



“Run from EMC” (REMC) Promotion FAQ

For Channel

NetApp
Monday, August 1, 2016

1 “Run from EMC” (REMC) Promotion – Eligibility and Nomination

What is the “Run from EMC” (REMC) promotion?

Answer: It is a global EMC compete promotion that incents and enables partners to convert EMC refresh opportunities to NetApp flash. It includes:

- A customer migration offer delivered for partners
- EMC list purchase and appointment setting
- Competitive tools and enablement for partners

What’s are the details of the Customer Migration Offer?

Answer: The customer migration offer is a partner rebate for Net-new NetApp opportunities that can be used by partners to offset the cost of migration from EMC to NetApp. The rebate can also be used for training credits or evaluation units to help customers migrate from EMC to NetApp systems. The amount of the rebate depends on the size of the opportunity.

Offer Tiers	Customer EMC Migration Offer	Notes
Deals >\$500K	\$60K Reimbursement	In addition to EMC incentives, partners can leverage current stackable FlexPod, Flash, and net-news partner rebates where applicable
Deals \$300 to \$499K	\$22K Reimbursement	
Deals \$100 to \$299K	\$6K Reimbursement	
Deals \$50 to \$99K	\$2.5K Reimbursement	

What’s are the eligibility requirements for the promotion

Answer: The opportunity must be a net-new opportunity for NetApp. It must be an EMC to NetApp tech refresh. Other requirements:

- It must include an EMC migration to NetApp flash or FlexPod with NetApp flash. Target EMC platforms include VNX, VMAX, vBlock, and XtremIO.
- It must be an active open opportunity in Partner Edge
- Deals must be nominated via CE/PE to participate in the promotion
- The booking amount (prior to incentives) must exceed US\$50K to qualify.
- Deals must include AFF, SolidFire, EF, or FlexPod with AFF
- Certificate of destruction, FLI import validation, or eWaste usage is required as proof of migration
- **Migration must be EMC to NetApp and performed by NetApp Professional Services (ACS) or a qualified partner.**
- Partner Engineer Requirements - NetApp Certified Implementation Engineer—SAN Specialist, Clustered Data ONTAP
- “EMC Compete” promo cannot be combined with cTAP promotion rebates
- Orders must be booked and proof submitted by April 28, 2017

- Promotion status on the opportunity should be “Eligible” once all of these criteria are met. The final booking must continue to meet these criteria for incentives to be effective.
- Promotion funding is not reserved until the opportunity is accepted

How do I nominate the opportunity?

Answer: Partners are responsible for entering the “Run from EMC” promotion request in PartnerEdge (SalesForce.com [SFDC]) as a registered deal. To nominate the deal, indicate that the opportunity is a EMC compete opportunity by selecting “Run from EMC” Promotion flag in PartnerEdge. Then fill in the other required fields: Close Date, Migration Start Date, Estimated Booking, Data Migration Required, and Who Will Perform Transition/Migration. After filling in these fields, the user will be able to see if his or her request is eligible.

Is proof required to be eligible for the rebate?

In addition to filling in the previously mentioned fields, partners must submit proof that a migration occurred by providing one of the following:

- Certificate of destruction
- Foreign LUN Import (FLI) validation
- eWaste usage

What is the opportunity approval process?

Answer:

1. The first step toward approval is ensuring that the deal is eligible (see the answer to the previous question).
2. Once the “Run from EMC” Support Program Team has verified that the nomination is valid, the status of the promotion will be updated from “Submitted” to “In Progress.” This should happen within two business days of submission.
3. The opportunity will then be reviewed by NetApp geo sales leadership for acceptance. The partner qualifications will be reviewed and the promotion will be designated as “Accepted” or “Denied.” Time to acceptance or denial will vary by geography and case. You will receive an e-mail outlining the next steps. Promotion funding is not reserved until the opportunity is accepted

If you have questions, contact REMC Program Support at ng-REMC@netapp.com

If the opportunity is denied, what can I do to close the deal?

Answer: If the opportunity is denied, please pursue other ways to close the deal:

- If certain conditions are specified to qualify for acceptance, work toward meeting those conditions.
- Pursue normal pricing PVRs as needed to win the deal.

2 Promotion Approval Process

1 Nominate Opportunity	2 Eligibility & Approval	3 Quote & Deliver	4 Partner Reimbursement
<p>NetApp or Partner Creates Opportunity in CE/PE</p> <ul style="list-style-type: none"> Select "REMC Promo" Complete all other promo criteria fields Ensure opportunity is up-to-date in SFDC Ensure eligibility before submitting Email will be sent to oppty owner – if not eligible take action 	<p>Deal Reviewed by GEO & Program Support</p> <ul style="list-style-type: none"> Area and GEO review and validation Deal eligibility Partner qualifications Partner may engage distributor for services Opportunity must be eligible/submitted status to be reviewed Approval notification sent as REMC Promo Acceptance letter 	<p>Quote, Books and Prepare for delivery</p> <p>Upon Approval:</p> <ul style="list-style-type: none"> Once accepted status, Acceptance letter received, proceed to quote/create proposal Follow instructions in Acceptance letter for quoting and booking 	<p>Promotional Benefit</p> <ul style="list-style-type: none"> REMC Program Support will verify bookings and proof of migration. meet acceptance terms and will reach out if any deficiencies Reimbursement will be paid to partner. It will appear on the next quarterly statement after all related sales orders have been invoiced

What happens if I have an approved deal that later becomes ineligible?

