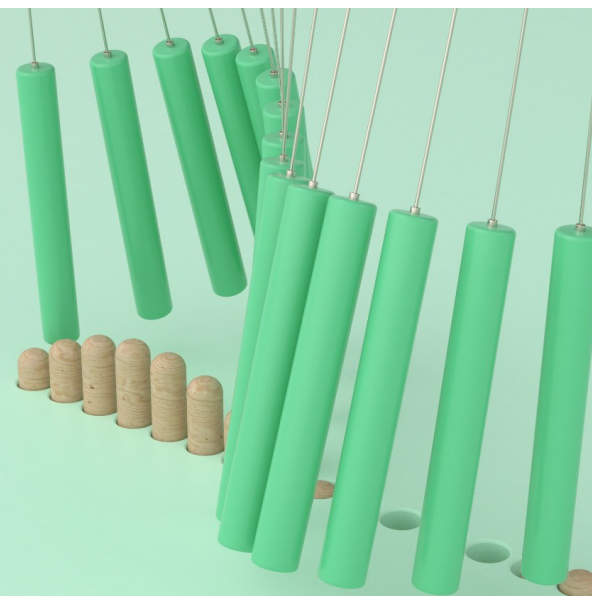


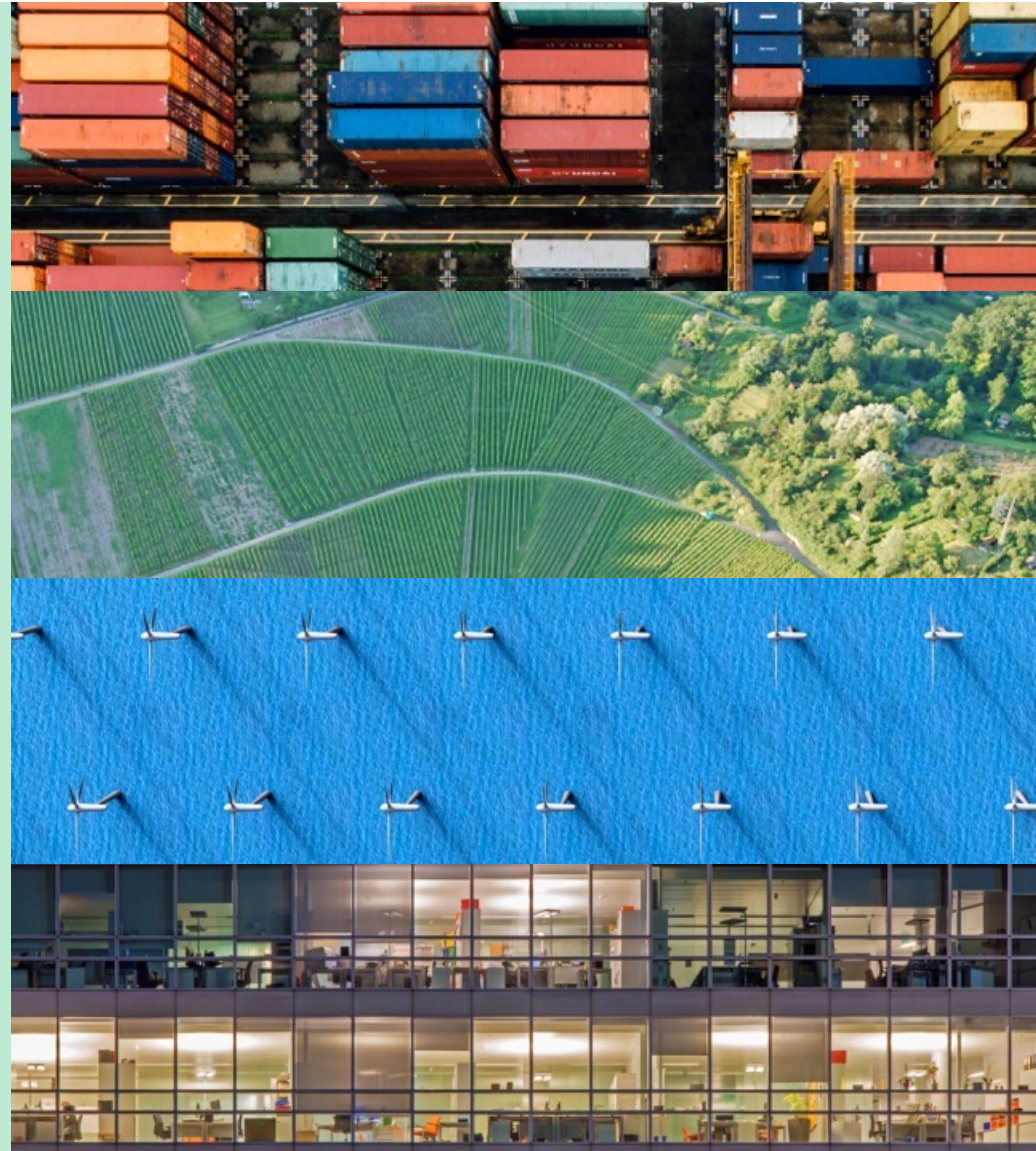
FY22 Focus Areas including Hybrid Cloud

Adam Fore
Senior Director, Portfolio Marketing

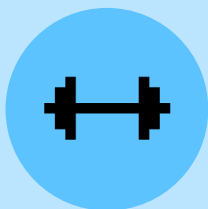
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**NetApp is a cloud-led,
data-centric software
company**



