DESCRIPTION

QUESTION: What is a FlexPod?
ANSWER: FlexPod is a predesigned, base configuration that is built on, Cisco® UCS®, Cisco Nexus data center switches, NetApp FAS storage components and a range of software partners. FlexPod can scale up for greater performance and capacity, or it can scale out for environments that need consistent, multiple deployments.

FlexPod is a baseline configuration, but also has the flexibility to be sized and optimized to accommodate many different use cases including application workloads such as MS SQL Server, Exchange 2010, MS Sharepoint, Virtual Desktop Infrastructure (VMware View), or Secure Multi-tenancy (SMT) environments.

QUESTION: What is VMware vSphere built on FlexPod?
ANSWER: VMware vSphere on FlexPod is built on the FlexPod data center platform with added VMware components including VMware® vSphere™, vCenter™ for virtualized application workloads.

QUESTION: What is the difference between Secure Multi-tenancy architecture (SMT) and FlexPod for VMware?
ANSWER: SMT is a reference architecture that defines a shared infrastructure for Cloud environments.

FlexPod for VMware is a reference Bill of Materials that leverages the best practices and methodologies that have already been developed for the Enhanced SMT architecture, and it is packaged with a set of standardized configurations that can be used as the base configuration for an SMT deployment (in addition to a wide range of workload environments). SMT capabilities such as load isolation, security zones, and array based backup and DR can be built on top of the FlexPod for use in private or public cloud environments. In addition, application workloads can be layered on top of the Secure Multi-tenancy features.

QUESTION: Can FlexPod use other hypervisors other than VMware or use other operating systems?
ANSWER: VMware vSphere on FlexPod is architected, sized and documented to support a VMware environment. It leverages the established collaborative services and support structure between the three companies and is integrated and delivered through authorized channel partners. In the future, there could be additional versions of FlexPod, designed without server virtualization and/or use alternative virtualization technology.

QUESTION: What are the protocols supported in this environment?
ANSWER: NFS, CIFS, FCOE, iSCSI and FCP, are all supported with FlexPod.

QUESTION: What is the FlexPod management framework strategy?
ANSWER: The FlexPod has an extensive open management framework strategy providing both best of breed capabilities. It’s an open architecture & APIs strategy that enables plug-in capabilities from a wide variety of partners with advanced orchestration management tools vendors such as VMware, BMC, CA, Dynamic Ops, newScale, Gale Technologies, OpenView, Tivoli, etc. At the element management layer, NetApp Operations Manager, Protection Manager, Provisioning Manager, VMware vCenter and Cisco UCS and Nexus Managers are included as part of the overall FlexPod package.
QUESTION: Is the Nexus 1010 or Nexus 1000v mandatory component of FlexPod for VMware?
ANSWER: The base configuration for FlexPod was tested with Nexus 1000v and Nexus1010. However, the Nexus 1000v or Nexus 1010 are considered an optional component of a FlexPod for VMware configuration, and the overarching FlexPod benefits of collaborative support, any rebates, pre-sales, sizing, etc) would still be valid. For the scale of FlexPod and derivative deployments, Nexus 1000v and/or Nexus1010 is highly recommended.

QUESTION: Is FlexPod for VMware validated?
ANSWER: Yes. Cisco and NetApp have performed extensive testing by leveraging Cisco Validated Design (CVD) methodology. FlexPod is built on the experience of all existing CVDs, such as Secure Multi-tenancy, Exchange 2010 with VMware, SharePoint, SQL, and Virtual Desktop Infrastructure with View 4.5 and more. A FlexPod Deployment Guide will be available on a CVD providing step-by-step implementation best practices by the end of calendar year 2010.

POSITIONING AND COMPETITION

QUESTION: Why did NetApp and Cisco decide to partner with VMware to create FlexPod for VMware? How is the FlexPod positioned?
ANSWER: Industry trends indicate a vast data center transformation toward shared infrastructures. Enterprise customers are moving away from silos of information and moving toward shared infrastructures to virtualized environments and eventually to the cloud to increase agility and reduce costs. Cisco, NetApp and VMware have developed FlexPod as a platform that can address current virtualization needs and simplify their evolution to ITaaS infrastructure.

