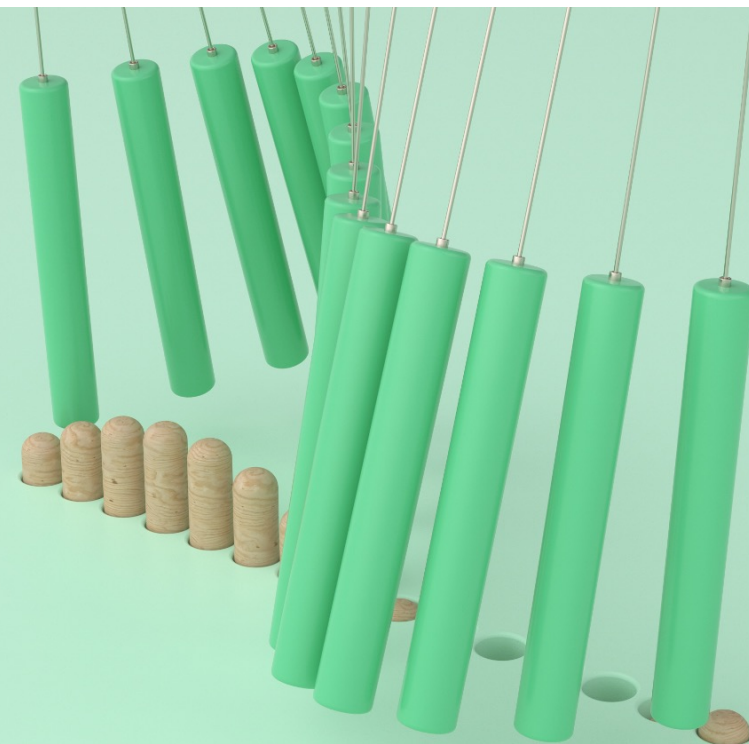


Executing through go to market

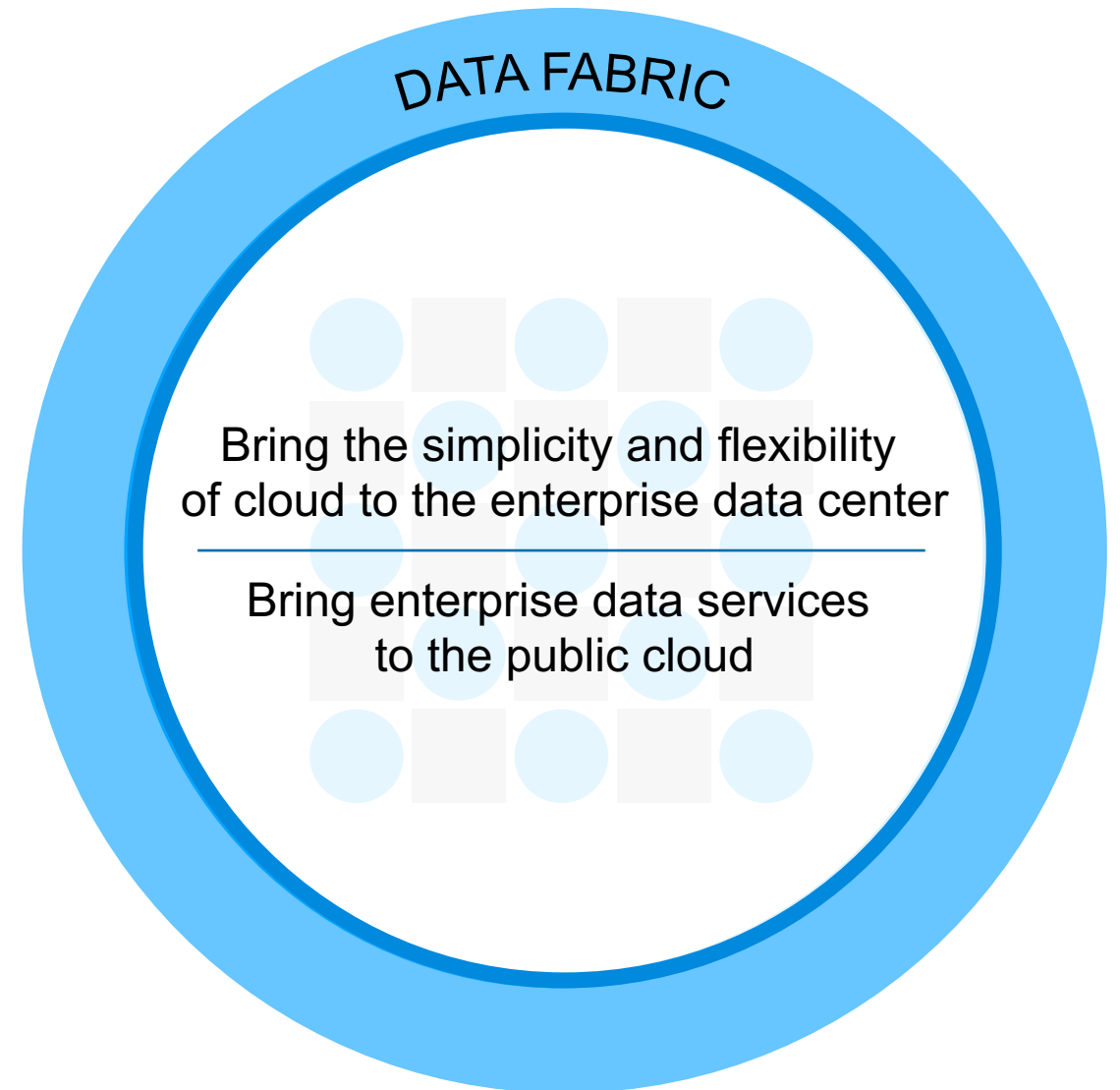


César Cernuda
President
September 16, 2020



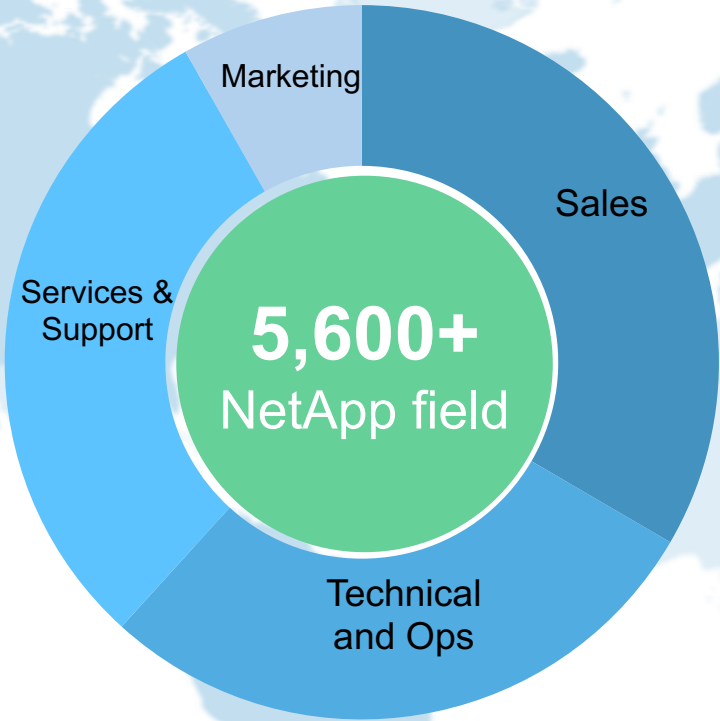
OUR STRATEGY

Apply our rich data-centric software innovation to help customers thrive in a hybrid cloud world