FY21 financial highlights



FY21 performance

	US\$	YonY
Billings	5.9B	9%
Revenue	5.7B	6%
AFA Revenue*	2.6B	16%
Cloud ARR**	301M	171%
Free cash flow***	1.2B	25%



FY21 momentum

- **Accelerating momentum** through 4 consecutive quarters of YonY growth
- **Growing on-premises and accelerating public cloud services**
- Adding net **new customers**
- Software, recurring support, and cloud revenue grew 18% YonY; comprised 72% of revenue***
- Strong **cash generation**

*AFA revenue includes product and support revenue

**Cloud services annualized revenue run-rate is calculated as the annualized value of all Public Cloud Services customer commitments as of the last day of the quarter, with the assumption that any commitment expiring during the next 12 months will be renewed with its existing term

***Free cash flow and software and recurring support and cloud revenue are Non-GAAP numbers. Refer to www.investors.netapp.com for additional details and a reconciliation between Non-GAAP and GAAP numbers

Target Solution Areas

Key areas to win with NetApp

- Hybrid Cloud
 - enterprise Apps, data protection, virtualization, file services, competitive takeout
- Storage as-a-Service
- AI and data analytics

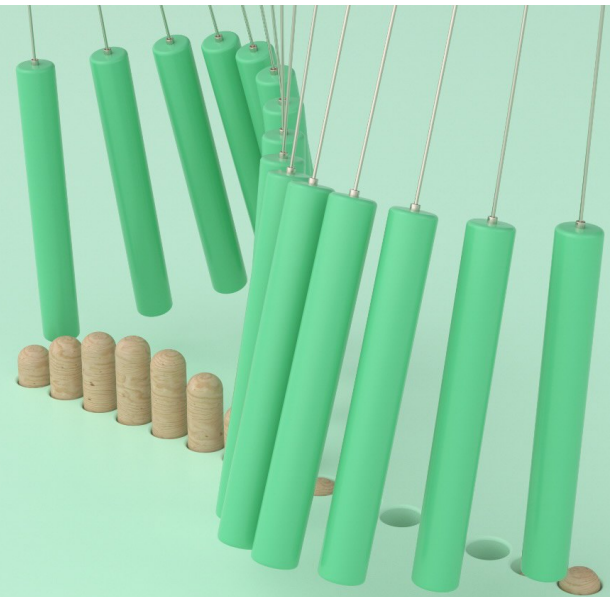


Hybrid Cloud

Jackie Silveira, Foundational Data Services
Howard Kamimoto, Public Cloud Services

FY22

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Why target Hybrid Cloud

Take advantage of today's market environment:

- Hybrid cloud is driving business change to your customers' IT organizations
- Every IT situation including your customers' hybrid cloud challenges are unique
- NetApp is best positioned to bring a successful hybrid cloud outcome for your customers
 - Solutions, manageability, flexible consumption and the expertise and specialist to make it happen



How are enterprises using cloud?

IT is using public clouds to extend on-prem capabilities and/or migrate workloads



On premises

Extend

Use the public clouds to extend their existing IT capabilities (e.g., data protection, tiering, etc.)

Migrate

Move workloads and data to public clouds over time in a multi-step process



Clouds

How do I...

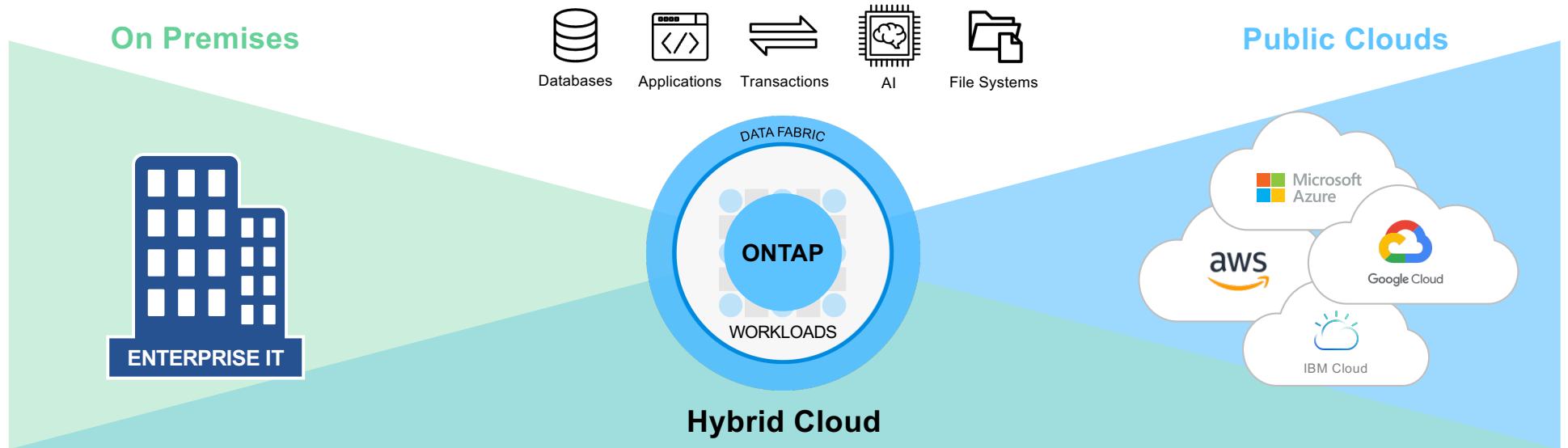
- Modernize my datacenter to make it hybrid cloud capable
- Bring together diverse data center and cloud operations without compounding complexity
- Understand the best solution for my organization and the best path to get there



