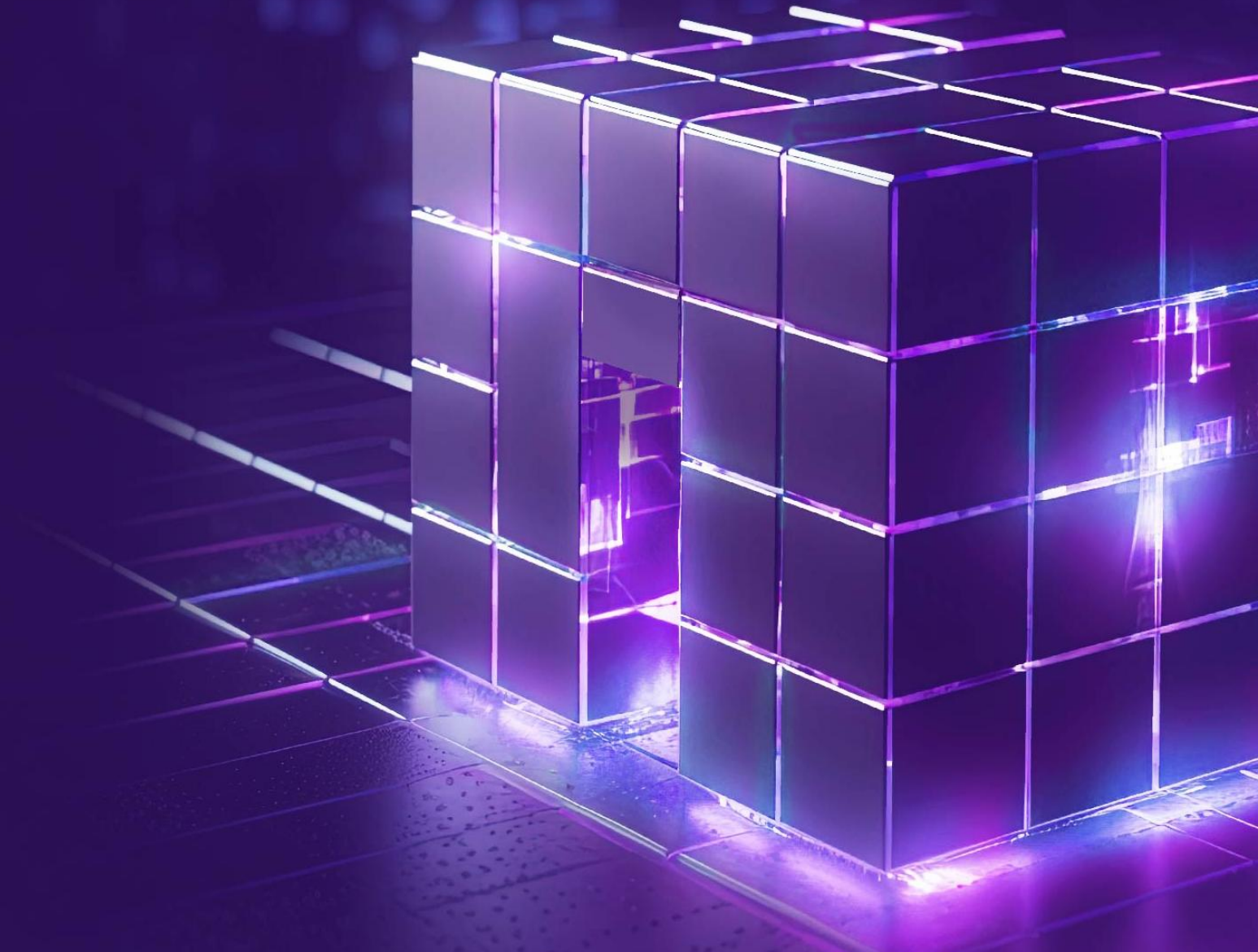


PARTNER INCENTIVES & INVESTMENTS PLAYBOOK

FY27

Partner Incentives and Investments
Effective 25 April 2026



PI&I strategy

Incentive levers

Resources

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Playbook purpose and objectives

Why a playbook?



Our Partner Incentives and Investments Playbook is designed to be an enablement tool.

