

## Panel interview guide: NetApp

As part of your panel interview, you will be conducting a sales demonstration based on a business specific scenario. This guide is designed to help you prepare by offering insights into what to expect and how to approach the case study you've received. It outlines key talking points and strategies that align with NetApp's solutions, enabling you to showcase your ability to address the needs effectively.

**Please note:** this is a verbal presentation and no additional materials (slides, handouts, etc.) are to be shared or presented. The focus is on how you communicate and engage with the panel using the provided scenario and your expertise.

We encourage you to thoroughly review the materials, practice your approach, and ensure you're prepared to deliver a clear, concise, and impactful presentation.

### Panel Format:

Action	Definition	Resources to use	Time limit
Interview length	60-minute panel interview that includes a sales demonstration.	N/A	60 minutes total
Introductions	Panel members will introduce themselves.	N/A	10 minutes
Sales Demonstration	A verbal presentation against a business specific scenario.	Case study scenario and key point to address	10 minutes
Q&A	Panel members will conduct a Q&A with competency-based questions.	N/A	40 minutes



## **NetApp Talking Points:**

### **Elevator pitch / What does NetApp do?**

NetApp is a \$6 billion plus, Fortune 500® storage and data management company with more than 10,000 employees around the world. Companies use NetApp's innovative systems and software to manage the data they rely on to run their businesses and accelerate success. Our customers create movies, develop life-saving medications, help make planes fly on time, and explore for the oil that fuels your car.

Hospitals use our products to store and protect your medical data. Your favourite e-mail services and Internet sites maybe using NetApp to manage your messages, pictures, music, and documents. With NetApp, companies never need to compromise. They get both the cost efficiency and the business flexibility they need to be successful.

Data is our customer's biggest competitive advantage. But only when it is orchestrated with purpose. It is available anywhere and everywhere they need it, whether it is on the customer's premise or in the Cloud. We are the Intelligent Data Infrastructure Company.

### **Who are NetApp's customers?**

NetApp's customers come in all sizes and are found in all industries around the world. Products and services, you rely on every day are created by NetApp customers.

For example:

- Energy companies use NetApp innovations to explore for oil that will fuel your car.
- Movies like DreamWorks "How to train a dragon" were created using NetApp products.
- Pharmaceutical companies like Genentech use NetApp storage to develop the medications on which many of us depend.



- Technology giants like SAP, Cisco, and TI develop their products and run their businesses on NetApp.
- Popular e-mail services, telephone companies, and Internet sites run on NetApp.

### **How do we help customers to be data-driven?**

Today's organizations must be data-driven to thrive. NetApp is the data authority for hybrid cloud. We offer a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation.

### **What is our differentiator?**

With NetApp, customers never need to compromise. They get both outstanding cost efficiency and breakthrough business capabilities. The flexibility and efficiency customers gain help them accelerate innovation and business agility while lowering costs. Successful businesses are built on an agile data infrastructure enabled by the #1 storage operating system, NetApp Data ONTAP.

### **What is our key message?**

NetApp is the data authority for hybrid cloud. We help transform all your distributed, dynamic, and diverse data into a shared asset that can power your business (unlike competitors who are building new silos that will isolate and fracture the potential impact of your data). So, go ahead. Transform your data. Change the world.

### **How do I talk about NetApp to a strategic audience?**

Businesses of all sizes look to IT to help them grapple with three challenges: economics, speed, and scale. NetApp innovations transform how data storage can help IT deliver efficiency and agility at a scale never thought possible. Businesses gain a competitive advantage when they innovate faster and grow without limits while operating more efficiently and cost effectively.



## **What does NetApp create?**

We have a best-in-class cloud connected and enable data management and storage solution portfolio created in collaboration with other industry leaders. Our portfolio includes solutions for:

- Applications
- Virtualization
- Hybrid Multicloud infrastructures
- Service providers
- Big data content repositories
- Artificial Intelligence

We partner with technology leaders like Amazon, Google, Microsoft, Nvidia, Cisco, VMware, IBM, and Oracle so our customers can choose the best software, server, networking, and storage technologies available. Our extensive network of delivery and support partners lets our customers work with us in the way that works best for them.

## **Why do companies trust NetApp?**

We are a global company with a track record of success.

- We were founded in 1992.
- In FY'19 we reported a solid growth in revenue.
- We have 10,000+ employees in 150+ offices worldwide.
- NetApp is a Fortune 500 company
- NetApp Data ONTAP is the #1 storage operating system. \*
- Our growth consistently outperforms that of the industry and allows us to invest in continuous innovation.
- Our culture is a competitive differentiator



## **What ideas do we want to promote in the marketplace?**

Data-centric businesses are deciding the future. Tear down the barriers to your digital transformation by unifying data across silos and clouds. Master the hybrid cloud world. Push customer touchpoints to the farthest reaches. Inspire global teams to innovate. Shatter the obstacles of data center performance. And discover opportunity wherever it exists. One company helps make it all possible. NetApp has a whole new approach to data, so you can align your resources, unleash your data's full potential, and realize your vision. Be a Data Visionary.

## **Storage is a foundational decision that affects business success.**

Companies today need to run nonstop. Services must be running, and data must be available around the clock. But that is not enough. To win today, companies need an IT infrastructure that enables them to operate more efficiently and move faster than the competition. The decision a business makes about storage infrastructure can significantly affect business outcomes.

**Why compromise with a generalist when you can choose the expert for each layer of the stack?** Traditional IT stack vendors all want in on the storage business, but their core ability is in other areas. An innovation stack from best-in-class vendors makes it easy for organizations to get the best applications and infrastructure technologies available. At NetApp, we partner with other industry leaders, such as Cisco, VMware, and Microsoft, to develop and deliver an integrated innovation stack that works seamlessly in our customers' environments.

## **Whichever storage approach a business takes—shared or dedicated—NetApp provides the best solution.**

As winning companies move from legacy siloed storage to a pool of shared resources, they discover that an agile data infrastructure built on NetApp is the optimal storage foundation for business applications and virtualization.

**To move from legacy storage to a shared resource pool and cloud requires new criteria.**

They recognize that the move from legacy to shared infrastructures requires a different way of thinking about storage. It means they need new evaluation criteria. All NetApp storage solutions meet the new storage-buying criteria: service automation and analytics, storage efficiency, virtual storage tiering, non-disruptive operations, integrated data protection, embedded data security, seamless scaling, unified architecture, and secure multi-tenancy.

**Resources:**

- Website: Visit [www.netapp.com](http://www.netapp.com) for comprehensive information about our products, services, and solutions.
- Cloud Solutions: Explore <https://www.cloud.netapp.com> to learn more about our hybrid cloud data services and how we simplify application and data management across various environments.
- NetApp TV: Access [www.netapp.tv](http://www.netapp.tv) to watch videos and gain a deeper understanding of NetApp's offerings.