

## A CASE STUDY FOR:

# NETAPP®

OPTIMIZING NETAPP® AND THE WORLD'S LEADING STORAGE OPERATING SYSTEM  
Rackspace helps NetApp customers realize dramatic cost savings and efficiency improvements

### BUSINESS

Software, systems and services to manage and store data.

### CHALLENGES

Lower cloud adoption barriers with secure, easy, cost-efficient cloud solutions.

### SOLUTION

Rackspace Managed Public and Private Cloud Services

### OUTCOME

Customers accelerate performance, protect data and benefit from updated cloud productivity and reliability.





NetApp enables organizations to confidently manage and maintain control of their data across cloud and on-premises environments, accelerating innovation and IT responsiveness. Founded in 1992, the Sunnyvale, Calif.-based company is providing a single data fabric that spans private cloud, service providers, and hyperscale cloud providers, NetApp allows organizations to optimize IT delivery by integrating enterprise-class data management and control with the flexibility, speed, and economics of the public cloud

As one of the world's fastest-growing storage and data management experts, NetApp strives to help its customers innovate, and deliver outstanding cost efficiency to them. To do so, NetApp must provide nonstop availability of its data and business-process ideas to enable users to lower costs and maximize their infrastructure.

NetApp offers data management solutions (hardware, software and services) working with a wide variety of technology providers including Oracle, SAP, and Rackspace integrating those solutions into a coherent framework.

"For companies who want to own, manage and maintain their own data but also want to get the economics of cloud, NetApp has taken that same set of hardware and services and deployed it around the world in a variety of different places," said Tom White, Director of Sales and Business Development for NetApp.

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"RACKSPACE HAS DIFFERENTIATED ITSELF IN THE MARKETPLACE TODAY BY OFFERING A WIDE SCOPE AND WIDE BREADTH OF SERVICES AND SOLUTIONS THAT FIT RIGHT IN THE WHEELHOUSE OF WHERE NETAPP CUSTOMERS TEND TO LIE."

**TOM WHITE** :: Director of Sales and Business Development for NetApp

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## EXPERTISE, EXTENSION AND ECOSYSTEM

NetApp customers today can get the advantages that they're accustomed to getting on on-prem, but get those new economics in the Rackspace cloud, without losing any control over the management and control of their data.

NetApp has integrated its knowledge in services, software and hardware into a consumable product that end users can count on to manage their data. Similarly, NetApp sees the cloud as the logical extension of how its customers can access data in ways they require.

"With approximately 270 cloud service providers in the NetApp ecosystem, if you want to manage your data, we provide the widest variety of choice and flexibility in the market today," said White. To get it all right, the NetApp team of technical experts and business development managers starts with building the right solutions for markets and need.

"We help people manage, maintain and control data in the same way as if those environments were contained within their own data center," said White. "Cloud is a fantastic opportunity with fantastic economics, but it comes with a downside: If you're the CIO and credit card data is breached, your company is at stake. We ensure the ability to audit all those data."

Rackspace and NetApp first collaborated in 2002. “Culture is one of the key things that differentiates NetApp in how we treat our customers and also how we treat our partners and I think our companies share a lot in common,” said White, citing the fact that inside either company, the response would be similar for any customer whose solution breaks down at two in the morning.

“In the same way that Rackspace offers **Fanatical Support**®, I believe our two companies have a lot in common. I think that the concept you have of fanatical support is consistent with what we believe, that customers ultimately have to drive those relationships.”

To optimize the effectiveness of Rackspace and NetApp working together, the two companies have established a program called dual compensation, which applies to Rackspace typically in instances where NetApp is selling on premise equipment with integrated solutions such as Rackspace Managed Cloud. “The program keeps sales reps on point, and it puts the customer’s needs first,” said White.

White believes the paramount need everyone seeks from a vendor is support. “They want to know at 2 a.m. that you’re going to be there to pick up the phone, and they want to know that you empathize,” he said. “NetApp and Rackspace share this support and empathy in common. It’s collegial, it’s informal, it’s specific and technical where necessary.”

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“SUPPORT IS WHERE RACKSPACE REALLY SHINES. AND THE ABILITY FOR US TO GO AND GUARANTEE TO THE CUSTOMER WHAT THAT EXPERIENCE IS GOING TO BE LIKE IN THE CLOUD AND ON PREM, MANAGED AND SUPPORTED IN THE SAME WAY THAT YOU DO WITH YOUR CUSTOMERS TODAY, IS A DIFFERENTIATOR.”

**TOM WHITE** :: Director of Sales and Business Development for NetApp

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## NOT PRESENT, DEFINITELY ACCOUNTED FOR

Can White share an experience of what Rackspace **Fanatical Support**® means to NetApp? “A customer had a support issue. And the one person that knew the most about that issue was on vacationing at a remote lake. This engineer knew exactly what the problem was, but also realized that his communications were limited at best.

He grabbed a canoe, paddled to the middle of the lake with his laptop and his cellphone and spent five hours troubleshooting a technical support issue for a customer. When you say to me ‘fanatical support,’ that’s how I translate your definition into what we expect from our sales people, our sales engineers and our support personnel. That’s what defines the relationship between our companies. That’s the kind of commitment and support that I would fully expect that I would give to my own initiatives.”

# ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialized expertise on top of leading technologies developed by AWS, OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call us at **1-800-961-2888**.

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