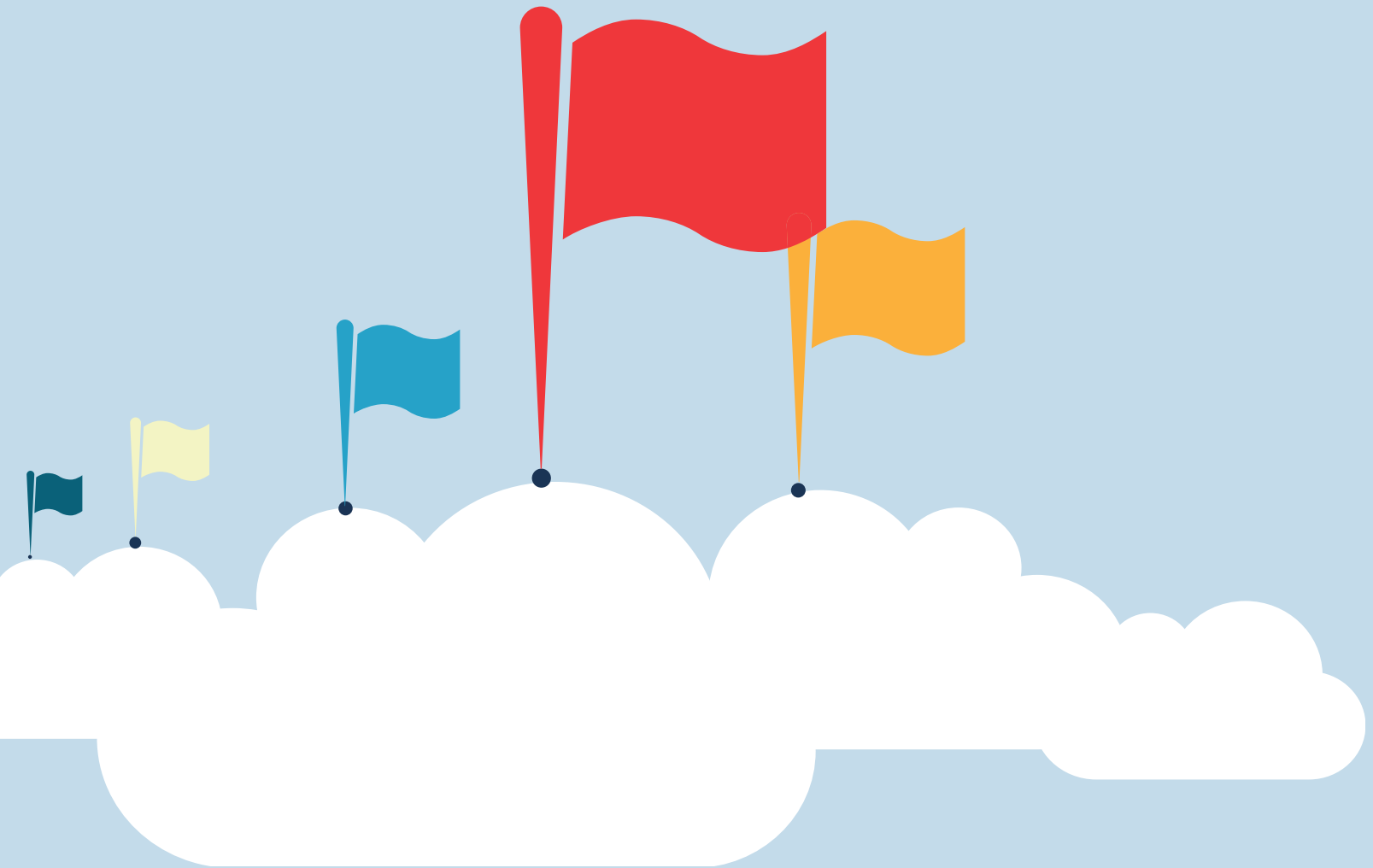




HELPS PARTNERS GENERATE DEMAND
IN THE NEW CLOUD ERA



LEGACY PLATFORM PERFORMANCE UNSUSTAINABLE



Elastic Grid, the simplified through-partner demand generation platform, generates thousands of leads every week. It has so far generated a forecast revenue pipeline for clients' partners in excess of \$1.5 billion dollars.