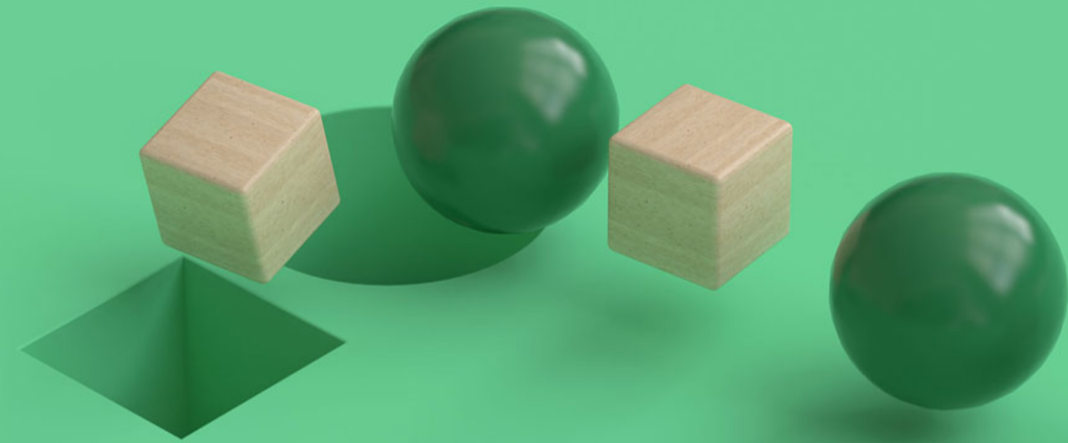
Go-to-market organization

Focused on
the customer
experience



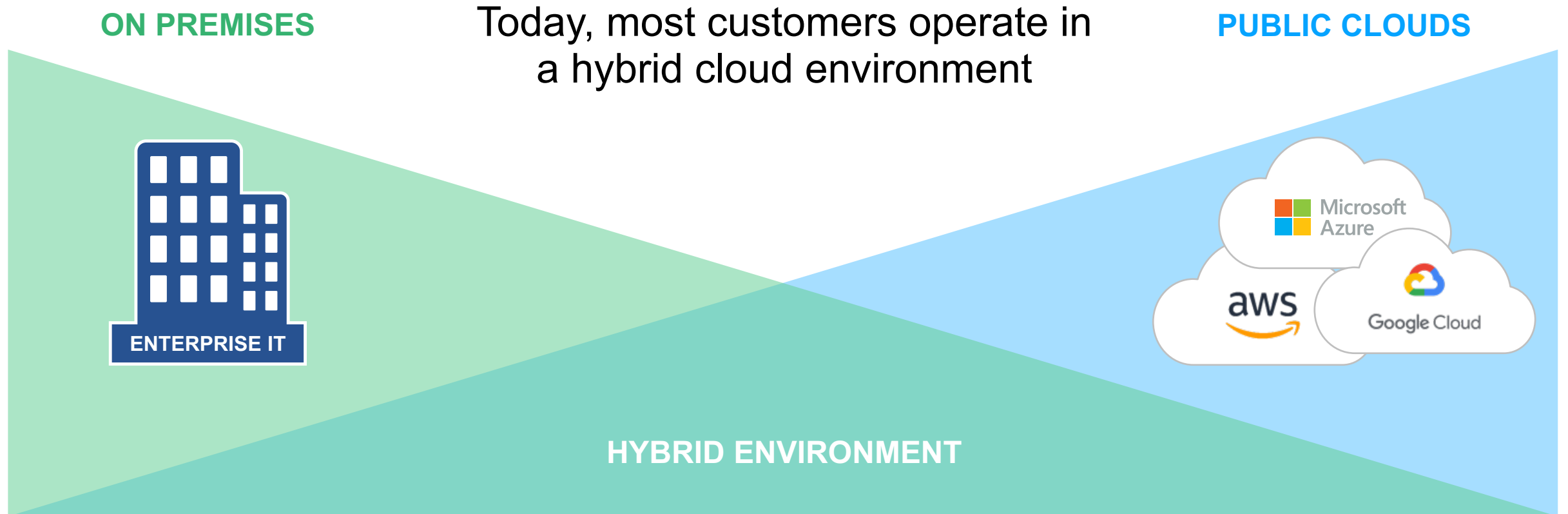
The customer journey

Meeting our customers wherever they are
on their hybrid cloud journey



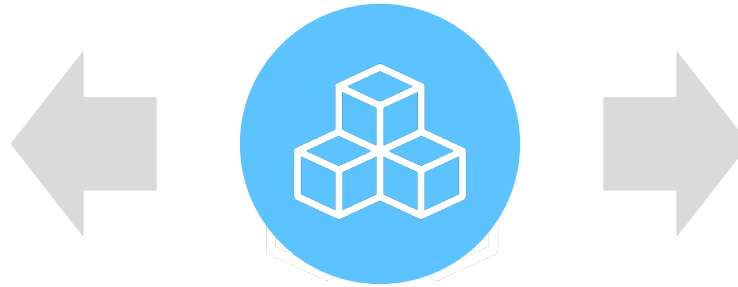
On premises, hybrid clouds or public clouds: better together

An investment in NetApp is future ready



On premises, hybrid clouds or public clouds: better together

Opportunity to move customers to the cloud



ON PREMISES

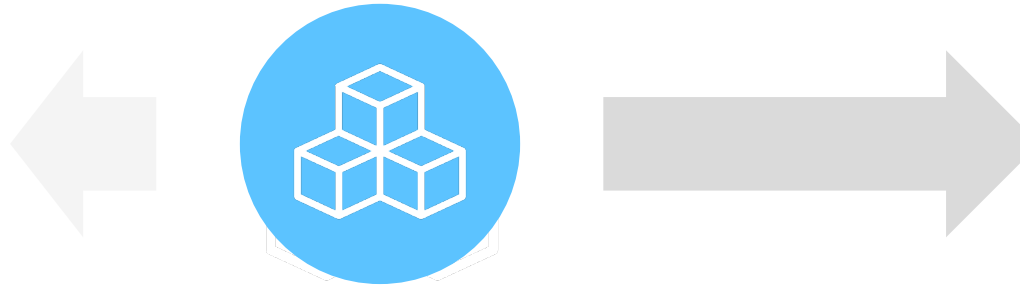
ENTERPRISE APPLICATION WORKLOADS

PUBLIC CLOUDS

HYBRID ENVIRONMENT

On premises, hybrid clouds or public clouds: better together

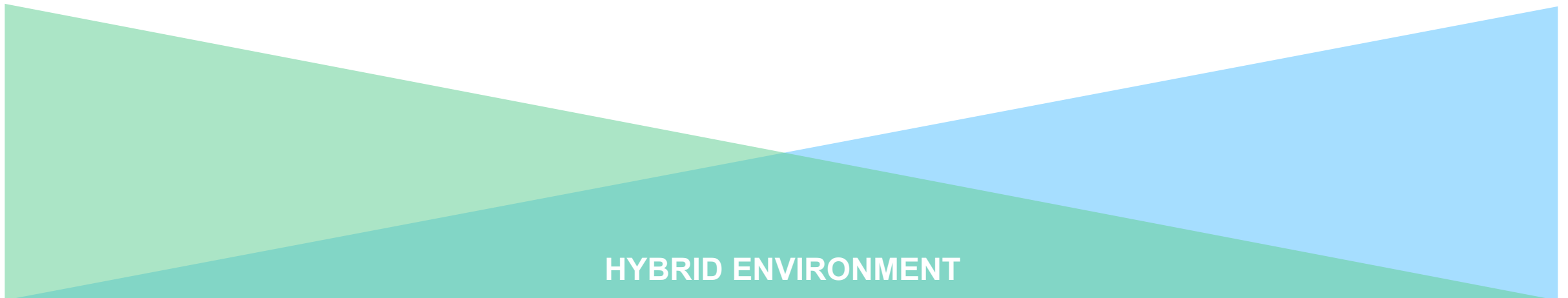
Opportunity to move customers to the cloud