NetApp is the **only** hybrid
cloud storage provider **native**
in the world's biggest clouds

NetApp is the cloud specialist – hybrid cloud and public clouds

The most complete, end-to-end portfolio and solutions for the hybrid cloud



EDGE

CORE

CLOUDS

DATA FABRIC EXPERTISE

(Consulting & Support Services, Alliance & integration Partners)

FINANCIAL FLEXIBILITY

Keystone, Spot

DATA MANAGEMENT

Data Protection, Encryption, Caching, Replications, Tiering, Archiving, Monitoring, Insights, Optimization, Security, Compliance, Kubernetes, VDI

HYBRID CLOUD FOUNDATIONS (DATA FABRIC)

ONTAP (AFF, FAS, FlexPod, CVO, CVS/ANF), StorageGRID, SolidFire, E-Series

Hybrid cloud data services – what's new

Unify data management across the hybrid cloud



Cloud Manager – Automate centrally

* Automated, templated deployment inclusive of app/policy-dependent services



Cloud Volumes

ONTAP – in the Cloud

- CVS: enhanced data protection schemes and tools
- CVO: extended K8 support



Cloud Backup

Protect ONTAP file data everywhere

- On-prem support including SM integration
- Expanded cloud and on-prem targets (StorageGRID, Google Cloud)



Cloud Data Sense*

Discover, classify, govern data everywhere

- Simple, powerful data governance: what, where, who, usage, risk
- Compliance: AI-driven, real-time reports
- MSFT AIP integration
- On-prem & cloud support (Add: CVO, CVS in Google Cloud)



Cloud Insights

Visualize and optimize your hybrid cloud

- Enhancements for hybrid cloud optimization



Cloud Tiering

Optimize storage costs

- Support for on-prem tiering to StorageGRID

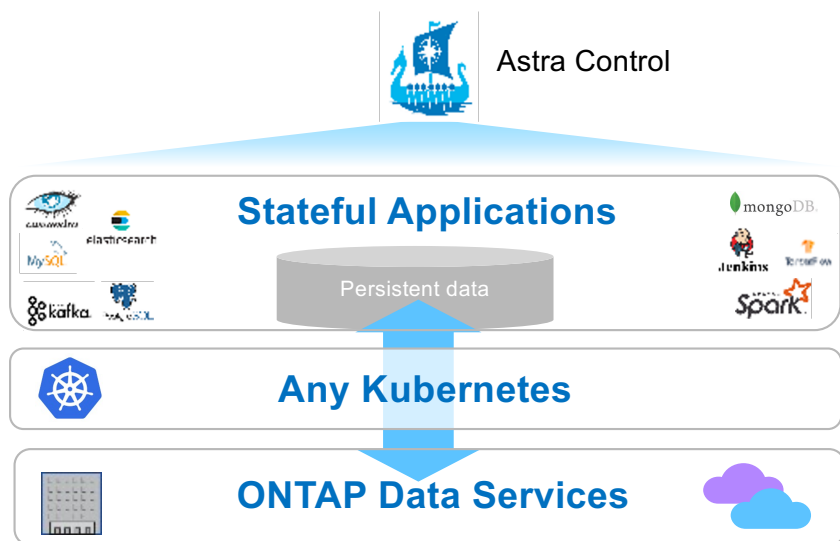


Astra

Application aware data management for Kubernetes

- Support for on-prem environments
- Expanded Cloud Volumes support
- Available July

NetApp Astra



Primary Use Cases

- Data protection with snapshots
- Disaster recovery with remote backup
- Application portability for cloud bursting and migration with instant active clones