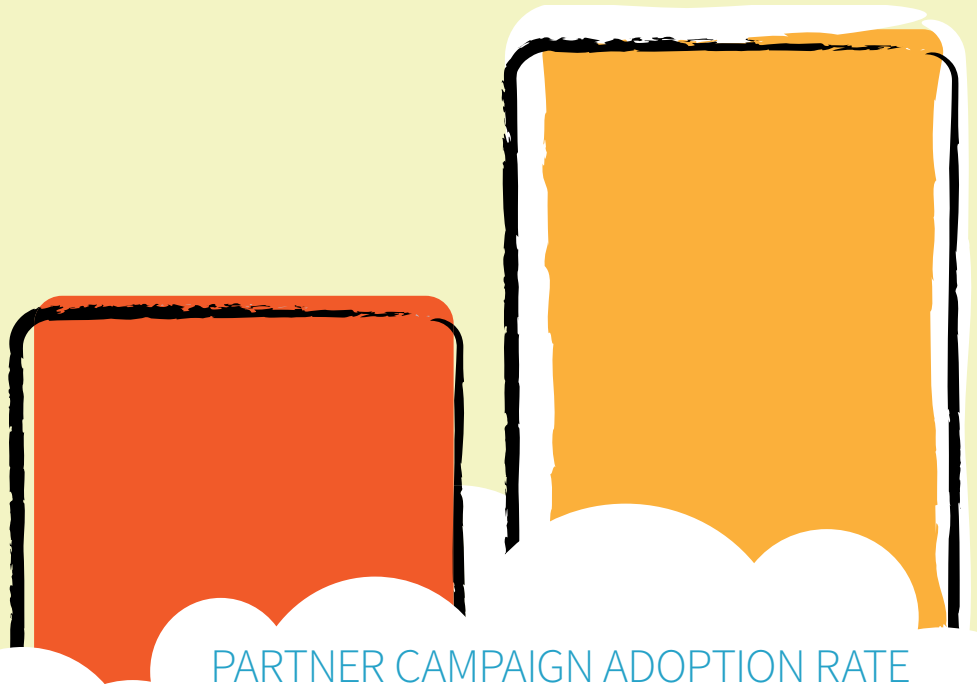
NetApp is a leading vendor of innovative storage and data management solutions that help organizations around the world store, manage, protect, and retain their data. Headquartered in Sunnyvale, California, NetApp is a member of the NASDAQ-100 and ranks on the Fortune 500.

NetApp switched to Elastic Grid because the vast majority of its partners were simply not using their incumbent demand generation platform—it was too complex and offered limited support. And, even when they did use it, results were poor. Ineffective campaigns and poor partner experiences with the previous platform were simply unsustainable. While NetApp's partners had disengaged from that platform, some were running alliance campaigns involving NetApp and other vendors, using another platform—Elastic Grid.