ENTERPRISE APPLICATION WORKLOADS

ON PREMISES

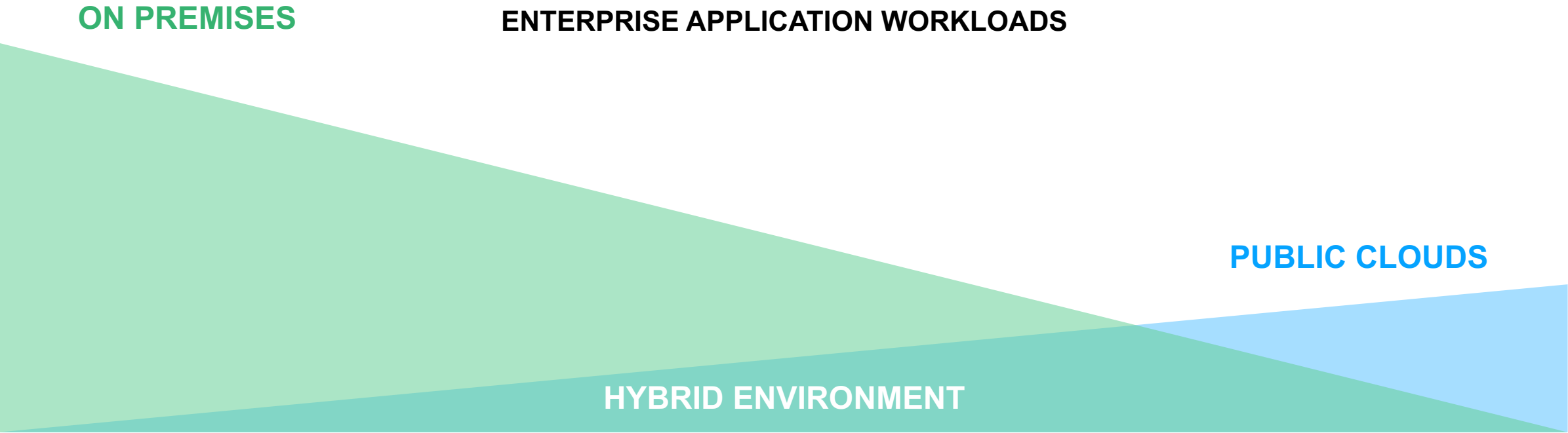
PUBLIC CLOUDS



On premises, hybrid clouds or public clouds: better together

Our data fabric strategy in action

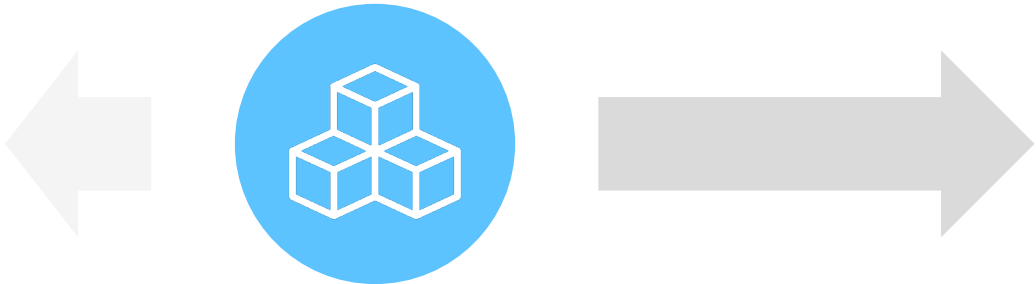
Global US-based
big box retailer



On premises, hybrid clouds or public clouds: better together

Our data fabric strategy in action

Global US-based
big box retailer

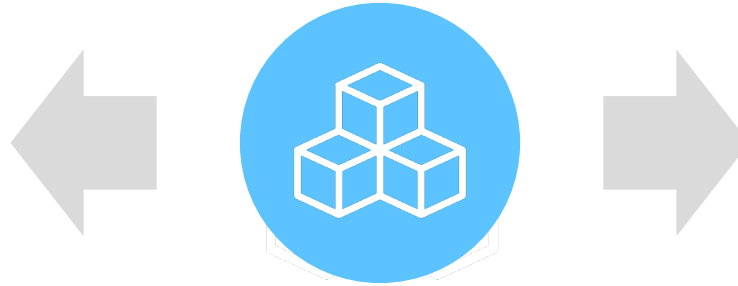


ENTERPRISE APPLICATION WORKLOADS



On premises, hybrid clouds or public clouds: better together

Platform modernization with the best the public cloud has to offer



ON PREMISES

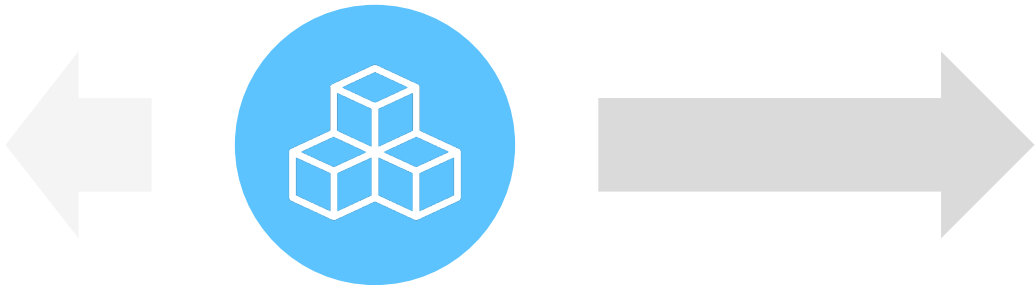
ENTERPRISE APPLICATION WORKLOADS

PUBLIC CLOUDS

