



Selling FlexPod XCS to the C-Level

Wes Talbert

Senior Manager, FlexPod Enablement

Hybrid Cloud Infrastructure



© 2022 NetApp, Inc. Cisco, Inc. All rights reserved.



Why FlexPod?

Avoid Risk

12-year proven track record

Quick Results

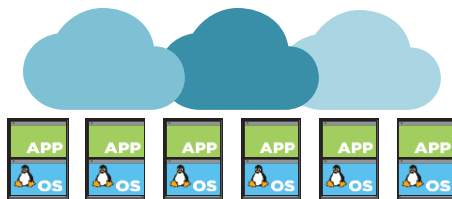
200+ Cisco Validated Designs

Secure Foundation

Built to protect

#1

Most trusted



Cloud integrated

- Tiering, data protection, services

Latest generation of enterprise apps

- Oracle, SAP, SQL Server
- Containers, Kubernetes, OpenStack
- Citrix, Horizon, VDI

Sixth-generation compute

- AI/ML, NVIDIA GPUs

High-speed fabric and storage

- 100GbE/32Gb Fibre Channel (FC)
- NVMe over fabric and storage

Security

- Built-in encryption
- Ransomware protection
- FIPS 140-2

Full-stack, single-vendor support

- Cloud-based monitoring
- Workload Optimization

FlexPod Momentum



Success by the numbers

\$16B+

combined revenue
to date

9500+

FlexPod customers
around the world

200+

validated designs

6500+

petabytes sold

1100

partners serving
100 countries

300+

Collaborated
engineer years

FlexPod is the **first and only CI platform natively integrated** into AWS, GCP and Azure - Cloud Providers

TEN YEARS
FlexPod[®]
A Cisco and NetApp Solution



**When you take action, you
can create the outcome.**

- Philip Anschutz

Outcomes

- 1 One Call Support
- 2 FlexPod as a Service
- 3 Hybrid Multi-Cloud
- 4 Efficiency and Automation
- 5 Snapshots and Anti-Malware

One Call Support

- For the CIO:
 - Faster resolution of support cases
 - No concerns of finger pointing
- For the Partner:
 - Upsell to Partner Authorized Support
 - One call experience becomes partner led
 - Improves partner visibility
 - Increases customer loyalty to partner



FlexPod as a Service



- For the CIO: infrastructure capacity planning burden is alleviated
- For the CFO:
 - Stop capex peaks for infrastructure
 - Opex that matches growth of the business
- For the Partner:
 - Revenue grows with the customer
 - Margins remain consistent

Hybrid Multi-Cloud

For the CIO:

- Consistent storage experience both on-prem and in cloud
- Data in right place @ right time

For the CFO:

- At the right cost
- Portability = price leverage

For the CISO:

- Portability = future compliance
- Consistent = visibility, less risk



Partner opportunity to lead and win in many LOBs:

- Storage
- Network
- Compute
- Professional Services
- OS / VM / Container
- Apps & Databases
- AWS
- Azure
- GCP

Efficiency

- For the CIO:
 - Consistent storage OS = time savings
 - Better data efficiency across IT estate
- For the CFO:
 - Cost savings on skilled labor
 - Cost savings on data storage
- For the Partner:
 - Better customer experience



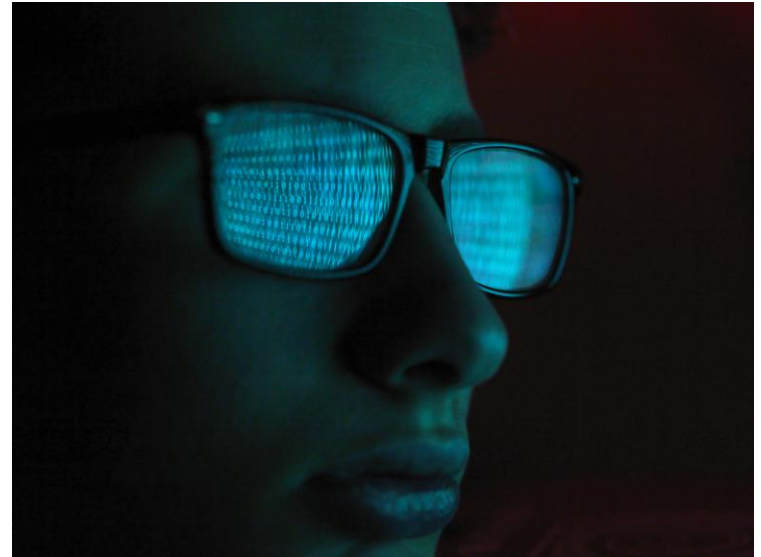
Automation



- For the CIO:
 - Automation = speed to market
 - Consistency = reliability
- For the CISO: consistency = security
- For the CFO: labor cost reduction
- For the Partner:
 - Automation = customer satisfaction
 - CSAT = loyalty & future expansion

Snapshots and Anti-Malware

- For the CIO:
 - Snapshots = data protection
 - On box anti malware = early detection
- For the CISO: compliance and prevention
- For the CFO: avoid ransoms and fines
- For the CMO: protect the brand
- For the Partner: hero



Thank You!