LEGACY PLATFORM PERFORMANCE UNSUSTAINABLE

 FY13  FY14





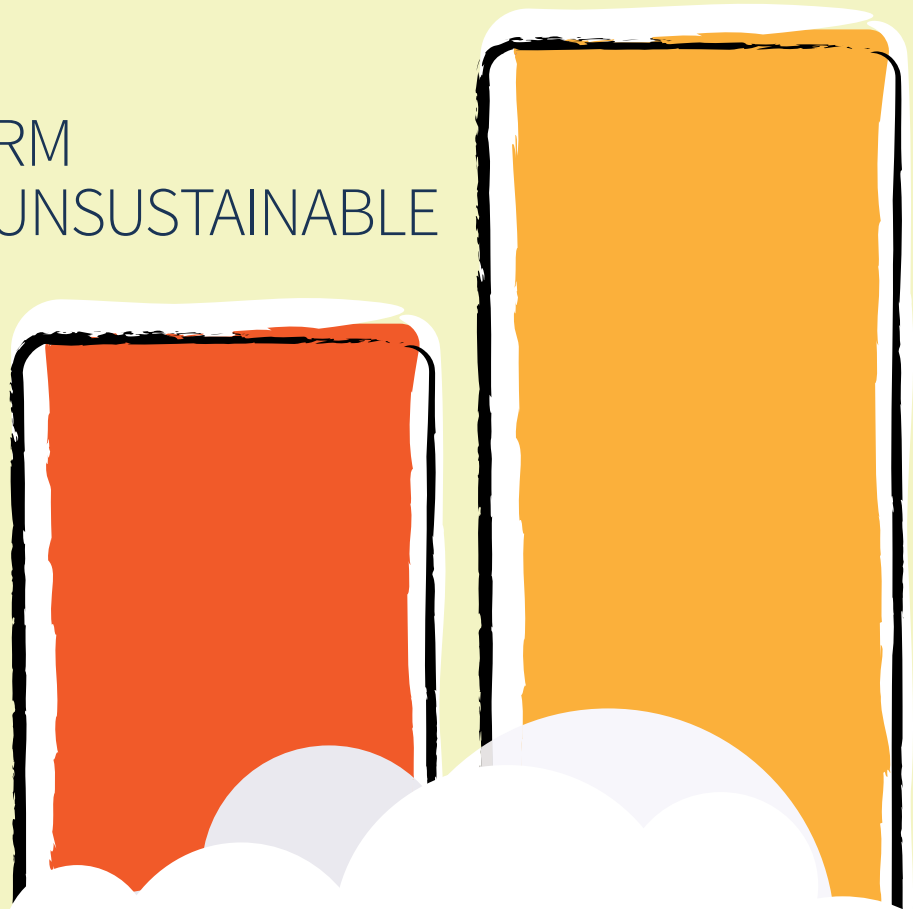
PARTNER CAMPAIGN ADOPTION RATE

In August 2012, encouraged by their partners' **successes with these alliance campaigns**, NetApp replaced their legacy demand generation platform with Elastic Grid. It became **the foundation for their through-partner marketing automation** efforts, known as Campaign Express. According to Kristina Onyon, Senior Manager, Partner Demand Generation at NetApp: "In the first year, partner adoption rates grew rapidly.

Now in its third year, **partner adoption rates continue to grow at a significant rate—doubling in the past year.** "The number of **partner appointments** resulting from Grid leads is **growing at** an even faster rate, **around 230% year on year.**"

LEGACY PLATFORM PERFORMANCE UNSUSTAINABLE

 FY13  FY14



PARTNER REPORTED APPOINTMENTS

“It was great to simply have visibility into our marketing ROI as our previous platform did not provide this. The strong impact of Elastic Grid on partner adoption rates and partner appointments year on year is why we’re excited about the ROI we’re yet to unlock from new partners and regions using the platform.”

“Elastic Grid is an easy-to-use demand generation platform, helping NetApp increase partner adoption rates, and generate more partner leads. It continues to help partners create net new revenue. What’s Elastic Grid’s secret? They listen...”

“Partners are extremely important to NetApp. My team’s sole focus is helping to ensure that partners can generate leads for NetApp solutions. Elastic Grid helps us to do just that.”

BENEFITS FROM WORKING WITH “REAL BUSINESS PARTNERS”

“In this new cloud era, concentrating on creating campaign automation tools that help, rather than hinder partners’ sales teams, is extremely important. We operate with partners at the center of our universe. It’s the only way to effectively help them succeed.”

So many platform offerings ship with levels of complexity that seriously work against partner success, and consequently, the success of the vendors providing access to that platform is weakened.

The Elastic Grid team understands the need for vendors to give their partners powerful marketing automation tools that are easy to use. They totally get that.”

“As the senior manager responsible for all of NetApp’s partner demand generation my focus is on channel VARs or Value Added Resellers and our overall demand gen strategy as it relates to how they can successfully market NetApp solutions and their data storage expertise.”

BENEFITS FROM WORKING WITH “REAL BUSINESS PARTNERS”

