



## NetApp HCI Simplify. Automate. Scale. Zero-touch clouds.

Only NetApp offers public cloud architectures for private clouds. With NetApp® HCI, customers get an enterprise-scale hyper converged infrastructure (HCI) that's purpose-built for the enterprise. Now your customers can consolidate competing workloads in their cloud environments without compromising resources or simplicity.

NetApp HCI integrates seamlessly with the NetApp Data Fabric and can be easily deployed across a customer's entire data center. By adding NetApp HCI and services to your portfolio, you can evolve with the market, better serve customer needs, and substantially increase your profitability.

### WHAT NETAPP HCI MEANS FOR YOUR BUSINESS

NetApp HCI can help you grow your business and increase profit.

#### Take advantage of a growth market

- \$3.7 billion global HCI market<sup>1</sup>
- 76% compound annual growth rate for HCI<sup>2</sup>

#### Benefit from incremental sales opportunities

- Earn rich incentives to drive net-new customers and to reward goal achievement.
- Increase profits as a trusted NetApp services provider.
- Take advantage of opportunities for stacked incentives and promotions.
- Generate additional implementation revenue by handling VMware licensing.

### WHAT NETAPP HCI MEANS FOR YOUR CUSTOMERS

Your customers are poised for digital transformation. Use the following points to strengthen your sales discussions.

#### Improved performance

- 22% more efficient use of compute resources
- 93% fewer storage performance issues
- 83% faster provisioning
- Up to 59% lower TCO<sup>1</sup>

#### Exceptional flexibility and scale

- Eliminates the silos of first-generation HCI
- Simplifies workload management
- Scales compute and storage independently, at will

#### Superior agility with seamless integration into the NetApp Data Fabric

- Move data anywhere, anytime without sacrificing performance.
- Gain greater data visibility across clouds.
- Optimize and protect all data with simplified management.

Help your customers accelerate their digital transformation by developing a cloud-architected infrastructure that manages data and services as one integrated resource, supporting both public and private clouds.

NetApp customers are ready to deploy HCI now. They're "ready for next."

**Discover NetApp HCI, a purpose-built, enterprise-scale HCI. And access resources to drive demand.**

<sup>1</sup> Evaluator Group, How Architecture Design Can Lower HCI TCO, December 2017.

<sup>2</sup> IDC, Worldwide Converged Systems Revenue, 2017-2018