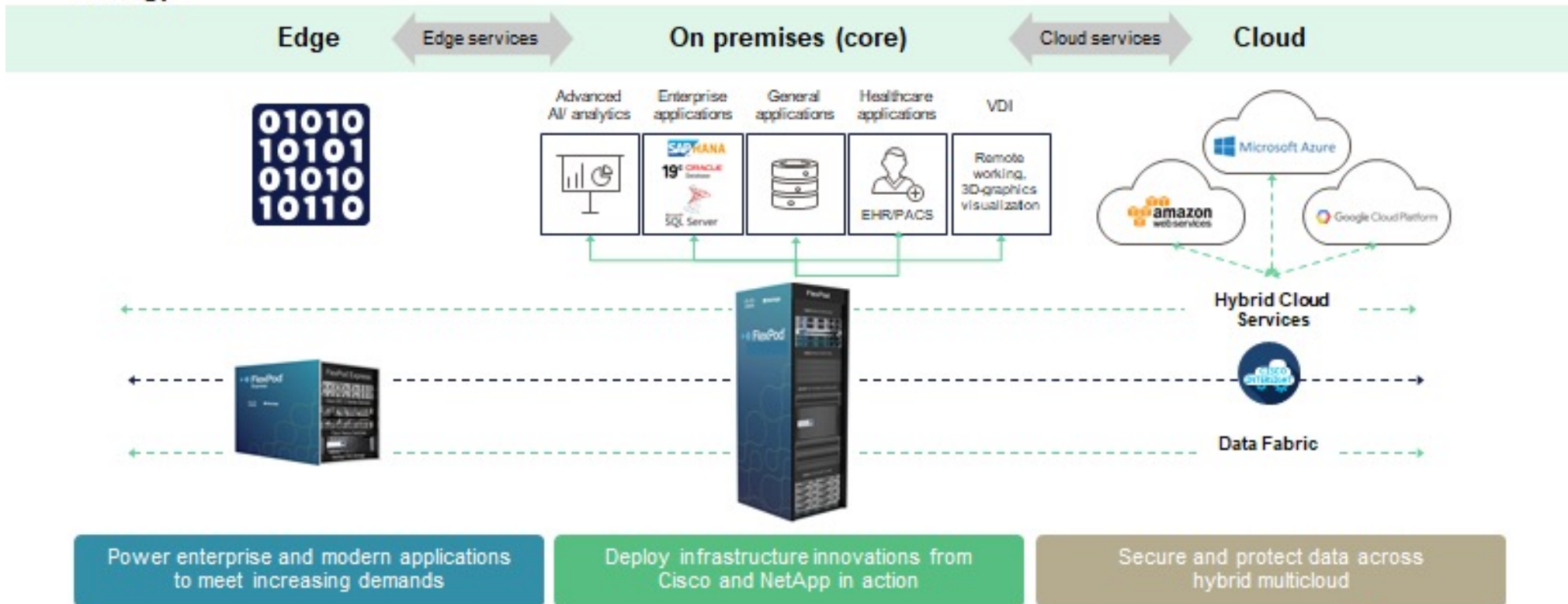
Application-aware data management for Kubernetes

Key Benefits

- **Everywhere** - Public/Hybrid Clouds, new support on-premises
- **Manage, protect, and migrate** your Kubernetes applications easily and quickly within and across multi hybrid clouds.
- **Any Kubernetes, any location.** Manage your backup, DR, and migration wherever your Kubernetes clusters are hosted.
- **Visualize the real-time protection status** of your applications.

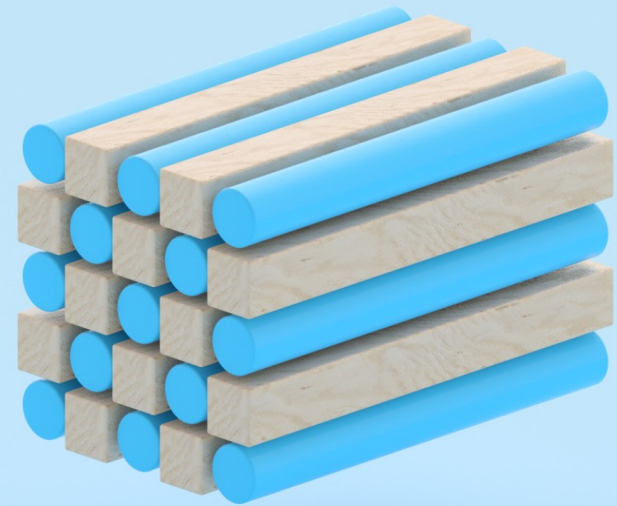
Next-generation FlexPod builds on a foundation of reference architectures

Next-generation FlexPod future-readies customer investments while adopting a hybrid multicloud strategy



Storage as-a-Service

on-premises cloud-like consumption



Storage-as-a-service is a driver for hybrid cloud storage

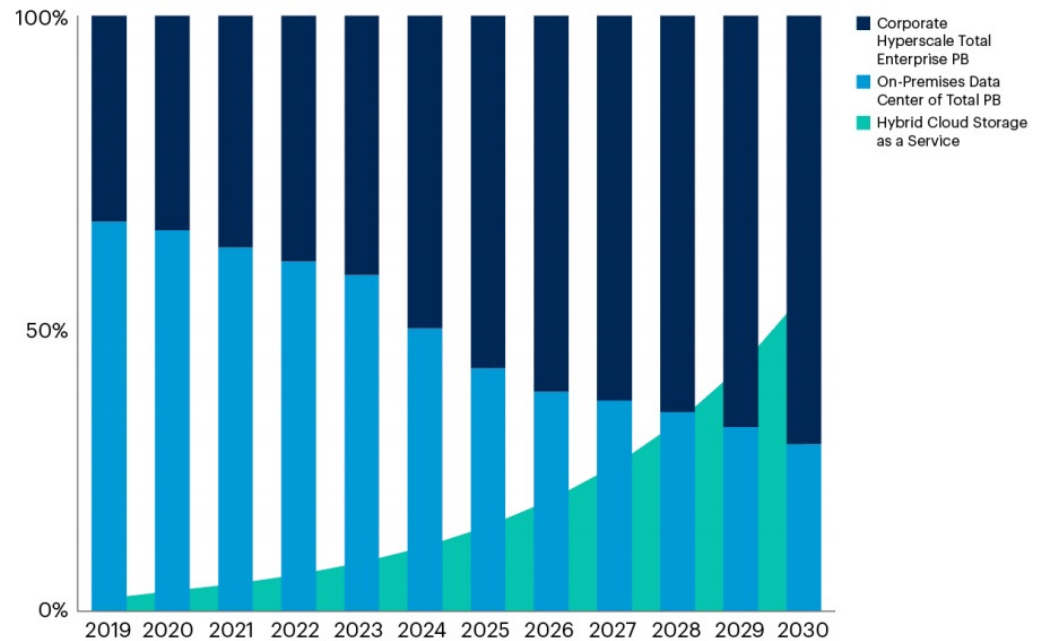


By 2025, more than 40% of all on-premises IT storage administration and support costs will be replaced by managed STaaS, up from less than 5% in 2020.