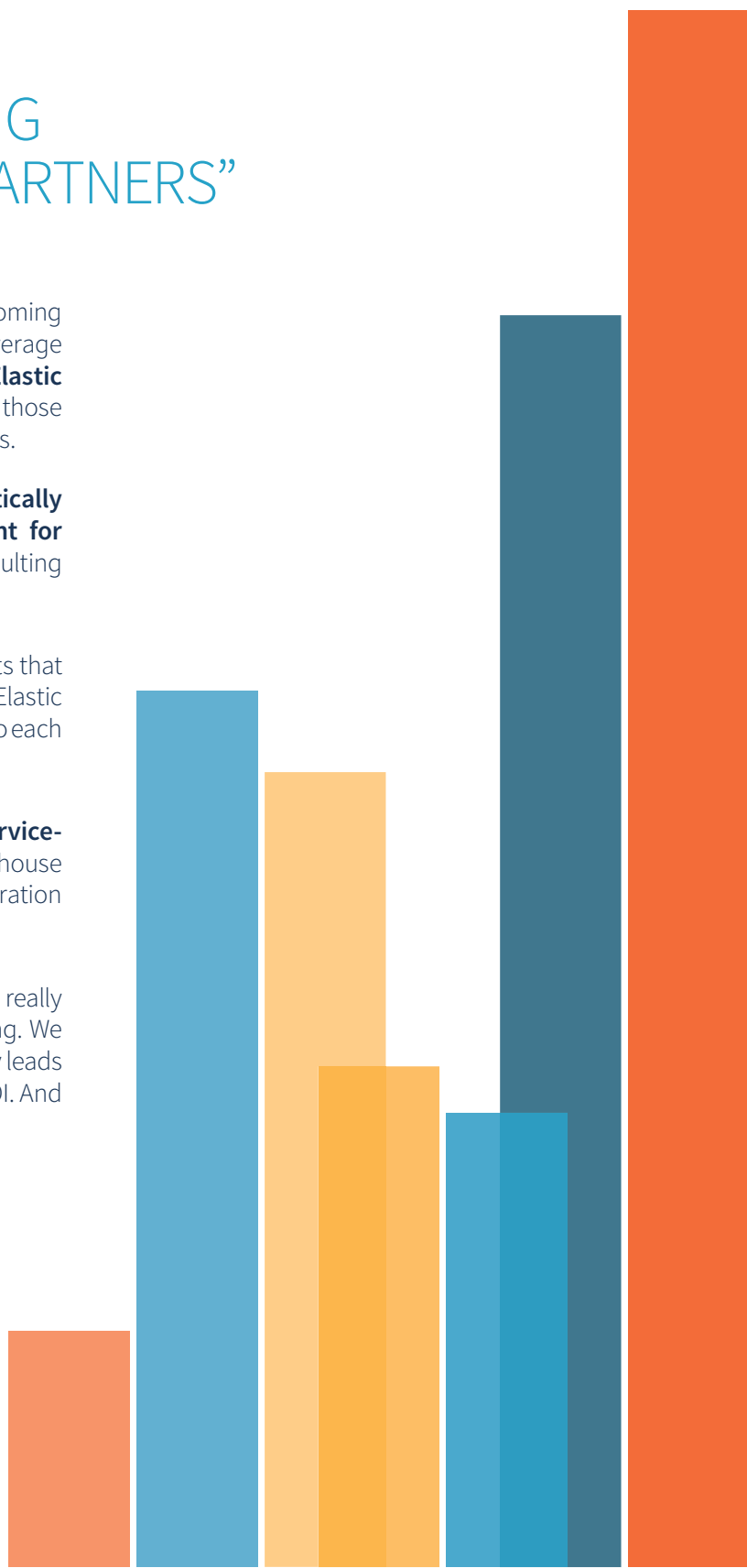
Kristina’s team is constantly reviewing the various assets coming out of NetApp’s campaigns team and how they might leverage those assets **through partner-ready campaigns on the Elastic Grid platform**. Working with Elastic Grid, they leverage those assets to create successful demand generation campaigns.

Because they’re on the Grid, partners can automatically add their value proposition, personalize the content for recipients, and quickly start generating demand—resulting in leads.

“Apart from effective demand generation, and the benefits that flow from providing an easy to use marketing tool, we use Elastic Grid because its **performance analytics offer insights** into each campaign’s performance across regions, globally.”

“That **sophisticated simplicity provides a powerful service-for partners** who don’t have the marketing tools or in-house marketing expertise to really drive online demand generation activities.”

“And for us at NetApp, the platform allows us to gain a really detailed understanding of how campaigns are performing. We can see which partners are running campaigns, how many leads they’re generating, and close the loop on demand gen ROI. And we can do this globally.”





WHY OFFER PARTNERS CAMPAIGN AUTOMATION?

Without a campaign automation platform NetApp would have difficulty gaining meaningful visibility into what's happening through partners.

“If you just post something that’s downloadable you can’t guarantee it will get used, or get used to best effect. The ‘If you build it they will come’ model doesn’t work. While it may sometimes work for one or two partners, who want to download here or there, the ease and simplicity of the Elastic Grid platform helps a far greater number of partners execute campaigns effectively.”

“If partners are downloading assets, that doesn’t tell us much, for example, what they did with those downloads, if anything. **Providing downloads alone is not real through-partner marketing.**”

“You need to **build campaigns that partners can own.** Elastic Grid has developed campaign Blueprints which allow us to quickly and economically build through-partner marketing campaigns that stay on message and **generate great results!** Without the Elastic Grid platform, if partners were marketing NetApp solutions, then we would have **little or no visibility** into their efforts.”