Answer: In order to receive promotional incentives, a deal must meet all qualifications at the time of booking. If something changes with the deal, contact Program Support at ng-REMC@netapp.com to confirm that the deal can still go through with incentives.

Once my deal is approved, is it guaranteed to be part of the promotion?

Answer: Once your deal has been accepted you can move forward to close it with confidence. Note, however, that a time limit on closing the deal might be specified; if it is it will be communicated to you.

If I am approved, will I be rejected in the future?

Answer: We do not anticipate that deal acceptance will be pulled outside of communicated time limits. If for some reason there is a rare exception, Program Support will work closely with you to find a way forward.

If my request is denied, is there an escalation path?

Answer: If your request is denied, you can work with NetApp sales management to better understand the reasons why the request was denied.

Are there any Partner Requirements to participate in the promotion?

Answer: Partners must have a NetApp Certified Implementation Engineer to participate (SAN Specialist, Clustered Data ONTAP)

3 The Migration Process

What if I don't have the migration start date at the time I create the opportunity but still want it to be considered for the promotion?

Answer: You must have a migration start date before April 28, 2017, to qualify for the promotion.

Can I apply the promotion to a deal that was previously booked but whose migration is just starting?

Answer: No. The REMC Promotion is offered only for new, open opportunities.

4 Incentives, Booking Credit, and Discount

4.1 Incentives

My customer engages his own outside firm to implement services. Can I pass on the incentive?

Answer: No. The promotion is available only for partner-delivered services.

I work with a distributor. Who receives the incentive dollars?

Answer: The incentive is designed to help the party that delivers the services. If a distributor delivers the services, then the incentive goes to the distributor.

What is the impact on my bookings and margin, including any partner qualifications?

Answer: The partner is reimbursed for the transition service through a back-end rebate. This rebate does not impact bookings, margin, or partner program-level qualifications.

4.2 Reimbursement

How is the services promotion applied? How is the money transferred?

Answer: After verification that partner has met all required criteria for opportunity, we reimburse the amount through our normal rebate process.

5 Resources

Where can I go for more information on the REMC promotion?

Answer: <field portal URL>

Who should I contact if I have questions?

Answer: please contact REMC Program Support at ng-REMCpromo@netapp.com.

Copyright Information

Copyright © 1994–2015 NetApp, Inc. All rights reserved. Printed in the U.S. No part of this document covered by copyright may be reproduced in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, or storage in an electronic retrieval system—without prior written permission of the copyright owner.

Software derived from copyrighted NetApp material is subject to the following license and disclaimer:

This software is provided by NetApp "as is" and without any express or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose, which are hereby disclaimed. In no event shall NetApp be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of this software, even if advised of the possibility of such damage.

NetApp reserves the right to change any products described herein at any time, and without notice. NetApp assumes no responsibility or liability arising from the use of products described herein, except as expressly agreed to in writing by NetApp. The use or purchase of this product does not convey a license under any patent rights, trademark rights, or any other intellectual property rights of NetApp.

The product described in this manual may be protected by one or more U.S. patents, foreign patents, or pending applications. RESTRICTED RIGHTS LEGEND: Use, duplication, or disclosure by the government is subject to restrictions as set forth in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.277-7103 (October 1988) and FAR 52-227-19(June 1987).

Trademark Information

NetApp, the NetApp logo, Go Further, Faster, AltaVault, ASUP, AutoSupport, Campaign Express, Cloud ONTAP, Clustered Data ONTAP, Customer Fitness, Data ONTAP, DataMotion, Fitness, Flash Accel, Flash Cache, Flash Pool, FlashRay, FlexArray, FlexCache, FlexClone, FlexPod, FlexScale, FlexShare, FlexVol, FPolicy, GetSuccessful, LockVault, Manage ONTAP, Mars, MetroCluster, MultiStore, NetApp Insight, OnCommand, ONTAP, ONTAPI, RAID DP, RAID-TEC, SANtricity, SecureShare, Simplicity, Simulate ONTAP, SnapCenter, Snap Creator, SnapCopy, SnapDrive, SnapIntegrator, SnapLock, SnapManager, SnapMirror, SnapMover, SnapProtect, SnapRestore, Snapshot, SnapValidator, SnapVault, StorageGRID, Tech OnTap, Unbound Cloud, WAFL and other names are trademarks or registered trademarks of NetApp Inc., in the United States and/or other countries. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such. A current list of NetApp trademarks is available on the web at <http://www.netapp.com/us/legal/netapptmlist.aspx>.