Partners with NetApp](#)

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Ever since the dawn of the four-stroke era in 2002 opened the door for Ducati to join the MotoGP World Championship, the Italian manufacturer based in Bologna has worked tirelessly to improve its bikes and racing strategy at every turn. Recognizing that its data was becoming increasingly distributed, dynamic, and diverse, Ducati turned to NetApp. As a result, during the championship races, Ducati Team members will have fast, reliable access to real-time data from anywhere in the world.

"NetApp is a crucial partner for the Ducati Team for digital transformation projects, as data is at the heart of our strategy," said Luigi Dall'Igna, Ducati Corse general manager. "With NetApp, we will be able to unlock the value of our data and make critical decisions based on the big data coming from one of the most advanced IoT systems: a MotoGP bike. Every minute of a race will provide us with new insights into how we can optimize operations and innovate to improve performance."

Ducati will count on the NetApp Data Fabric for the Ducati Team as it participates in 19 races in 15 countries on 5 continents as part of the MotoGP Championship around the globe. Moreover, Ducati will use NetApp technologies to modernize its IT and data protection infrastructure, enhancing data protection and security as well as accelerating GDPR readiness.

"Ducati and NetApp share the same extraordinary passion for innovation," said Henri Richard, executive vice president of worldwide field and customer operations at NetApp. "We look forward to working with Ducati to accelerate their digital transformation, increase their performance, and enhance the security and value of their data."

About NetApp

NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation.

Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation, and optimize their operations. For more information, visit www.netapp.com.
#DataDriven

Ducati Motor Holding S.p.A. - A Sole Shareholder Company - A Company subject to the Management and Coordination activities of AUDI AG

Founded in 1926, since 1946 Ducati has been manufacturing sport-inspired motorcycles characterised by high-performance Desmodromic engines, innovative design and cutting-edge technology. With its factory located in Bologna's Borgo Panigale district, in 2016 Ducati celebrated 90 years since it was founded. The model range covers several market segments with the following families: Diavel, Hypermotard, Monster, Multistrada, SuperSport and Panigale. In 2015 Ducati presented the Ducati Scrambler: a new brand made of bikes, accessories and apparel that provide the last word in creativity and self-expression. These authentic icons representing what the world knows as "Made in Italy", together with an extensive range of associated accessories and technical and lifestyle apparel, are distributed in 90 countries globally. In 2017 Ducati delivered 55,871 bikes to customers, continuing the growth trend of the last eight years. Ducati competes in both the World Superbike and MotoGP World Championships. In Superbike, Ducati has won 17 Manufacturers' titles and 14 Riders' titles. Ducati has been competing in MotoGP since 2003, winning both the Manufacturers' and Riders' titles in 2007

Press Contact:

Madge Miller

NetApp

1 408 419 5263

mg-uspr@netapp.com

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