NetApp call their Grid campaigns ready-to-execute because the simplicity of the Elastic Grid platform lets partners quickly select and schedule campaigns for launch to their contact databases in a few minutes—**that includes emails, landing pages, social media posts, and web banners.** “Naturally, partners can edit the emails and social media posts if they want to—but most run them as-is. And they work.”

The page features abstract geometric shapes in shades of blue and orange. A large blue shape is in the top left, and several orange shapes are at the bottom, resembling stylized figures or buildings. The background is white.

ELASTIC GRID MARKETING SPECIALISTS

NetApp refers to their Elastic Grid Marketing Specialists as the Elastic Grid Partner Concierge Services Team. When asked, to what extent does NetApp use this team? The response was a resounding, “As much as we possibly can. 98% of all Grid campaigns are driven through our Elastic Grid Partner Concierge Team.”

“They provide callout to partners around a campaign, helping make partners aware not only of the campaign, but also how to make the most from it in terms of generating leads and converting leads into appointments.”

“The value in the Partner Concierge Services team is the outreach program they implemented. The partner outreach from our Partner Concierge Services has a profound impact, globally. So much so that we recently increased the number of Concierge team members supporting Campaign Express—that’s the name we use with partners for our instance of the Elastic Grid demand generation platform.”

WHY PARTNERS WILL LOVE ELASTIC GRID EVEN MORE

“Partner demand generation is extremely important to NetApp. My team is focused on how we get partners marketing more with NetApp. If they’re running campaigns with NetApp, then they’re not running a competitor’s campaigns.”

Editor’s Note: NetApp have scheduled a follow-up to this case study for early 2015 to review the impact of scheduled Elastic Grid platform improvements.

With respect to these planned platform enhancements Kristina pointed out that NetApp “expect the new, more flexible Grid will open doors for us. We forecast increased partner adoption rates. And that means more leads generated.” “There is a lot of excitement about it internally. The enhanced look and feel, the even simpler interface, and the quick-launch automated Nurture Flows...Partners will love it.”



CAN WE HELP OTHER ORGANIZATIONS AND THEIR PARTNERS GENERATE LEADS?



“Absolutely. I think **many organizations could benefit from Elastic Grid.** Obviously, they’d have to have a channel or partner ecosystem in place which could leverage Grid campaigns. They’d need to have an interest in helping their partners successfully run demand generation campaigns.” “Our results and investment in extending the reach of our Elastic Grid platform usage speak volumes.

Is it worth a demo? Absolutely.”

From an enablement standpoint, smaller companies could leverage Elastic Grid for marketing automation alone, because the larger more complex tools are too expensive and too complicated. **Elastic Grid simplifies customization and demand generation.**

FINAL COMMENTS

“You guys always go above and beyond. Not everybody always wants to be critiqued. You guys definitely handle critiques really well. You don’t just pay lip service and take it all with a grain of salt.

You’re constantly evolving the platform and concentrate on simplifying the user experience to help us and our partners get great results.”

“We have such a great team of Grid Marketing Specialists from Elastic Grid. Everyone is so professional. It feels like if we come to you with a problem it’s not ‘Oh no, here we go again,’ it’s more like ‘Hey, let’s figure out how to fix this.’”

“I work with an outstanding group of people from Elastic Grid.”

“I have a passion for this stuff. And you guys match that.”

***“To me,
you guys are more
like my business partner
than a vendor.”***

ELASTIC GRID

Clients choose Elastic Grid because we help their sales teams and partner communities generate leads and convert them into revenue, locally and globally. And we focus on helping you and your partners to do it simply. Using Elastic Grid, clients and their partners have so far generated forecast revenue pipeline well in excess of US \$1.5 billion.

Clients get results from the combination of Elastic Grid, as the best-in-class Partner Demand Generation Center, supported by a team of results-driven certified Marketing Specialists, and expert through-partner marketing Creative Services, including B2B writers, designers, and producers.

More partners launch more campaigns on Elastic Grid, than on any other demand generation platform in the B2B IT partner community. And they do it simply.

The Grid represents the world's largest B2B IT partner network, and the world's best and most valuable platform (based on net new leads and estimated revenue pipeline).

Request a demo at elasticgrid.com.

PARTNERS USING ELASTIC GRID
CAMPAIGNS RUN
NET NEW LEADS GENERATED
CONTACTS REACHED
EST. REVENUE PIPELINE

4,500+
11,000+
150,000+
11,500,000+
\$1,500,000,000+



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