An all-in-one handbook, it summarizes information that can also be found in our program guides.

What are the key objectives?



- Enable our Incentives and Investments levers
- Outline eligibility, rates, and deal requirements for each incentive lever
- Serve as a quick reference guide to our Partner community

Share your feedback

Send feedback or suggestions on the playbook to michelle.lagunte@netapp.com

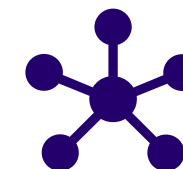
FY27 Incentives and Investments

The 3 levers



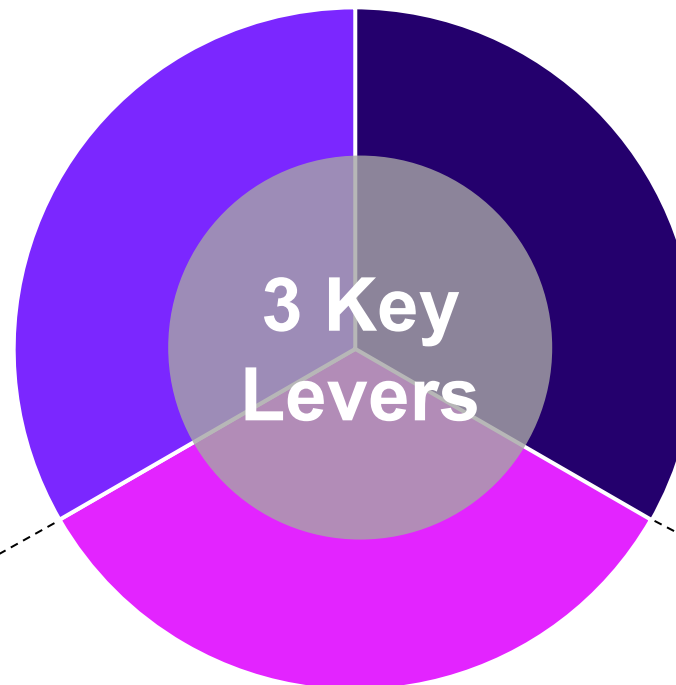
Core Incentives

Powering partner profitability through land, expand, and targeted incentive programs



Strategic Investments

Focused investments tied to partner performance and growth outcomes



Cloud & Services

Accelerates adoption of NetApp's leading-edge storage capabilities

FY27 Portfolio Matrix

PI&I strategy

Playbook purpose and objectives

FY27 Incentives and Investments

FY27 portfolio matrix

Incentive levers

Resources

Lever	Incentives	Eligible Solutions	Partner Eligibility and Rates			Requirements	Max Payout per Deal	Stackable	Paid to/thru
			Prestige	Preferred	Approved				
Core Incentives	Base Incentive	All Hybrid Cloud	1.0%	0.5%	-	Deal Reg	Prestige US\$50K Preferred US\$25K	✓	Partners
	AI Incentive	Select Hybrid Cloud	5%		-	Deal Reg AI Deal	US\$50K	✓	Partners
	Land & Expand Incentive	All Hybrid Cloud	Land: 8% Expand: 4%		-	Deal Reg	Land:US\$80K Expand: US\$40K	✓	Partners
	Land & Expand SPIF (AMER only)	All Hybrid Cloud	4%	4%	-	Deal Reg	US\$20K	✓	Partners Seller
	USPS Target Account Incentive	All Hybrid Cloud	7%	5%	3%	Deal Reg, Nomination	US\$150K	✓*	Partners
Strategic Investments	IHC	Hybrid Cloud, Cloud, and Services	Contractual Rate		-	Valid Contract (Invite Only)	-	N/A	Partners/ Distributors
Cloud & Services	Services+ 1P Reg	Cloud Native (1P)	US\$500			Incentive Reg	US\$500	Services+	Partners
	Services+ Assessment	Cloud Native (1P)	Up to \$10K			Incentive Reg/ Submission	US\$10K	Services+	Partners
	Services+ Migration	Cloud Native (1P)	Up to \$25K			Incentive Reg/ Submission	US\$25K	Services+	Partners
	Keystone	Keystone	OFFERING COMING SOON						

*Stackability is subject to the maximum incentive cap per deal.