HYBRID ENVIRONMENT

On premises, hybrid clouds or public clouds: better together

Platform modernization with the best the public cloud has to offer



ENTERPRISE APPLICATION WORKLOADS

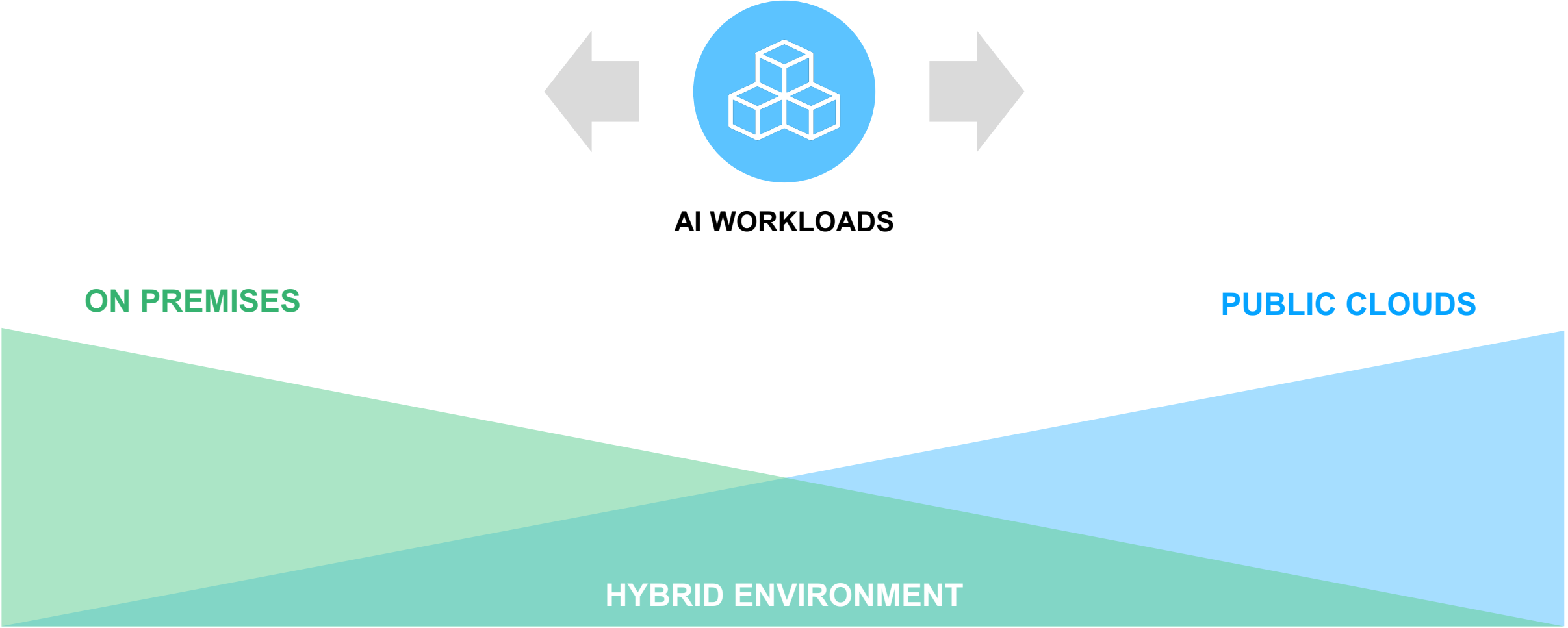
ON PREMISES

PUBLIC CLOUDS

HYBRID ENVIRONMENT

On premises, hybrid clouds or public clouds: better together

Customers utilize cloud services to perform AI functions



On premises, hybrid clouds or public clouds: better together

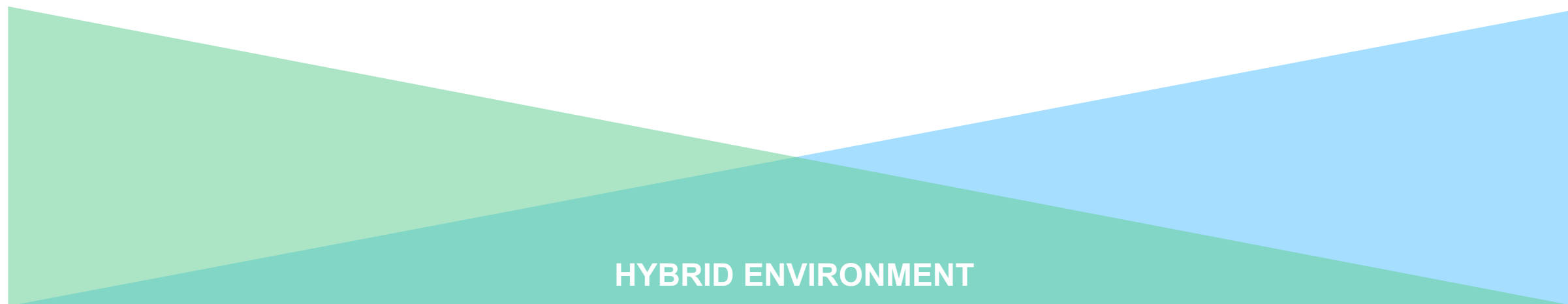
Bringing together the best of cloud and on-prem



AI WORKLOADS

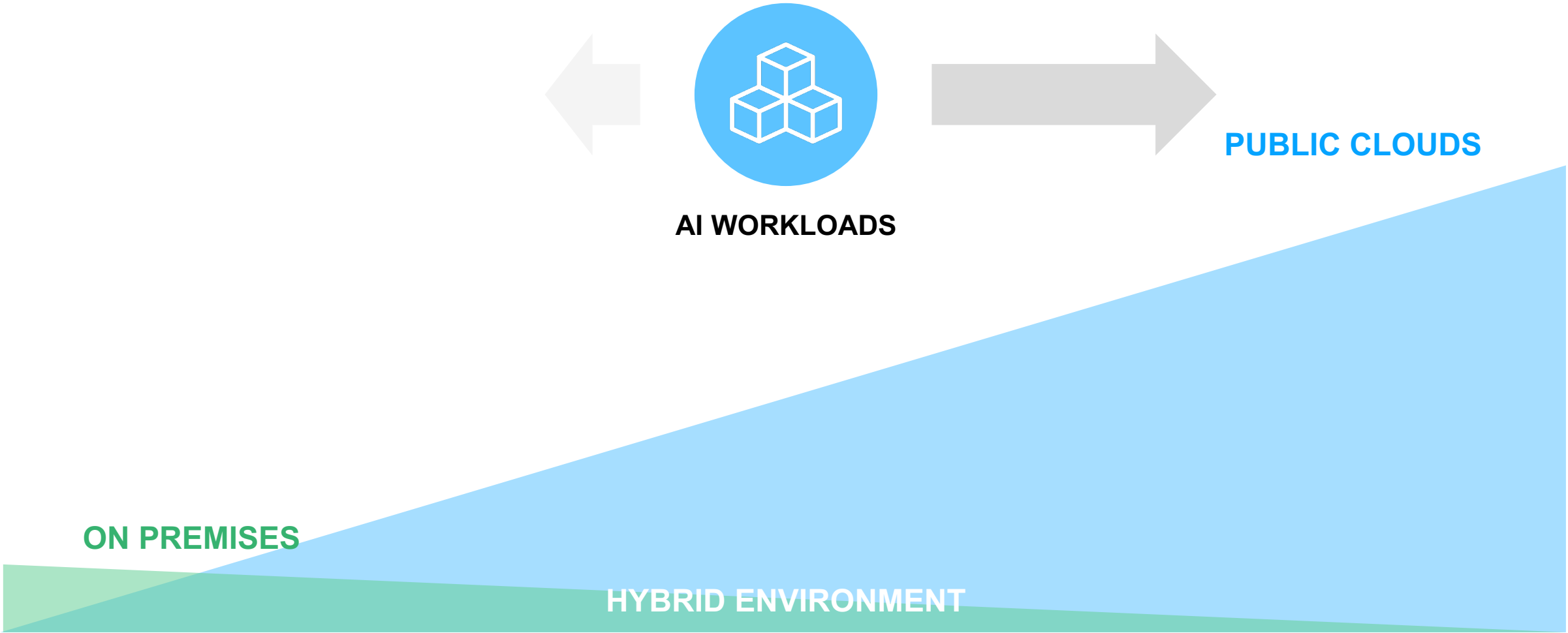
ON PREMISES

PUBLIC CLOUDS



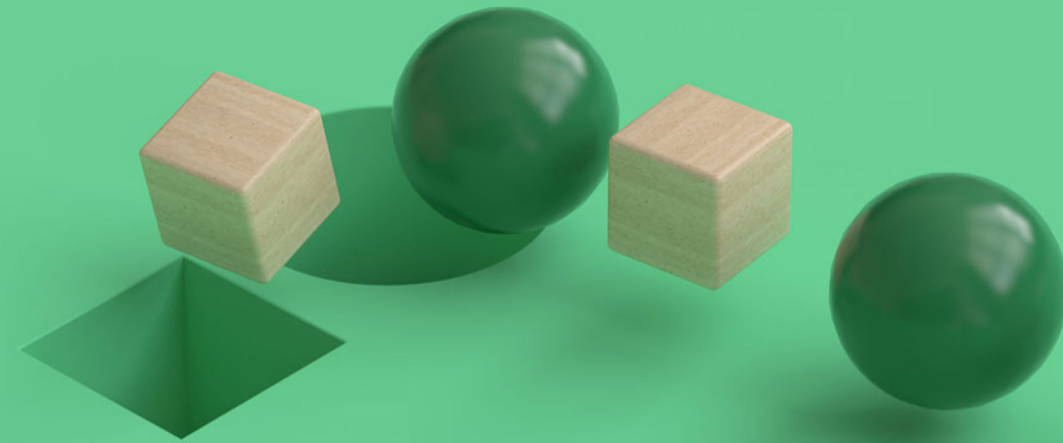
On premises, hybrid clouds or public clouds: better together

