

# Follow the Leader in Data Storage: Network Appliance



Network Appliance delivers the three things you need to build and maintain a successful business—the right market, the right products, and the right programs. Data storage is now one of the fastest growing markets in technology. And in this market, Network Appliance is the world leader in open network storage solutions for today's data-intensive enterprise.

Since our founding in 1992, Network Appliance has been first to introduce the technology, products, and partnerships that drive the evolution of storage. Now we are a full-line enterprise storage solutions supplier, leading the innovation and value curves for today's data-intensive enterprise.

Our solutions address the key customer challenges around storage consolidation, data-center operations, business continuity, and global storage management. Our broad and diverse product mix provides solutions for all types of enterprise data—from mission-and business-critical data that drive sophisticated CRM, DSS, and ERP systems to remote-office/branch-office data and archive/reference data.

## Storage Is Today's Growth Market

Improving and building their storage resources is a high priority in corporations all across the U.S. and the world.

According to a February 2002 survey by CIO Magazine, an average 22% of a company's total IT budget will be allocated to storage this year. Some analysts estimate that number will be as high as 50%<sup>1</sup>. 63% of the CIO survey base expects their storage spending to increase over 2001—up by 27% on average in 2002 compared to 2001.

The International Data Corporation (IDC), an independent research firm, says that networked storage is one of the fastest growing segments of this market, estimating that 1.3 million terabytes of

“Storage is already as big as an elephant and getting bigger. It’s time to stop ignoring it and start strategizing how you’re going to deal with it.”

CIO MAGAZINE  
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storage will be sold in 2002<sup>2</sup>. By 2003, storage could consume up to two-thirds of the corporate IT budget<sup>3</sup>.

In fact, networked storage is expected to grow 45.7% CAGR between 2000-2004<sup>4</sup> and comprise almost 75% of the storage market by 2004<sup>5</sup>. By 2005, networked storage revenues are forecast to be \$24.2 billion<sup>6</sup>.

Solution selling, combining hardware, software, and services, will increasingly drive the storage market creating tremendous opportunities for resellers. In this rapidly emerging market, you should be selling the most innovative storage solutions in the business—Network Appliance.

#### **Network Appliance: The Industry’s Highest ROI and Lowest TCO**

Network Appliance creates simple, scalable, and highly cost-efficient storage delivered in an innovative form: the storage appliance—flexible systems designed for storing, serving, and protecting information. NetApp® appliances set the standard for simplicity, ease of administration, and the lowest total cost of ownership (TCO) and highest return on investment (ROI) in data storage.

In fact, according to a recent study by INPUT<sup>7</sup> NetApp solutions deliver a 70% to 80% lower TCO than competitive offerings, dramatically improving a customer’s return on investment.

In today’s highly competitive market, Network Appliance™ solutions give you the edge in price, performance, and technology. The simplicity of our approach lets you offer the optimum solutions for the key challenges that your customers face today—storage consolidation, data-center operations, business continuance, and global storage management.

#### **Storage Consolidation**

Managing the explosive growth of data is a monumental challenge. The way that customers store data and make it available has become a strategic advantage in a wide range of business operations. The Network Appliance approach lets customers consolidate storage from hundreds or thousands of servers using simple, powerful tools that let them manage storage efficiently in a mixed networking environment.

The inherent reliability of NetApp solutions also means that you can meet the critical storage needs of your customers with total confidence. NetApp solutions deliver a proven, industry-leading data availability of greater than 99.99%. This translates to mere minutes of unplanned downtime a year—not hours or days.

#### **Data-Center Operations**

More than just applications and hardware, a customer’s data center is the heart of its operations, controlling the flow of information where and when it’s needed. Network Appliance storage solutions provide simple, fast, centrally managed data protection and optimize the performance of existing storage resources, allowing network administrators to perform complex tasks quickly. Time-consuming jobs such as reallocating storage space and backing up terabytes of data take just a few minutes.

<sup>1</sup>Source: [www2.cio.com/research/surveyreport.cfm?id=72](http://www2.cio.com/research/surveyreport.cfm?id=72)

<sup>2</sup>Source: [www.enterprisestorageforum.com/technology/features/article/0,,10564\\_1144871,00.html](http://www.enterprisestorageforum.com/technology/features/article/0,,10564_1144871,00.html).

<sup>3</sup>Source: IDC, 2001; InfoStor, 2001

<sup>4</sup>Source: Gartner Dataquest, 2001

<sup>5</sup>Source: Wit Soundview, 2000

<sup>6</sup>Source: The Yankee Group, 2002

<sup>7</sup>Source: [www.netapp.com/tco/tco\\_studies.html](http://www.netapp.com/tco/tco_studies.html)

“Network Appliance has been very successful with NAS and must be viewed favorably as being able to carve out a piece of the SAN market<sup>1</sup>.”

**the evaluator group**

October 11, 2002



### **Business Continuance**

Now more than ever, businesses must focus on disaster preparedness and recovery. Minutes of downtime are costly. Hours of downtime can be catastrophic. Working in concert with a customer's existing networking infrastructure, Network Appliance storage solutions provide comprehensive disaster readiness. With NetApp solutions, you can help customers implement remote site mirroring and disaster recovery plans quickly and effectively, without added administration costs.

### **Global Storage Management**

As a customer's operations grow, it becomes increasingly difficult to provide timely information to remote locations and branch offices, jeopardizing their

effectiveness and productivity. NetApp storage solutions can quickly replicate and relay information to one or many locations, providing remote offices with the data, application performance, and online training they need to stay just as current as the corporate headquarters.