By 2025, more than 70% of corporate enterprise-grade storage capacity will be deployed as consumption-based service offerings, up from less than 40% in 2020.

Projected Adoption Rates of Corporate Enterprise Storage as a Service, 2019-2030



Source: Gartner
739439_C

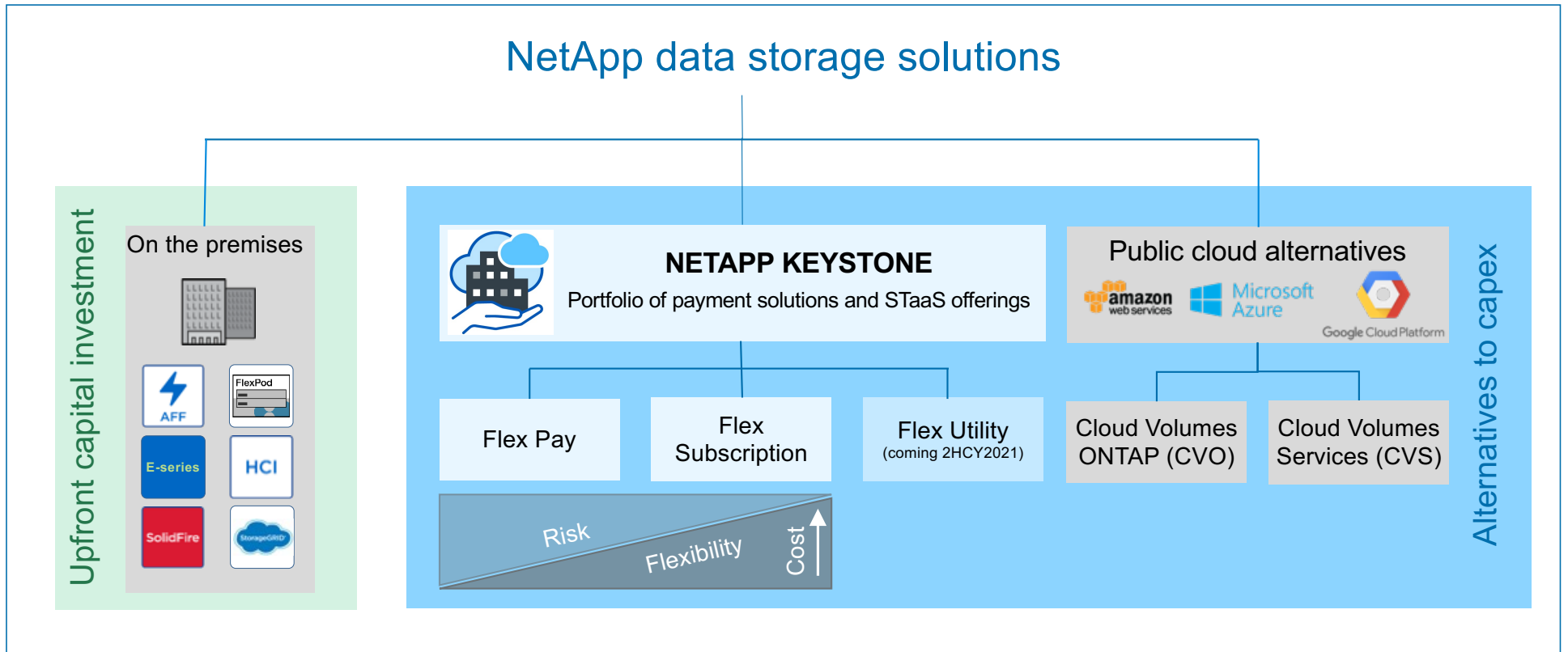
Multiple factors are driving the need for flexibility

Factors driving flexible payment and usage models

Preference for “as-a-service” models	<ul style="list-style-type: none">• Pay-as-you-go aligns costs with usage• Flexible models speed infrastructure refresh• Businesses increase flexibility and scalability
Accounting changes	<ul style="list-style-type: none">• IFRS/FASB changes have companies rethinking traditional leases
Streamlined procurement	<ul style="list-style-type: none">• Pay-per-use models bypass complex internal purchasing processes
Need for data sovereignty	<ul style="list-style-type: none">• Data security regulations (HIPAA, GDPR) require data locality control
Transition to cloud	<ul style="list-style-type: none">• Avoid long term commitment with CapEx purchase

NetApp's complete portfolio

NetApp Keystone: connecting the pillars of your customer's hybrid cloud strategy



NetApp Keystone Flex Subscription

Integrated hybrid cloud — customers pay only for what they need, when they need it



Prefer 100% opex
(no asset ownership)



Single orchestration



Monitor, manage, & optimize usage



Flexible terms
(choice of term & capacity)