FlexPod for VMware Positioning Statement

FOR: Mid-size and large enterprises or Service Providers that
WHO: Are deploying virtualization solutions and migrating toward a cloud to reduce silos of components, increase IT flexibility and lower cost and risk, and increase data center efficiencies
THE: VMware vSphere built on FlexPod Data Center Solution
IS A: proven, flexible, future proof, validated, data center solution from NetApp-Cisco-VMware
THAT: enables enterprises and service providers to rapidly deploy a best-of-breed data center solution into their existing environment without disruptions to their business
UNLIKE: Other virtualization and Cloud solutions
IT: integrates VMware® vSphere™, vCenter™, Cisco® UCS® and Nexus switches, and NetApp FAS storage components and enables enterprises to leverage a pre-validated, high-performance, cost-effective, and secure infrastructure that scales vertically or horizontally to accommodate a variety of application workloads, such as business application workloads, Virtual Desktop Infrastructure, and Secure Multi-tenancy(SMT) environments. FlexPod for VMware offers a prescriptive, easy to deploy approach for customers who are at various points of entry into their virtualization journey to the Cloud and can easily grow with the customer as they evolve to deliver IT-as-a-Service.

Key Partner Messages

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Faster Time to Market

- Short cuts 2-6 weeks of requirements collection, and sizing, quoting
- FlexPod for VMware provides a concrete starting point a configuration and sized for 4 common enterprise apps with headroom to accommodate additional workloads and easily priced
- Customize from this starting point
- Share infrastructure creates barriers to entry for other solutions making next sale – simpler for customer
- More operating system/hypervisor support coming soon
- More sizing guides for expanded set of applications coming soon

Partner Friendly

- Sales & technical collateral for implementation and sizing enables the partner to quickly deploy FlexPod solutions into the customer’s environment
- TCO tools for partners

Higher Productivity

- Scarce architecture resources can work on adding higher value to offerings / solutions rather than base infrastructure
- Faster deployment through precise step-by-step deployment guides
- Architecture validation plans
- Base shared infrastructure to build further applications
- Simplified ordering process with customized bill of materials

QUESTION: Is FlexPod a competitor to the Vblock?

ANSWER: FlexPod for VMware was designed for our joint channel partners to offer complete data center solution stack using best-of-breed components as a better alternative to the single vendors solutions with all the inherent technology gaps; and to deliver a preconfigured, yet flexible system to address the customer's needs for standardized Point Of Delivery deployments. FlexPod provides a base platform for the extensive lab-tested solutions that are available from Cisco, VMware, and NetApp, such as the Secure Multi-tenancy Cisco Validated Design (CVD), 50K Seat VMware View deployment, and Long-distance application mobility, for a higher level of confidence for a fully and cooperatively supported solution.

AVAILABILTY, PRICING, SELLING MOTION, ORDERING, FULFILLMENT

QUESTION: Is FlexPod for VMware made available globally? When?

ANSWER: FlexPod will be launched as part of the Future Ready launch on November 9th, 2010. Orders can be taken globally beginning on November 9th. FlexPod will be available for delivery beginning in December 2010.

QUESTION: What is the price of FlexPod for VMware? Are there any special pricing incentives?

ANSWER: FlexPod pricing will vary through the right-sizing process during the sales process. Discount structures will vary per partner and the actual size of the deal. Cisco and NetApp will have in select geographies incentive programs including FlexPod solution.

You can find the details on [www.cisconetapp.com](http://www.cisconetapp.com).

QUESTION: What is the overall FlexPod Sales Motion? Who Sells? Who fulfills the order?