Bringing together the best of cloud and on-prem



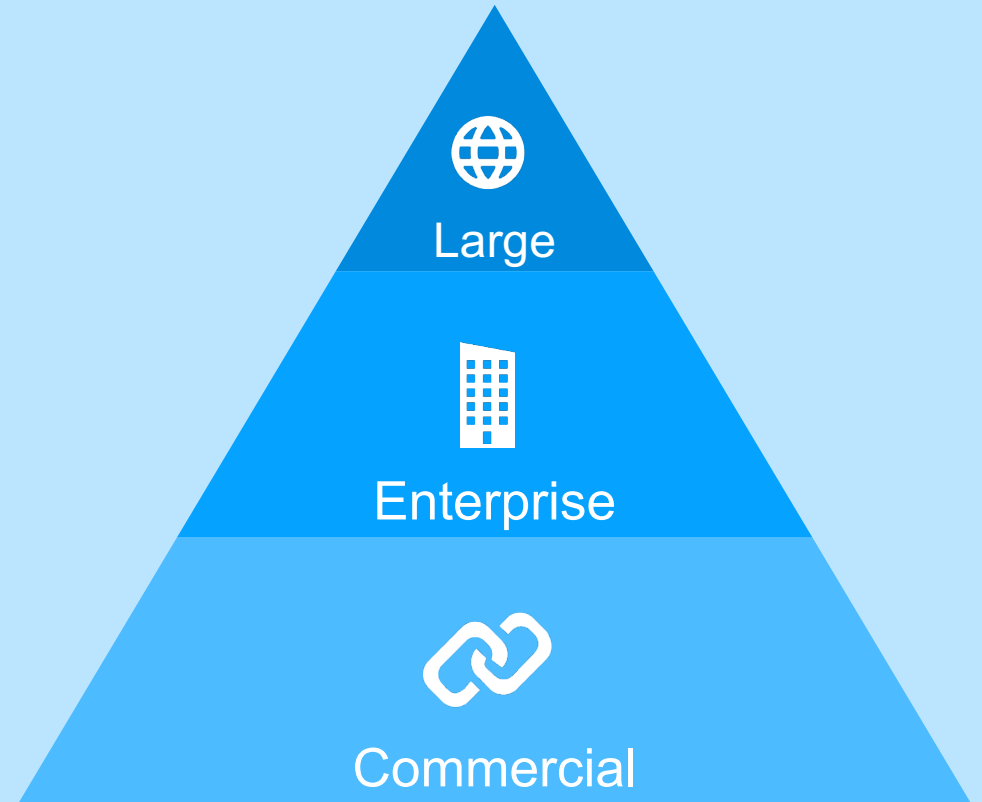
Go to market

How we serve and support our customers
on their hybrid cloud journey



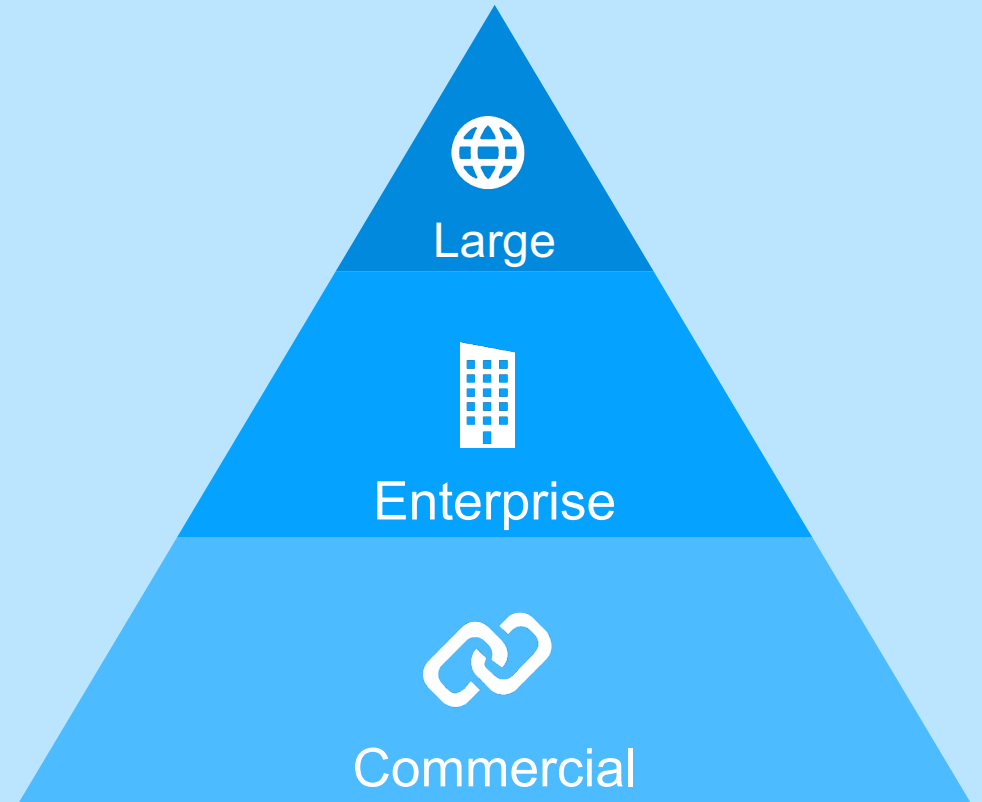
Go to market

Changing to support the new NetApp

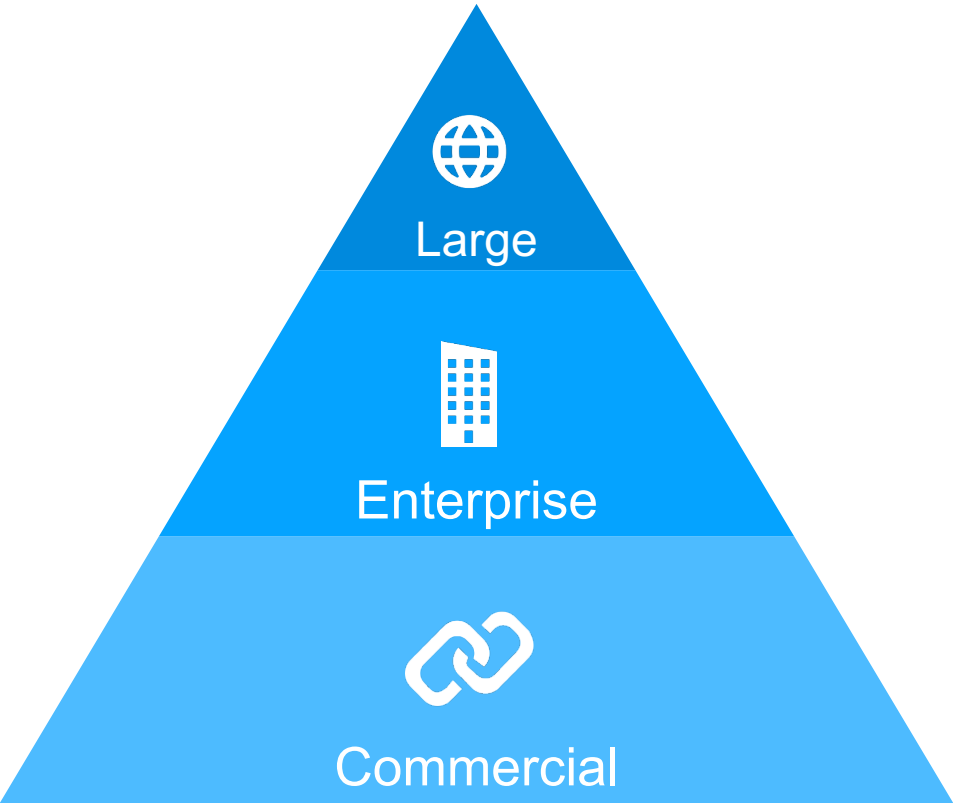


Go to market

\$90B
Opportunity 2023



How we serve our customers



NetApp

Sales Engineers
Sales Reps
Channel Sales
Professional Services