Cloud economics on premises

Consume entire NetApp® product portfolio on your customer's terms

NetApp Keystone Flex Subscription

Simplify hybrid cloud operations and multi-cloud access


New Features

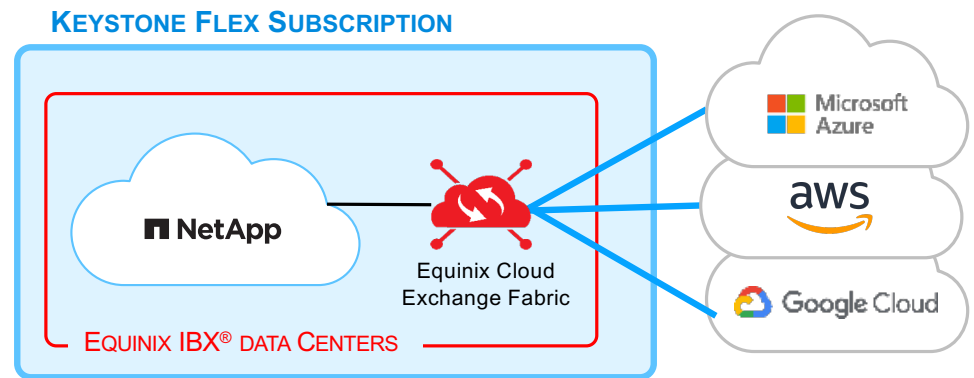
- Integration of Equinix® services
 - Colocation integrated in the service subscription
 - Low latency access to multiple clouds
- Cloud management for AWS, GCP in addition Azure

Benefits

- Access public cloud services without moving data (~1ms latency)
- Single contract, single invoice, one vendor support for storage and colocation services through NetApp
- Automatically scale colocation capacity as the Keystone Flex Subscription service scales
- Centralize hybrid cloud data management (protection, tiering, visibility, optimization) across all major clouds

Availability: Now

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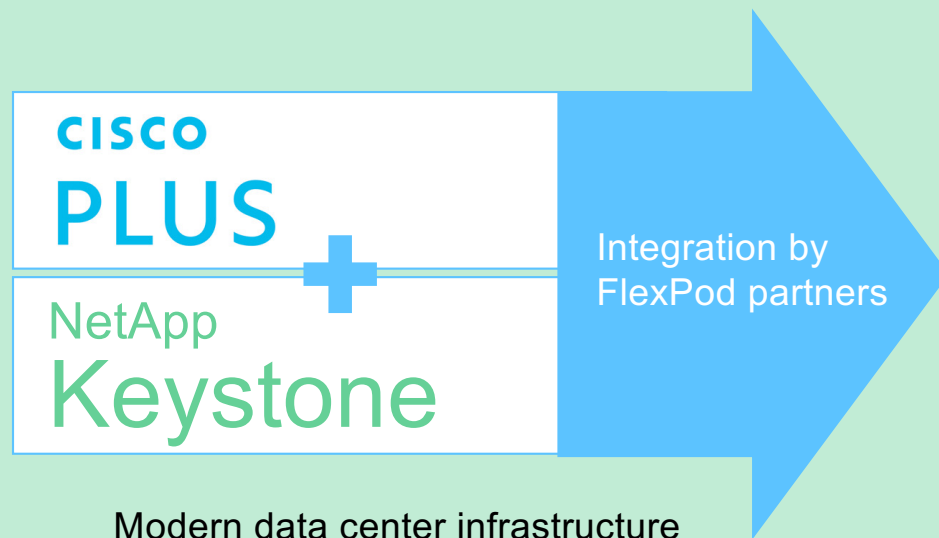


Accelerate cross cloud performance while simplifying cloud service consumption and operation.

New Hands-on Lab available for demos

FlexPod as-a-service


Partner delivered



Modern data center infrastructure
delivered as an on-premises service


FlexPod as-a-service


- Data center infrastructure as a service
- Unified contract and terms
- One invoice
- Single vendor support
- Value added enhancements by partner
- Builds on FlexPod partner integration model


Available today through  Insight.

Qualify

QUALIFIER Relevant Consideration	PURSUE High Confidence Wins	EVALUATE Challenging Opportunities	AVOID Low Probability Wins
Favoring an opex or capex purchasing model	<ul style="list-style-type: none"> Want a true opex consumption model without having to customize infrastructure Found Flex Subscription offers a cloud-like as-a-Service model delivered on-premises 	<ul style="list-style-type: none"> Interested in considering opex but limited or no experience with this for current IT infrastructure 	<ul style="list-style-type: none"> Capex only budgeting and will only consider financing options that map to this model Customer only wants to lower payments so should consider deferred payments or lease
Want custom configuration and financial flexibility	<ul style="list-style-type: none"> On-premises workloads have spikes or seasonality of capacity and performance Needs for some configuration flexibility 	<ul style="list-style-type: none"> Workloads need unique value-added services to be evaluated Public cloud not a good fit today 	<ul style="list-style-type: none"> Workloads need constant customization and 1 year or longer commitment is not an option Configurations that are <50TB and not a high growth storage capacity opportunity
Plans to migrate to cloud in next two years	<ul style="list-style-type: none"> Customer has already moved some legacy applications from on-premises or already implemented new applications in the cloud Capacity remains constant, want cloud-like model for both on-premises and cloud assets 	<ul style="list-style-type: none"> Undecided on whether any additional applications can be moved to the cloud 	<ul style="list-style-type: none"> Considering public cloud is not an option due to regulatory mandates or other customer requirements
Running in a service provider data center	<ul style="list-style-type: none"> Need a cloud-like experience on-premises Appreciates the flexibility to choose performance levels, length of contract, minimum capacities, data services, data protection at multiple sites 	<ul style="list-style-type: none"> Limited experience with public cloud or colocation environment to date 	<ul style="list-style-type: none"> Requires all systems be maintained on-premises in company's own data center
IT Manager of Operations who have power and IT Administrators who have influence	<ul style="list-style-type: none"> Pursue at levels of management who are focused on productivity, efficiencies, flexibilities and advantages of a service model 	<ul style="list-style-type: none"> Ability to promote added responsibilities and role of both IT Ops Manager & Administrators 	<ul style="list-style-type: none"> IT Managers with power who see STaaS model as an attack on their control IT Administrators see their jobs threatened

