

HOW NETAPP CAN MAKE YOU THE HERO BY HELPING CUSTOMERS WEATHER THE FLASH SUPPLY STORM



Flash prices are spiking across the entire industry — not just at NetApp. DRAM, NAND, SSDs, even hybrid components are under unprecedented supply pressure. Customers everywhere are feeling it... and this is your moment to lead.

Here's the good news: More than anyone else in the market, NetApp is uniquely positioned to help your customers control costs, protect performance, and stretch every dollar further.

How You Can Help Customers Navigate Supply Constraints & Rising Flash Prices

1. Maximize the Storage They Already Own — Before They Buy More

Most environments are sitting on 10–40% stranded capacity. With NetApp ONTAP + Data Infrastructure Insights (DII), customers can reclaim unused space, right size workloads, and delay purchases during peak pricing.

2. Tier Smartly — Put Only the Critical Data on Flash

Not all data deserves premium flash. NetApp automatically tiers colder data to HDD or cloud, freeing flash for the apps that need it most and reducing spend dramatically.

3. Reduce Infrastructure Costs Beyond Storage

DII can expose underused hosts, oversized VMs, and expensive commercial hypervisors. Consolidate, migrate with NetApp Shift, and redirect budget where it matters.

4. Scale Only What's Needed — When It's Needed

NetApp's scale out architecture + Keystone STaaS helps customers avoid big upfront purchases. They can expand capacity gradually or consume storage subscription style to ride out supply/price swings.

5. Use Hybrid Cloud to Escape Local Price Pressure

ONTAP's "run anywhere" model lets customers move workloads to the most cost effective location — on prem, cold cloud tiers, hybrid disk — without rewriting anything.

Why NetApp = Your Competitive Advantage Right Now

NetApp is the ONLY vendor that delivers:

- High performance flash
- High capacity flash
- Cost efficient disk
- Cloud cold storage

All under one operating system (ONTAP).

Your Call to Action

Use this disruption to your advantage. Customers need help — and you have the tools to guide them:

- Share the NetApp blog on the [6 strategies to manage rising flash costs](#)
- Demo the new DII and discuss how to leverage it to proactively contain costs
- Deliver a tiering and cost placement strategy session to optimize where data resides

If you'd like help tailoring this message or running customer briefings, contact your NetApp Partner Sales Manager or Partner Technical Lead. Let's turn market disruption into opportunity - together!

