



NetApp®

Go further, faster®

NetApp, Standards & Open Source

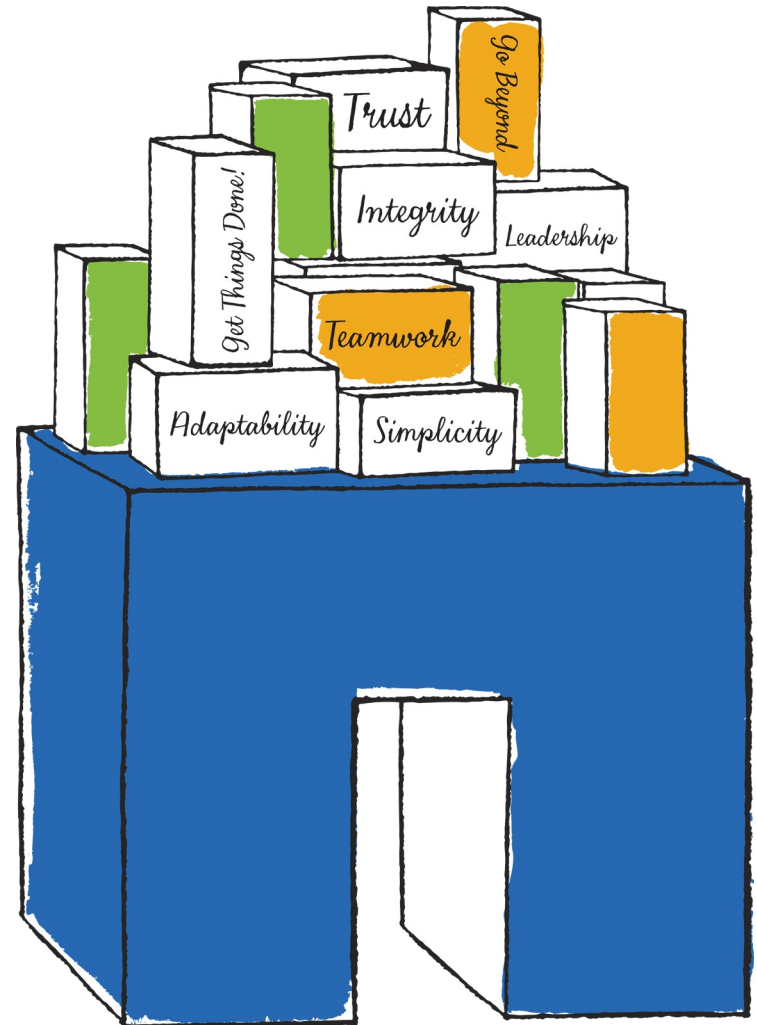
Innovation & Leadership

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Discussion Topics

- NetApp in a nutshell
- Why we invest in standards activities
- NetApp industry participation strategy
- NetApp and open source software
- Summary



NetApp is a \$6 billion, Fortune 500 storage and data management company



Businesses built on NetApp go further, faster



World's Top Companies Use NetApp

- Based on FY 2011 revenue of \$5.1B
- NetApp is #474
- 96 out of the Fortune 100 companies are NetApp customers*

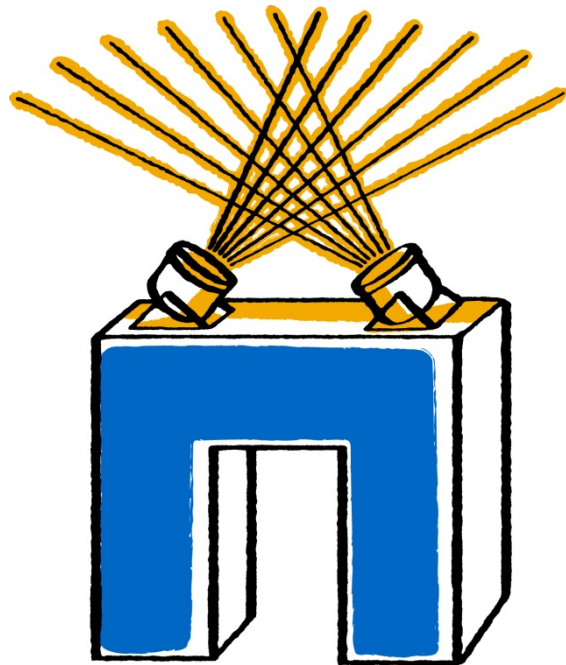


*Based on NetApp customer bookings and NetApp AutoSupport users in FY 2011 and FY 2012.
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Innovation Fuels Success