Incentive levers

Core Incentives

Strategic Investments

Cloud & Services Incentives

Resources

Core Incentives: Reseller

Powering partner profitability through land, expand, and targeted incentive programs

Incentive	Partner eligibility	Eligible solutions	Deal eligibility ! = Action Required	Rebate payout and caps*		
Base Incentive View guide	Prestige & Preferred	• All Hybrid Cloud	! Accepted Deal registration • Reseller or Service Provider Opportunity • Non-renewal transactions	Rebate Payout & Max Payout		
				Partner Tier	Rates	Max Payout
				Prestige	1%	\$50,000 USD
				Preferred	0.5%	\$25,000 USD
AI Incentive View guide	Prestige & Preferred Partner must have one AI solution competency	• Capacity Flash, EF-Series, E-Series, FAS, High-Performance Flash, StorageGRID®	! Accepted Deal registration • Reseller or Service Provider Opportunity • Opportunity must be associated with an AI Sales Play or Use Case. • Non-renewal transactions	Rebate Payout & Max Payout		
				Partner Tier	Rates	Max Payout
				Prestige	5%	\$50,000 USD
				Preferred	5%	\$50,000 USD
Land & Expand Incentive View guide	Prestige & Preferred	• All Hybrid Cloud	! Accepted Deal registration • Reseller or Service Provider Opportunity • Non-renewal transactions • Must be classified as a Land or Expand opportunity at time of Booking.	Rebate Payout & Max Payout		
				Deal Type	Rates	Max Payout
				Land	8%	\$80,000 USD
				Expand	4%	\$40,000 USD
Land & Expand SPIF (AMER Only) View guide	Prestige & Preferred	• All Hybrid Cloud	! Accepted Deal registration ! Completed SPIF Opt-in Form • Reseller Opportunity only • Non-renewal transactions • Must be classified as a Land or Expand opportunity at time of Booking.	Rebate Payout & Max Payout		
				Partner Role Type	Rates	Max Payout
				Sales Representatives (SR)	2%	\$10,000 USD
				Solution Engineers (SE)	2%	\$10,000 USD
USPS Target Account Incentive View guide	Prestige, Preferred and Approved with a FED/SLED Appointment Letter or signed USPS Agreement	• All Hybrid Cloud	! Deal must be from a customer on the appropriate NetApp Target Account list ! Accepted Deal registration & Promotion nomination in Partner Hub • Reseller Opportunity only • Non-renewal transactions • Minimum Deal size (\$25,000 USD)	Rebate Payout & Max Payout		
				Partner Tier	Rates	Max Payout
				Prestige	7%	\$150,000 USD
				Preferred	5%	\$150,000 USD
				Approved	3%	\$150,000 USD

Strategic Investments

Focuses on driving partners to grow incrementally in NetApp strategic priorities.

Program	Component	Eligible Solutions	Partner Eligibility and Rates			Requirements	Max Payout per Deal	Stackable	Paid to/thru
			Prestige	Preferred	Approved				
Incentive Headcount (IHC)	Funded Professional	Hybrid Cloud, Cloud, and Services	Contractual rate		N/A	Valid Contract (Invite Only)	N/A	N/A	- Partners - Distributors
View guide									