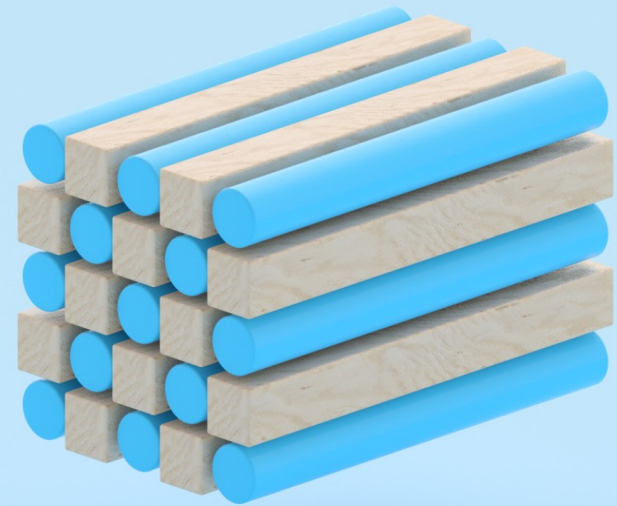
 PURSUE: High probability of success

 EVALUATE: Moderate probability of success

 AVOID: Low probability of success

Why NetApp for AI

Tools for learning, engaging, and selling NetApp AI solutions



Data is critical to AI, but it presents manageability and infrastructure challenges

51%

Data silos

Eliminate silos with multiworkload quality of service (QoS)

37%

Tech complexity

Simplify deployment and management of the edge-to-core-to-cloud pipeline

35%

Data access

Access data at the edge, the core, and the cloud

35%

Data preparation

Get the performance and simplicity that you need to power your AI data preparation, training, and inference

“Artificial Intelligence (AI) has **moved well beyond prototyping** and into the phase of execution and implementation.”

- IDC Customer Insights & Analysis

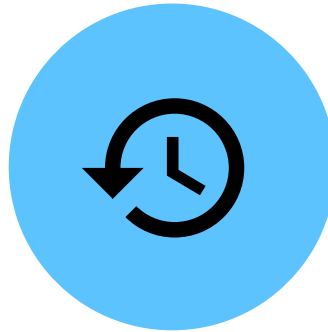
Source: IDG Research

Why use NetApp AI?



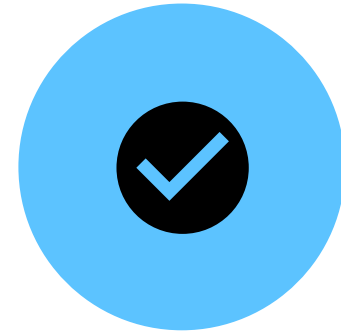
Build a seamless AI pipeline

Designed for wherever your data lives—or where it moves to—from the edge to the core to the cloud



Accelerate insights and innovation

Scalable, GPU-powered architectures that are designed and optimized for AI

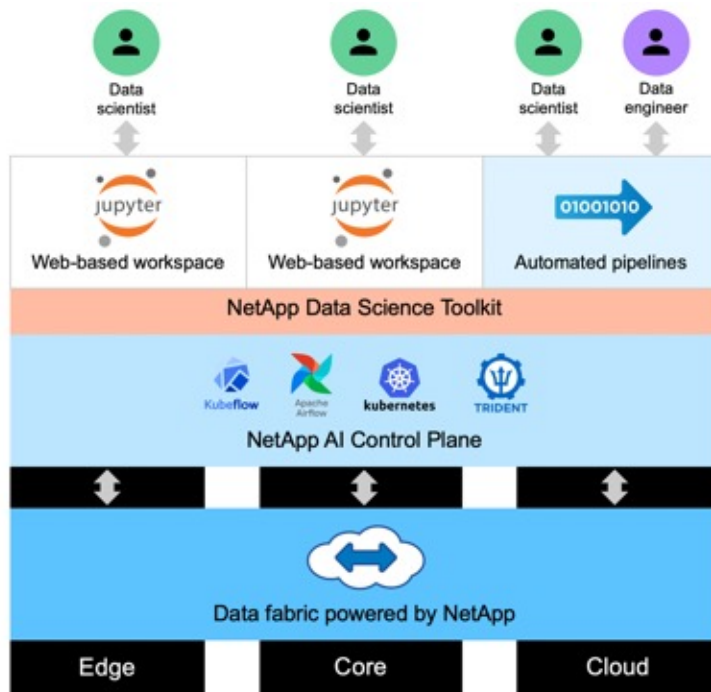


Be confident that data is protected and compliant

25+ years of data management leadership

Key NetApp AI solutions

Intelligently manage AI workloads and data from edge to core to cloud



- NetApp Data Science Toolkit
 - Allows a data scientist to focus on the science instead of IT
 - Quickly and easily provision, clone, and create a Snapshot copy of a data volume
- NetApp AI Control Plane
 - Delivers full-stack, end-to-end AI workload management
 - Quickly and easily define end-to-end AI workflows
- NetApp AI bundled solutions
 - Tight reference architectures of NetApp, NVIDIA, and Mellanox
 - Preconfigured AI infrastructure solutions from NetApp, NVIDIA, and Mellanox
 - Minimizes risk and maximizes implementation success