Renewals
Customer Success
Digital Sales
Cloud Sales

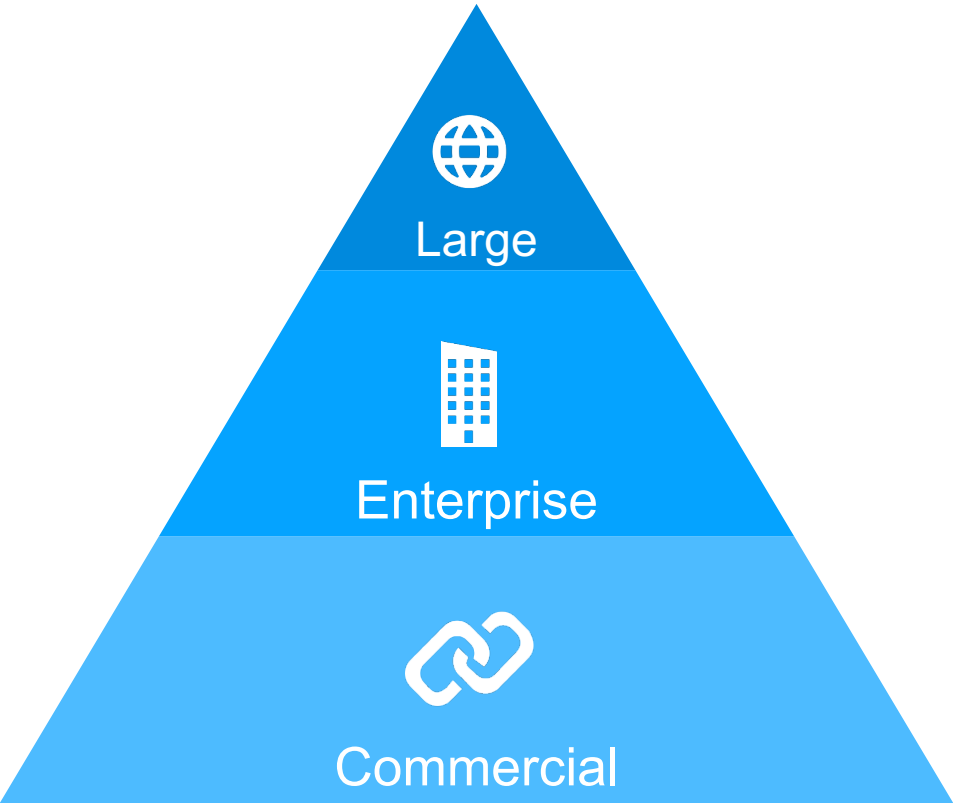
Partners

Resellers
Distributors
GSIs
CSPs
Alliances
ISVs
VARs

Leading public clouds



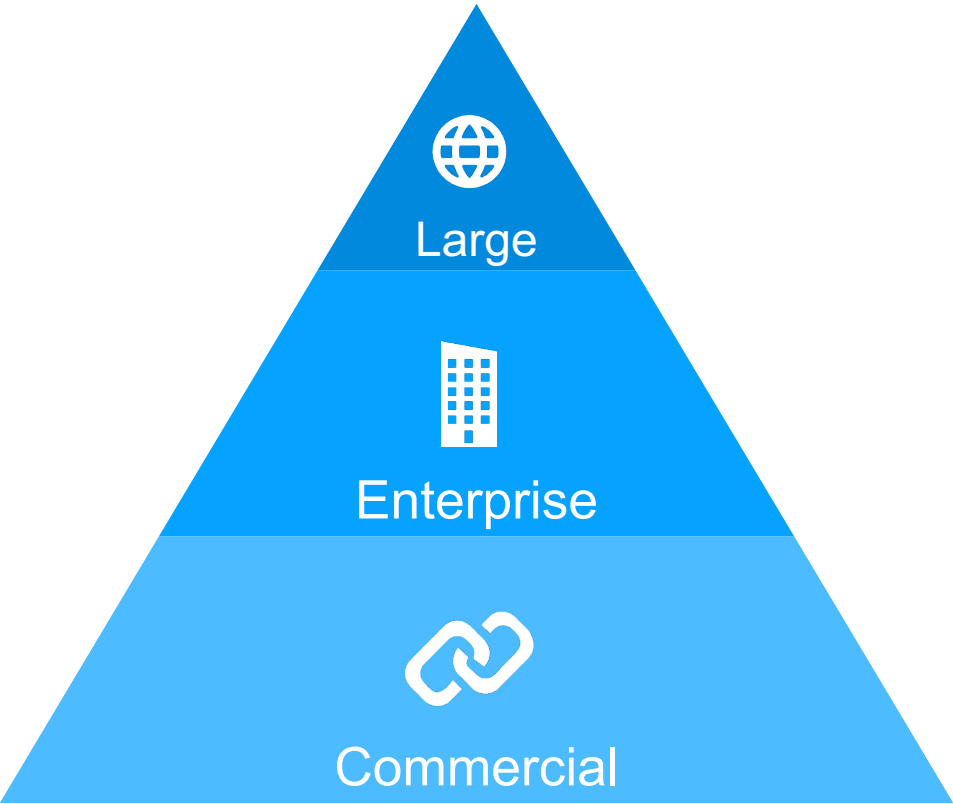
Investments in go to market



NetApp	Partners
Sales Engineers	Resellers
Sales Reps	Distributors
Channel Sales	GSIs
Professional Services	CSPs
Renewals	Alliances
Customer Success	ISVs
Digital Sales	VARs
Cloud Sales	