Excludes renewals, Professional Services, and third-party products

Incentive levers

Core Incentives

Strategic Investments

Cloud & Services Incentives

Resources

Cloud and Services Incentives: Services+ Cloud Native

Accelerates adoption of NetApp's leading-edge storage capabilities

Program	Partner eligibility		Deal eligibility	Rebate payout and caps*												
Services+ 1P Reg View guide	- Prestige, Preferred and Approved Partners - Azure, AWS or GCP Authorized Partner	- Amazon FSx for NetApp ONTAP - Google Cloud NetApp Volumes - Azure NetApp Files	- Minimum opportunity size Annual Revenue of US\$25,000 or greater. - Accepted Incentive Registration - Limited limit of one Incentive payment per project	US\$500 per approved registration - Maximum payout per Deal												
Services+ Assessment View guide			- Accepted Incentive Registration - The assessment must be sent to ServicesPlus@netapp.com and must reference the NetApp Incentive Registration ID number. - Validated and accepted Assessment	<table><tr><th>Opportunity size</th><th>Payout</th></tr><tr><td>US\$25,000 - US\$99,999</td><td>US \$2,000</td></tr><tr><td>US\$100,000 - US\$249,999</td><td>US \$3,000</td></tr><tr><td>US\$250,000 - \$499,999</td><td>US \$4,000</td></tr><tr><td>US\$500,000 - \$999,999</td><td>US \$7,000</td></tr><tr><td>US\$1,000,000 and above</td><td>US \$10,000</td></tr></table>	Opportunity size	Payout	US\$25,000 - US\$99,999	US \$2,000	US\$100,000 - US\$249,999	US \$3,000	US\$250,000 - \$499,999	US \$4,000	US\$500,000 - \$999,999	US \$7,000	US\$1,000,000 and above	US \$10,000
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US\$500,000 - \$999,999	US \$7,000															
US\$1,000,000 and above	US \$10,000															
Services+ Migration View guide	- Accepted Incentive Registration - Partner must confirm migration is complete by submitting to ServicesPlus@netapp.com - Hyperscaler Project or Subscription ID or IDs is added to the accepted Incentive registration in NetApp Partner Hub. - Final Annualized Revenue of actual consumption at the Hyperscaler will be verified for a one-time payment	<table><tr><th>Annualized Revenue</th><th>Payout</th></tr><tr><td>US\$25,000 - US\$99,999</td><td>US \$6,000</td></tr><tr><td>US\$100,000 - US\$249,999</td><td>US \$8,000</td></tr><tr><td>US\$250,000 - \$499,999</td><td>US \$10,000</td></tr><tr><td>US\$500,000 - \$999,999</td><td>US \$15,000</td></tr><tr><td>US\$1,000,000 and above</td><td>US \$25,000</td></tr></table> Based on Annualized Revenue of actual consumption	Annualized Revenue	Payout	US\$25,000 - US\$99,999	US \$6,000	US\$100,000 - US\$249,999	US \$8,000	US\$250,000 - \$499,999	US \$10,000	US\$500,000 - \$999,999	US \$15,000	US\$1,000,000 and above	US \$25,000		
Annualized Revenue	Payout															
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US\$1,000,000 and above	US \$25,000															

*Amounts applied in USD (or currency equivalent)

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Cloud and Services Incentives: Keystone

Accelerates adoption of NetApp's leading-edge storage capabilities

OFFERING COMING SOON

Resources

Program Guides

Core Investments

- **Base Incentive Guide**
- **AI Incentive Guide**
- **Land and Expand Incentive Guide**
- **Land and Expand SPIF Guide**
- **USPS Target Account Incentive Guide**

Strategic Investments

- **Incentive Headcount Guide**

Cloud & Services

- **Cloud Native Incentives—Services+ Guide**
- **Keystone® STaaS Incentive Guide**

Send questions to partner@netapp.com



About NetApp

For more than three decades, NetApp has helped the world's leading organizations navigate change—from the rise of enterprise storage to the intelligent era defined by data and AI. Today, NetApp is the Intelligent Data Infrastructure company, helping customers turn data into a catalyst for innovation, resilience, and growth. At the heart of that infrastructure is the NetApp data platform—the unified, enterprise-grade, intelligent foundation that connects, protects, and activates data across every cloud, workload, and environment. Built on the proven power of NetApp ONTAP, our leading data management software and OS, and enhanced by automation through the AI Data Engine and AFX, it delivers observability, resilience, and intelligence at scale. Disaggregated by design, the NetApp data platform separates storage, services, and control so enterprises can modernize faster, scale efficiently, and innovate without lock-in. As the only enterprise storage platform natively embedded in the world's largest clouds, it gives organizations the freedom to run any workload anywhere with consistent performance, governance, and protection. With NetApp, data is always ready—ready to defend against threats, ready to power AI, and ready to drive the next breakthrough. That's why the world's most forward-thinking enterprises trust NetApp to turn intelligence into advantage.

Learn more at www.netapp.com or follow us on [X](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

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