

Nominee: NetApp

Nomination title: NetApp: Vendor Channel Programme of the Year Award

Founded five years prior to the dawn of the dot com bubble, in 1992, NetApp has been at the helm of the fourth industrial revolution – nurturing and empowering its partners as they ride the wave of digital transformation. Having established an EMEA HQ in Amsterdam, with the likes of Netflix, Tesla and Uber for neighbours, NetApp has set itself apart from its competitors, as an authority on data management.

NetApp has an extensive partner network, extending throughout EMEA, which is fundamental to its leading position within the data management market. This partner network collaborates with a seamless synergy that underscores the Data Fabric and expert data management, through which NetApp is able to provide enhanced scalability, sales capabilities and customer outcomes, while elevating its status as a trusted advisor.

Together with its partners, NetApp enables customers like the European Space Agency to map the Milkyway and land on comets. Back on earth, Vital Energi use NetApp solutions to reduce carbon footprints and lower energy costs; while one of the first companies in Europe to offer cloud-computing services, Carrenza, maintains a high performing, scalable infrastructure to meet the needs of its ever demanding customers – at the same time cutting costs. Only with its strong partner network is NetApp able to truly realise the potential of these solutions.

The fruits of NetApp's strong channel strategy are sweetened by its partner-first approach: NetApp's well-established worldwide Rules of Engagement Policy strengthens partnerships and ensures dependability, while encouraging growth. Its longstanding deal registration process ensures fairness and the protection of partners' investment in promoting NetApp. Supporting partners from a range of key vertical industries with its expert technical leadership, NetApp is perfectly placed to identify areas of rapid growth – tailoring solutions that help partners transform and take-off.

Building the future, together

Maintaining its position as an industry leader over many years, NetApp seamlessly adopted a service-based model that promises to take hold of the seismic shift in business models from CAPEX

to OPEX strategies – ultimately facilitating the demand for scalability. This year, NetApp partners Daisy and Node4 joined forces at the launch of its Back-up as a Service rollout (BaaS), with the aim of providing state of the art storage facilities, without any hardware investment. Node4 became the first partner to offer NetApp private storage.

Steve Denby, Head of Solution Sales at Node4 says: “Node4 partner with NetApp to deliver innovative service-based solutions that support the modern Digital Transformation age. Today NetApp is easily the most forward thinking partner of all the large Vendors that we work with an unrivalled ability to execute on our shared vision.”

The possibilities posed by digital transformation are driving NetApp’s conversation – and its ability to help partners advise their customers on meeting the ever growing demands for zero down-time and ultimate scalability. NetApp’s BaaS launch signifies a new direction for the data management industry. Celebrating the Data Fabric and the ecosystem of solutions that tailor services to customer needs, NetApp stepped into the epicentre of change.

Other key changes to the partner programme this year include the simplification of rebate programmes that drive greater profitability; the introduction of pre-configured bundles, lowering the partners cost of sale and the launch of new software lines to help with cloud adoption.

Collaboration, nurture and empowerment

Through cultivating great partnerships, NetApp is much more than the sum of its parts – shared insights, solutions and expertise benefit the whole ecosystem. Three pillars support the empowerment of partners: new solutions, training and ongoing support and commitment. All partner propositions are mapped against these and built out to support NetApp partners as the experts in digital transformation. Within the NetApp framework, partners are celebrated for helping more than just the customers, but helping vendors grow as a business – the collaborative launch of BaaS is just one example.

Nurturing this sense of collaboration is NetApp’s Partner Social OnDemand platform, keeping partners up-to-date with social media content. Using this platform, partners can have customer-targeted content directly posted from their social media accounts. Then there’s the NetApp A-Team EMEA Chapter, an EMEA-wide ambassador programme for NetApp’s key partners, providing them with privileged access to information, pre-briefings for new products and exclusive access to NetApp spokespeople. Within this community of experts, passionate and compelling views on NetApp germinate and spread organically via The NetApp A-Team’s strong social media presence.

Testament to its strong social media presence and collaboration with partners, NetApp won the CRN 'Best Social Media Presence Award' this year. According to CRN, the NetApp team won because: "Unlike many of its peers, NetApp has realised the value of social media, investing in educating its employees on how it should be integrated into their everyday schedule, yielding positive results and a new platform to express NetApp's business values." Thus, strengthening partner activities by disseminating key information, in real-time.

Meanwhile, a partner success story for the year is CDW, an international company with a strong presence in both private and public sector IT. The company utilises NetApp's Support Services Certified offering and Professional Services Certified offering, provisioning highly trained staff. CDW runs a series of campaigns throughout the year, ensuring that their brand, along with NetApp, is highly visible in the market place. CDW have enjoyed a 12% year on year growth within the NetApp franchise and an impressive 22% boost in NetApp Flash sales year on year.

NetApp has come a long way since 1992. Throughout the decades, the company has been at the forefront of storage and data management, enabling new innovations to emerge which are now disrupting our lives. From NetApp's inception, its strong partner network has been the foundation for its success. And an ever-evolving sophisticated and fair channel programme based on strong values will continue to guarantee mutual success.

Why nominee should win

- NetApp's approach is partner first – leading the way towards digital transformation
- As an authority on data management, NetApp guided partners through digital transformation with its BaaS launch – in conjunction with valued partners
- NetApp's three pillars – new solutions, training and ongoing support and commitment – frames its partner strategy and resulted in its Partner Social OnDemand platform, keeping partners up-to-date with social media content.
- NetApp's channel excellence has been recognised by winning the CRN 'Best Social Media Presence Award', demonstrating its effective internal communications with channel partners.
- NetApp's well-established worldwide Rules of Engagement Policy strengthens partnerships and ensures dependability, while encouraging growth.