3,500 technical field resources
Investing in digital and cloud sales

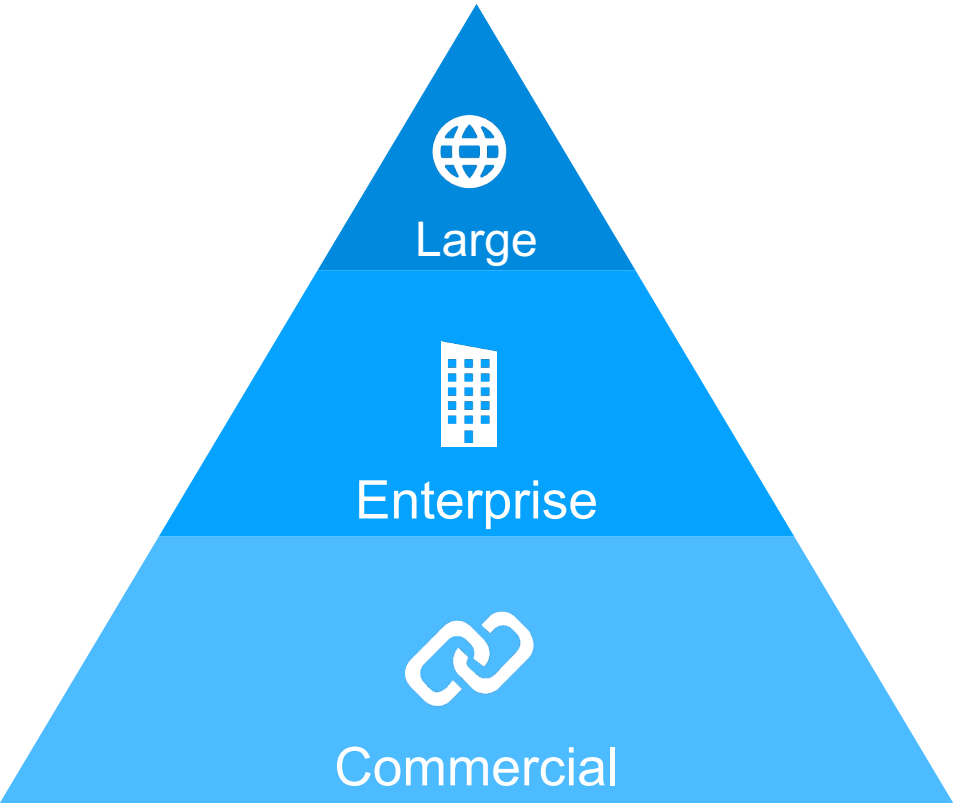
Investments in go to market



NetApp	Partners
Sales Engineers	Resellers
Sales Reps	Distributors
Channel Sales	GSIs
Professional Services	CSPs
Renewals	Alliances
Customer Success	ISVs
Digital Sales	VARs
Cloud Sales	

5,400 partners extend our reach
Investing in cloud service providers

How we serve our customers



NetApp

Sales Engineers
Sales Reps
Channel Sales
Professional Services
Renewals
Customer Success
Digital Sales
Cloud Sales

Partners

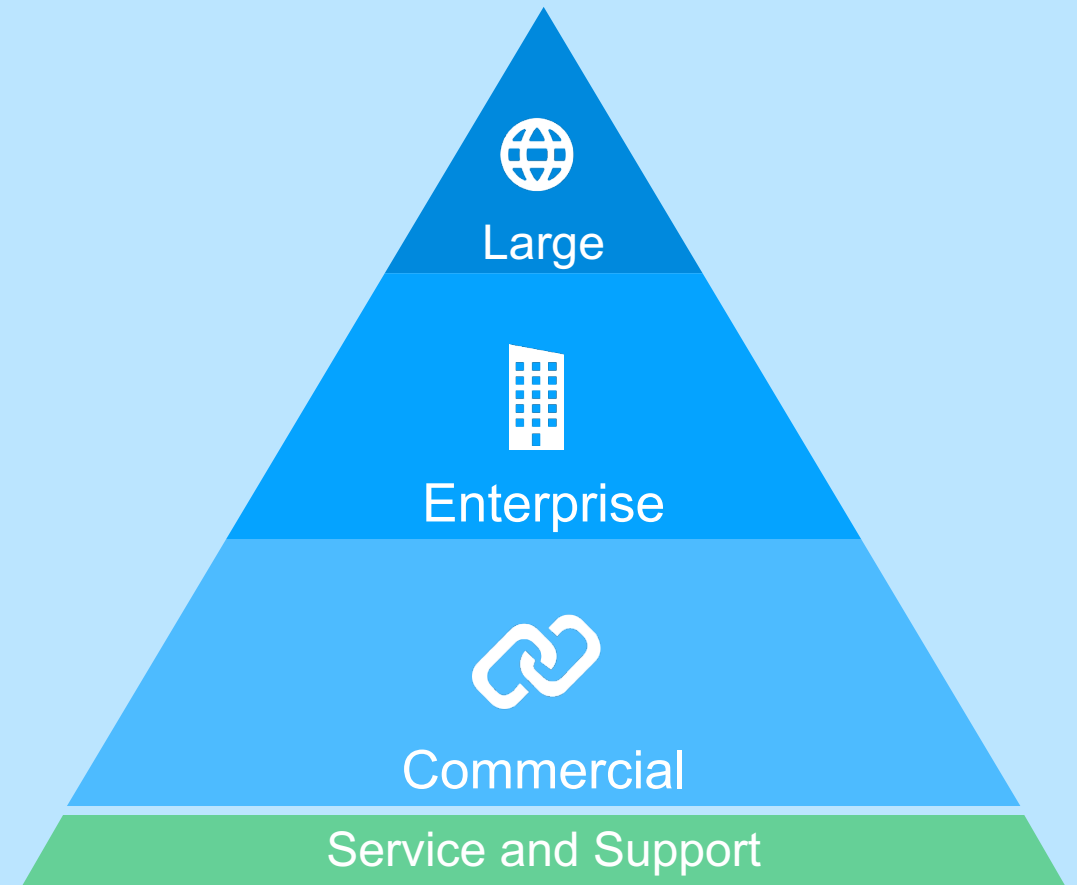
Resellers
Distributors
GSIs
CSPs
Alliances
ISVs
VARs