### **The Right Solutions for Today's Market**

To meet today's challenges, many businesses must make fundamental changes in the way they store and distribute data and information. Network Appliance solutions provide the answer with simple and easy ways to consolidate storage for greater productivity and cost savings:

**SIMPLE AND EASY TO DEPLOY:** NetApp solutions require a mere fraction of the IT staff required by competitive solutions.

**THE INDUSTRY'S LOWEST TCO:** According to recent studies by INPUT, IDC, and the GIGA Group<sup>1</sup> Network Appliance solutions deliver the industry's lowest total cost of ownership by allowing customers to architect solutions that require less time and staff to implement and manage.

**INHERENT FLEXIBILITY:** NetApp solutions fit easily into heterogeneous computing and networking environments, enabling you to easily integrate your solutions into a customer's business.

**HIGH AVAILABILITY:** NetApp solutions have a real-world demonstrated data availability of greater than 99.99%; this amounts to just 30 minutes of downtime a year versus 38 hours with traditional storage.

All this means that when you recommend and sell a NetApp solution, you've sold the best storage available today—and made a customer for life.

<sup>1</sup> Source: [http://searchstorage.techtarget.com/tip/1,289483,sid5\\_gci856592,00.html](http://searchstorage.techtarget.com/tip/1,289483,sid5_gci856592,00.html)

## network appliance progress and milestones

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|---|--|--|---|---|
| <b>1993</b><br>Industry First NAS Appliance | <b>1996</b><br>Industry First Multiprotocol Storage Appliance                | <b>1998</b><br>Industry First Content Delivery Appliance | <b>2000</b><br>Co-Founded DAFS Collaborative              | <b>2002</b><br>Industry First Nearline Storage Appliance    |
| <b>1995</b><br>Initial Public Offering      | <b>1997</b><br>Industry First Network Storage Appliance Certified for Oracle | <b>1999</b><br>Added to NASDAQ-100 and S&P 500           | <b>2001</b><br>First Block-Based Network Storage Products | <b>2002</b><br>Industry First Unified SAN and NAS Appliance |

### Superior Products Are Just the Beginning

Along with technically superior storage products, Network Appliance backs its solutions with services, R&D, testing, and partner alliances to support your efforts. Network Appliance also provides a range of best practices, architecture, design, implementation, and integration services to help you rapidly implement solutions for your customers under the full range of commercial best practices.

In addition, Network Appliance works with a wide range of hardware, software, and IT industry leaders to provide comprehensive solutions that enable you to support a customer's most aggressive e-business initiatives with complete, highly available, and totally efficient business infrastructures. You gain a real competitive advantage while your customers get turnkey solutions that solve their most critical business problems.

### A Complete Customer Service Offering

NetApp Professional Services works with you and your customers to provide a storage solution that meets their unique requirements—assessing the customer's specific operational and technical needs, designing the storage network architecture, and deploying and managing the solution.

To ensure that your customer's employees always work at maximum efficiency, NetApp Educational Services provides comprehensive training and certification programs. Available anytime and anywhere, our comprehensive NOW™ (NetApp on the Web) site features an array of self-service tools that give your customers the knowledge and information they need to manage their storage solution. NOW provides online technical assistance, a large knowledge base

of NetApp storage solutions, real-time engineering support, details on the customer's installed base, and more.

### Our Business Is Making Your Business a Success

The Network Appliance VIP (Very Important Partner) Program is focused on keeping NetApp resellers successful and on the competitive edge with industry-leading products and solutions, excellent discount levels, and comprehensive sales, marketing, demo, training, and certification programs focused on winning and retaining customers.

“Only Network Appliance offers a full line of information storage and access solutions for online, nearline, and distributed data requirements. And only Network Appliance offers unified SAN and NAS solutions to fit into customers’ existing or preferred configurations. This unified approach to storage sets NetApp apart in the industry and enables us to deliver what customers demand for their enterprise applications.”

**dan warmenhoven**  
CEO, Network Appliance



Our VIP Program provides multiple levels of partnership—one of which is certain to fit your business model. Starting from a basic sales volume commitment, each level up earns you greater rewards, benefits, and support as you achieve higher levels of revenue. Working with you, your Network Appliance representative can help determine the level of commitment that's right for your business.

NetApp Registered Service Providers (RSPs) are Network Appliance authorized service agents and the first line of service support for the RSP's customers. Network Appliance provides technical training, certification, a connection to the Network Appliance Global Support Center, and access to special support contracts geared toward each RSP's special needs as providers of first-line service on Network Appliance products.

NetApp Value-Added Resellers (VARs) have a different business model and different needs, in which Network Appliance delivers direct service and support. Network Appliance provides prompt coverage for parts and people, SCP-certified support centers, the award-winning NOW™ Web site, and worldwide partner support engineering resources that NetApp VARs can leverage. The award-winning NOW site also includes a partner portal and a Reseller Corner containing sales tools, resource information, marketing programs, and the latest corporate updates to enhance the selling efforts of our VARs.

#### Uncover a New World of Simplicity

Where others manage complexity, Network Appliance eliminates it. For more than a decade, our solutions have set the standard for simplicity and ease of operation, with the lowest TCO and highest ROI in the storage industry. Through our leadership and innovation, we are now defining the enterprise storage solutions of the future and continue to drive the evolution of storage. For more information on becoming a Network Appliance reseller, visit us at [www.netapp.com](http://www.netapp.com). Let us show you what the evolution of storage means for your business.



**NetworkAppliance®**  
The evolution of storage.™

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