Managed AI infrastructure with NVIDIA development

NVIDIA Base Command Platform



- NVIDIA Base Command Platform as subscription
- Keystone is the only validated storage
- Early Access announced

Discovery and qualification

Verticals to focus on:

- Healthcare—medical imaging, genomics
- Automotive—autonomous vehicles, smart factories
- Retail—forecasting, product recommendations
- Financial services—fraud detection, risk analysis
- Public sector—traffic light control, tax audits

Look for:

- Customers doing AI training and inferencing
- Customers looking at AI pipeline optimization
- Customers looking for hybrid cloud AI/ML
- Customers interested or deployed NVIDIA DGX
- Legacy Hadoop customers

Questions to ask:

- Are you using GPUs or DGX systems?
- Do you have a data science team?
- Do you have issues moving data?
- What's your data set size?
- Do you have reproducibility or collaboration challenges?
- How do you manage your AI workflow?
- What are your AI/ML/DL use cases?

Customer successes with NetApp AI



Healthcare

- **Allogene Therapeutics***
 - Accelerating genome sequencing
- **Kaiser Permanente***
 - Improving facial recognition and disease analysis
- **King's College London**
 - Simplifying radiology workflows
 - Automating radiology interpretation

Automotive

- **Hyundai Motor Company***
 - Optimizing AI infrastructure for driverless-truck development
- **Daimler AG***
 - Enhancing autonomous driving for trucks
- **Aptiv***
 - Improving autonomous driving technologies

Financial Services

- **SberCloud**
 - Risk assessment and management, fraud detection and predictive analysis
- **Genworth**
 - Automating underwriting, natural language processing

* Internal use only; do not share publicly

Customer successes with NetApp AI



Retail

- eBay*
 - Improving search
 - Optimizing pricing and selling
 - Enabling language translation
- Coles *
 - Enhancing predicative pricing
- Target *
 - Enabling natural language processing and multi modal-recommendations

Telecom

- SK Telecom*
 - Accelerating research and development
 - Improving predictive maintenance
- KT Corporation*
 - Improving performance of IPTV service
- NTT Communications*
 - Increasing natural language processing

Education and research

- The Ohio State University*
 - Accelerating automotive research and architectural engineering
- Simula Research Laboratory
 - Driving high-performance computing research
- NCI
 - Accelerating research for quantum computing, astrophysics, and biology

* Internal use only; do not share publicly

Heat map from AI Sales Playbook

Pursue

- Bought NVIDIA DGX(s), GPUs
- Expanding HPC clusters
- Lots of AI in cloud
- Looking to transition off legacy Hadoop

Evaluate

- Exploring AI use cases
- Comparing AI cloud vs. on-prem
- AI budget delayed
- Competitor using same partner(s)

Avoid

- Not sure about AI
- Has not heard of NVIDIA or GPUs
- Doing AI on laptops
- Very minimal storage requirements

Winning strategy

- **Find your account's AI personas:** Search account name and AI; LinkedIn Navigator—search for data engineer or scientist and account name; account website job postings—requisitions for data engineer or scientist
- **AI business development team** will help with AI workshop, AI RFP responses, and arrange deep dive sessions
- **Convert the opportunity into a Proof of Concept (PoC):** Leverage the NetApp Customer Proof of Concept (CPOC) labs
- **Lead with Data Science Toolkit and AI Control Plane** for cloning a data namespace and rapid implementation of workflows with traceability and versioning



Partner Launch Resources

Hybrid Cloud Launch Webcast: [on-demand webcast](#)

Partner Launch Page <https://fieldportal.netapp.com/content/1415688>

Blogs

<https://blog.netapp.com/category/blogs/hybrid-cloud/>

Communities

<https://community.netapp.com/>

<https://community.netapp.com/t5/Cloud-Data-Services/ct-p/CDS>

SoMe – NetApp Nation

nation.netapp.com

Campaign: Stay on Top of Your Hybrid Cloud Strategy

<https://fieldportal.netapp.com/content/1481213>

netapp.com

<https://www.netapp.com/hybrid-cloud/>

<https://www.netapp.com/cloud-services/astra-control/>

Professional Services

<https://fieldportal.netapp.com/collections/213263?assetComponentId=213363>

Launch Videos: share with your customers after June 8

Next-generation FlexPod

Introducing the next generation of FlexPod

Video: Why next-generation FlexPod is perfect for your...

Video: Introducing the next generation of FlexPod

Build a seamless hybrid cloud with ONTAP

5 minutes to build your hybrid cloud

Hybrid Cloud Framework Video for Customers

Brief: Build a Seamless Hybrid Cloud with ONTAP

Take Less Than Five Minutes to Build Your Hybrid...

Set up hybrid cloud backup in <2 minutes

Thank you for joining us.

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