Leading public clouds



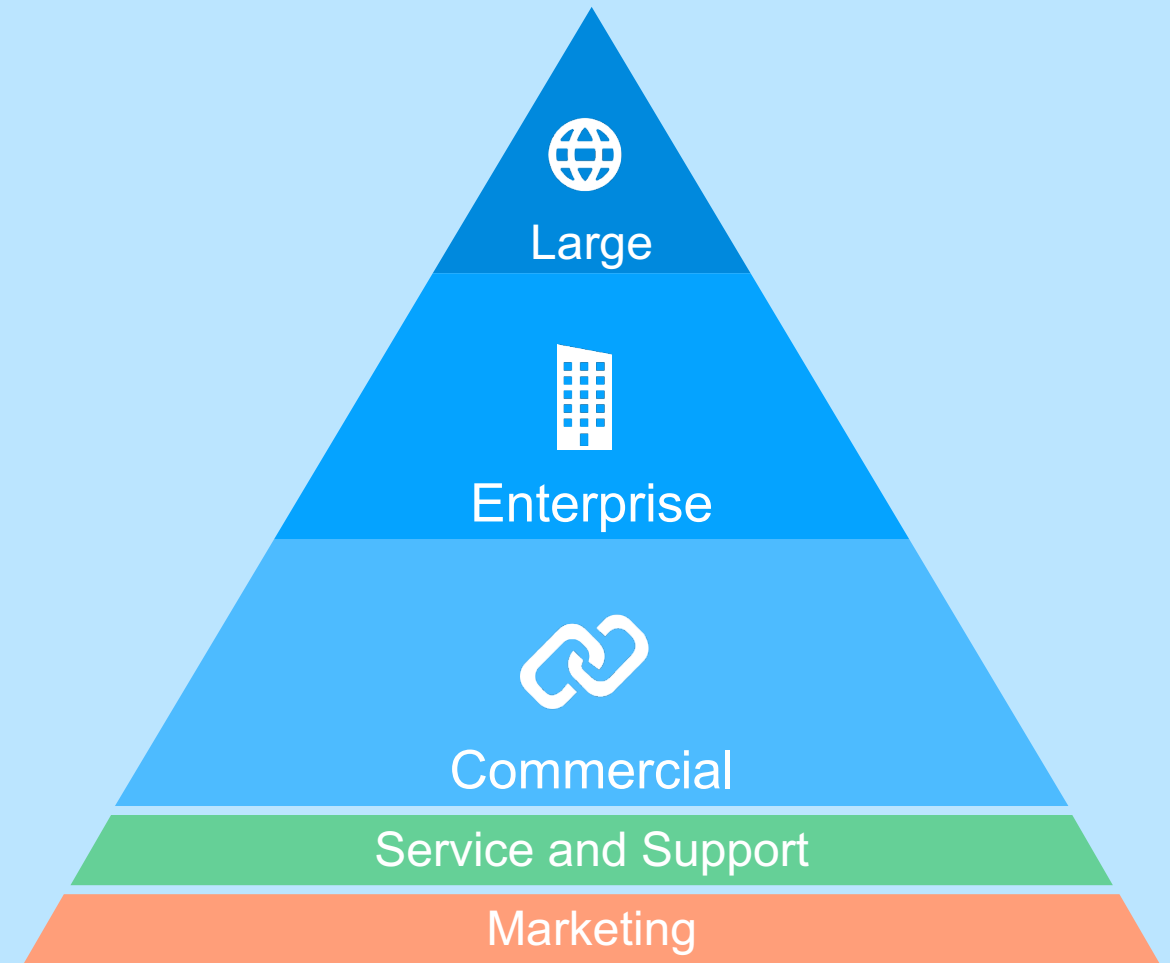
Investments in go to market

Renewals remain key to
our business and present
huge opportunity



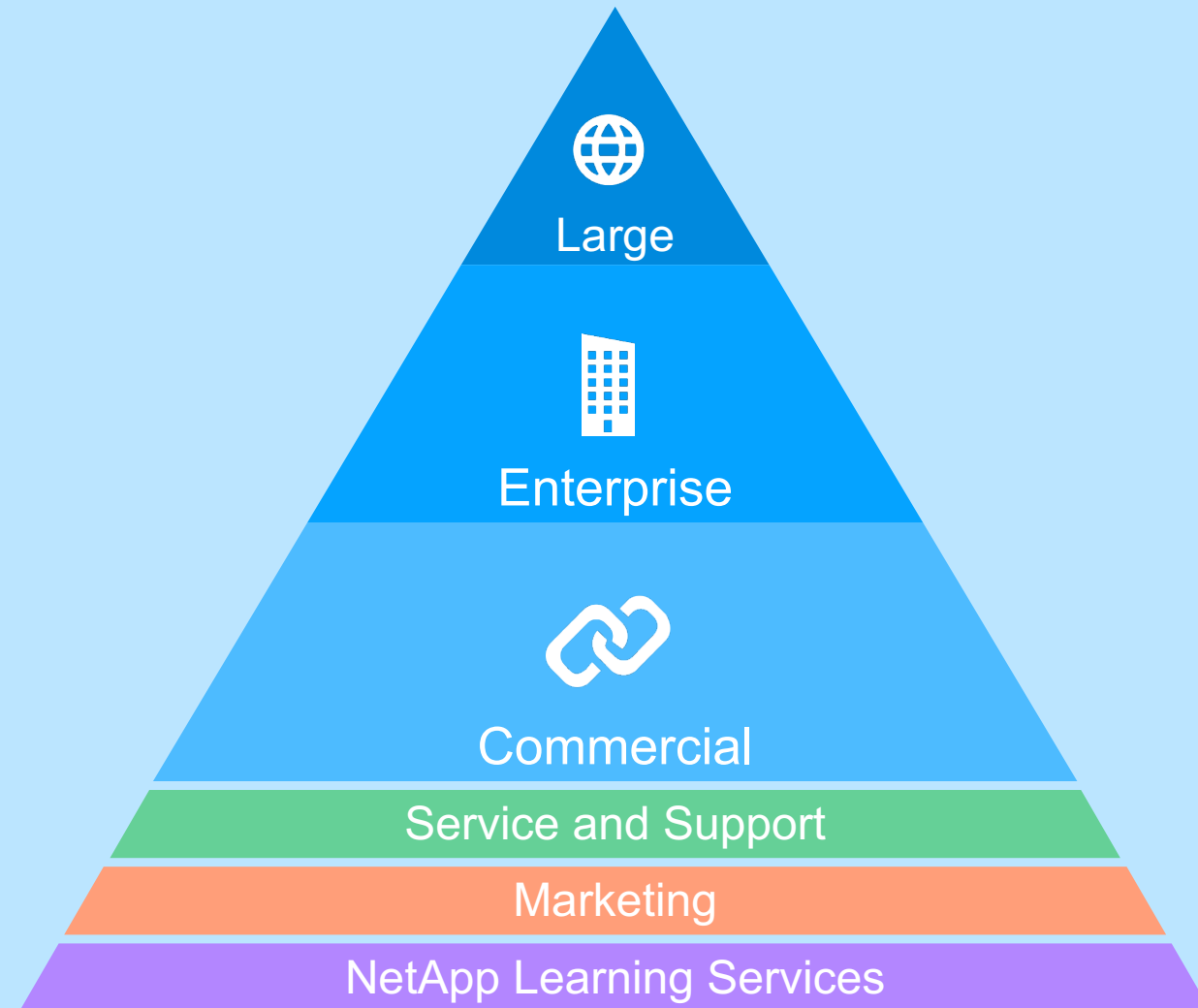
Investments in go to market

Marketing as a
revenue engine

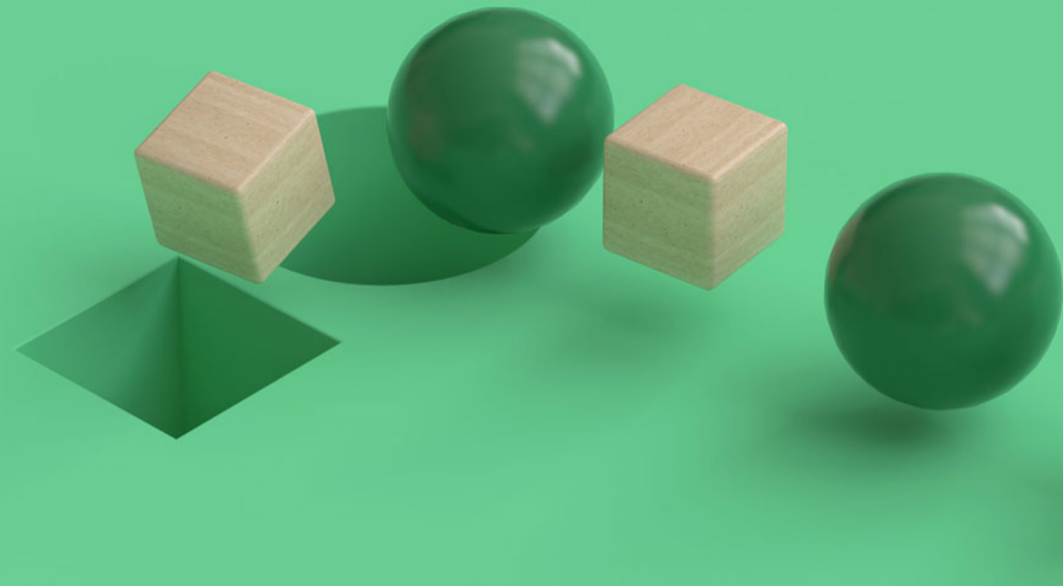


Investments in go to market

Investing in role-based learning paths to drive adoption



How we'll win



Aligning go to market resources
to capture the opportunity created by
market and competitive transitions

Building on established leadership
with enterprise customers to
expand wallet share

Leveraging trusted relationships
with the world's leading cloud vendors
to gain new business

Meeting our customers wherever they are
on their hybrid cloud journey

**NetApp unlocks
the best of cloud**