Forbes' Worlds' Most Innovative Companies



- NetApp is #51 out of 100
- 84% are NetApp customers



<http://www.forbes.com/special-features/innovative-companies.html>



Innovations That Transform Business

Performance

1992-2002

- First network-attached storage appliance
- First multiprotocol storage appliance
- NearStore® storage appliance
- Unified SAN and NAS storage appliance

Efficiency

2002-2010

- RAID-DP® disk resiliency
- Thin provisioning and virtual data copies
- MetroCluster™ array-based clustering and synchronous mirroring
- Unified dedupe for primary and secondary storage
- First flash-based cache in an enterprise controller
- First FCoE network connectivity in a storage controller
- First file-level FlexClone® volumes

Scale

2010-2012

- Nondisruptive data migration of tenants
- First isolated, end-to-end, multi-tenant solution
- First converged 10Gb Ethernet network
- Inline data compression across all storage tiers
- First to support industry-standard for shared high-performance parallel I/O
- First to enable scale-out across unified SAN and NAS systems
- First clustering across unified SAN and NAS

\$6B

1992

2002

2012

Culture as a Competitive Differentiator



- #1 Switzerland
- #1 Austria
- #1 Research Triangle Park
- #2 EMEA
- #2 Germany
- #2 Japan
- #2 France
- #2 Australia
- #3 Canada



- #4 Chicago
- #5 United Kingdom
- #5 Pittsburgh Tech Center
- #6 United States
- #6 New York
- #7 Washington, D.C.
- #8 Netherlands
- #10 India
- #10 Minnesota



Why we invest in standards activity

Standards are important to our customers

- Protect technology investment
- Mitigate technical risk
- Ensure a base level of interoperability
- Avoid vendor lock-in
- Provide choice among products
- Ensure continuing innovation to address IT challenges
- Commonality leads to less training, simpler deployment



Standards Enable Rapid Pace of Technology Innovation

- Rich set of industry standards aligns vendor ecosystem
- Industry association evangelism accelerates customer & industry acceptance
- Pace of technological advance is a function of the aggregate pace of the industry
- Vendors and their partners focus on turning technology change into customer value

... It is in our own self interest to actively participate in standards and industry associations



NetApp Approach

■ *Standards = Innovation*

- Standards define new/improved ways of performing some function
- Meet the requirements of competing vendors
- Drives ecosystem of multiple interoperable product architectures
- Innovation is a *requirement* for success

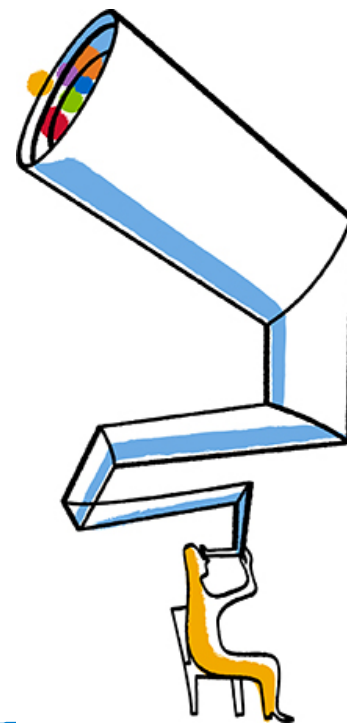
■ *Participation = Driving the industry agenda*

- Non-participation allows competitors to drive
- Leadership enables you to influence direction and positioning and be perceived as an industry expert
- IT and media value these “vendor neutral” voices
- Leadership is a *requirement* for success
- Visibility is a *consequence* of leadership



Industry Participation Strategy

- Industry participation consistent with being a leading storage vendor
 - Appropriate breadth of engagement
 - Leadership in selected venues
 - Build long-term participant bench strength
- Drive NetApp's strategic business agenda through standards and industry organizations
 - Support product leadership through standards innovation
 - Advance and promote strategic technologies
 - Enhance partner relationships
 - Closely align with business and Marketing agenda
 - Global leverage of industry associations for leadership visibility





Cloud & Virtualization Engagements

Open Virtualization
Format (OVF) spec

DMTF

SNIA
Cloud Storage
Initiative

Cloud storage education
& CDMI ecosystem
development

Virtualization

Cloud Storage

OpenStack
Foundation

Open source
platform for cloud
environments

oVirt.org

Open
Virtualization
Alliance

OASIS
TOSCA
WG

Topology &
orchestration spec
for cloud apps

Open source
s/w for KVM
solutions

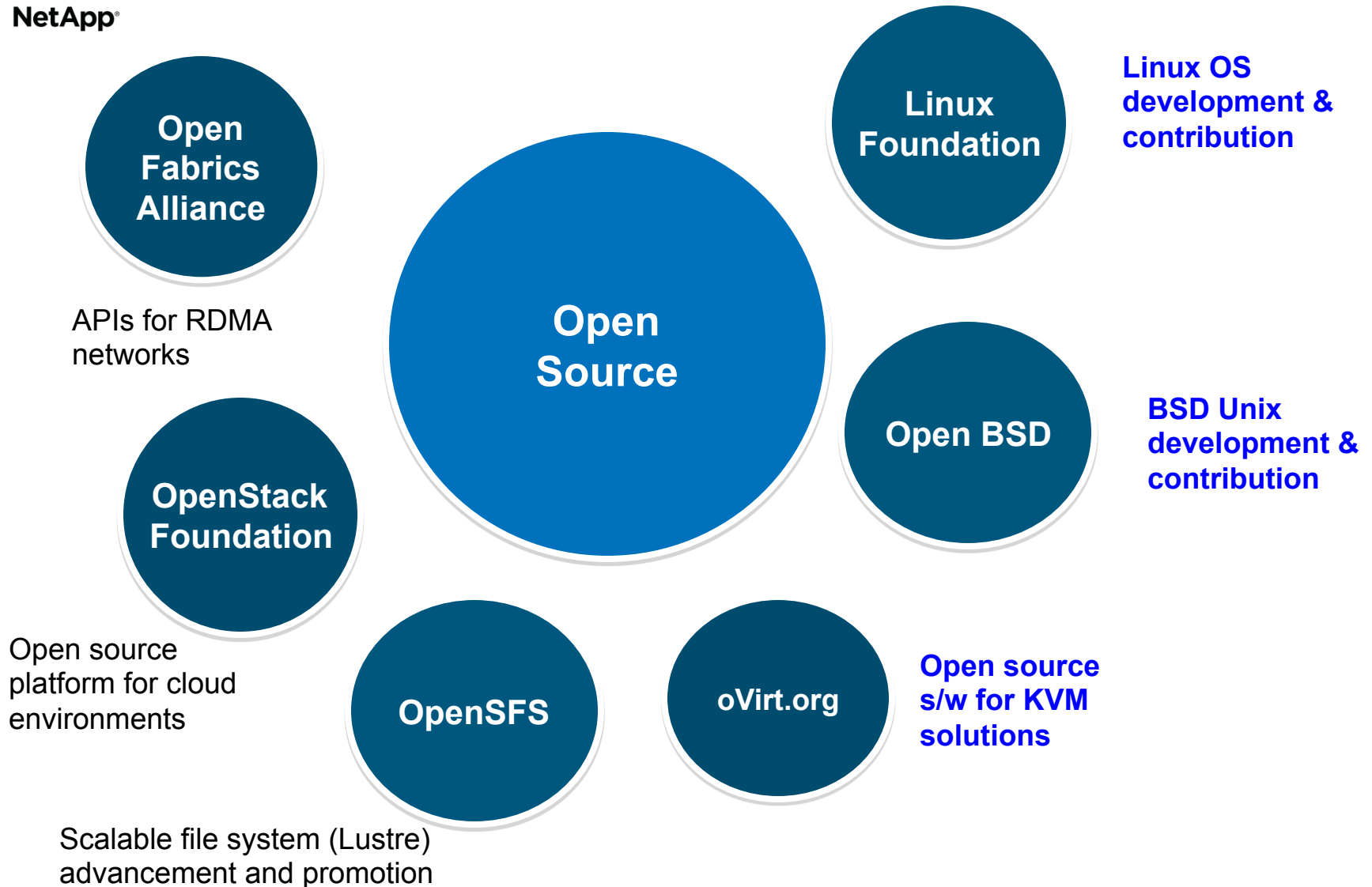
Promoting KVM-based
solutions & ecosystem

Open Data
Center
Alliance

Solution blueprints for
Cloud Data Centers



Open Source Engagements





Summary

- Innovation and pleasing our customers are core values at NetApp
- NetApp's industry association and standards activities are an integral part of the corporate innovation and leadership agenda
- We have a long history of supporting and contributing to open source initiatives
- We view this as an important component of our partnering agenda
- NetApp industry representatives span the entire company, from engineering to marketing to field support, to IT
- NetApp is broadly viewed as a leader in the storage industry through its industry association efforts