ANSWER: Customers can purchase FlexPod in the following ways:

- Channel Partner: The preferred method and most likely scenario a customer can buy FlexPod for VMware is through a selected channel partner. A customer contacts an authorized channel partner

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with a data center requirement. The partner matches the customer’s requirement to a FlexPod solution, and determines the customer’s specific needs. The partner uses the reference bill of materials for the FlexPod, sizing materials and a Cisco Validated Designs to architect the solution. The partner orders and integrates the technologies directly. **Important Note:** **There is no FlexPod single SKU. A single SKU locks down a configuration thus not providing the “Flex” customer requires.**

- Sales Rep with Channel Partner: There will be a few cases in which a NetApp account manager sells storage only components and teams with either a Cisco account manager / VMware account manager or an authorized data center partner to sell the remainder of the components for a FlexPod. NetApp and Cisco account teams will get commission only for the components from their respective companies (i.e. NetApp for storage, Cisco for compute and networking components). FlexPod **order fulfillment will always go through the authorized data center partners.**

If you have any alliance or business development related questions, you can contact Rob de Groot, Global Alliance Manager, degroot@netapp.com or find the appropriate Cisco sales representative/Business Development manager at on www.cisconetapp.com.

### CHANNEL SUPPORT AND OPPORTUNITY REGISTRATION

**QUESTION:** What channel partners can sell/fulfill FlexPod for VMware?  
**ANSWER:** Our primary route to market is through selected channel partners and global system integrators like Accenture and CSC. Partner qualifications include:

- Targeted partners that are authorized to resell Cisco UCS, DCNI, DCSN & DCUC. Authorized to resell UCS.
- Authorized virtualization specialists from NetApp.
- Enterprise or premium partner certified from VMware

**To learn more, see authorized partner site.**

**QUESTION:** Where do channel partners go for questions on FlexPod for VMware and what is the expected turnaround time?  
**ANSWER:** In North America, partners can call 1-877-NetApp-0, or send email to: 877NetApp0@netapp.com  
In EMEA: partners can leverage the existing SE Helpdesk numbers & flexpod-presales-emea@netapp.com

We are expecting a turnaround time within four business hours.

**QUESTION:** How do selected channel partners register FlexPod for VMware opportunities?  
**ANSWER:** Channel partners register the opportunity through the normal registration process, which includes registering with all three vendors, i.e. VMware, Cisco and NetApp. These registrations will provide the channel partner with opportunity IDs.

The next step is for the channel partner to call the sales desk @ 1-877-netapp-0 and chose Option #4, and then LOG the opportunity with the Sales Desk. The Sales Desk contact will ask the channel partner a series of questions, which will include the opportunity IDs that were obtained as part of the registration process, as well as other relevant information. In addition to calling the Sales Desk, the channel partner can also email the opportunity to the Sales Desk at the following url: flexpod@external.cisco.com
PROFESSIONAL SERVICES AND SUPPORT

QUESTION: What services are available in the context of FlexPod for VMware?
ANSWER: NetApp, Cisco and VMware have collaborated to make available a deployment guide and other relevant materials that cover implementation of technologies from all three vendors. Extensive training is being provided to channel partners to deliver the necessary capabilities for a full FlexPod deployment.

In addition, NetApp has created a new implementation service for FlexPod for VMware which addresses storage deployment only which can be leveraged by the selected channel partners. Selected channel partners will fulfill and deliver implementation services for the entire FlexPod solution.

For those customers who wish to scale the base FlexPod for VMware configuration with added features for a Secure Multi-tenancy environment, there is a portfolio of professional services to assess, consult, deploy and manage the customer’s SMT environment.

YOU CAN FIND THE DETAILS ON WWW.CISCONETAPP.COM.

QUESTION: Is FlexPod for VMware covered by the existing cooperative support model with Cisco, NetApp and VMware?
ANSWER: Yes, FlexPod for VMware is covered by the cooperative support model. The model covers any number of solution stacks built up from plug and play product components. This allows our customers to bridge from “as is” environments to future-state IT architectures. The cooperative support model is a three-way support workflow between Cisco, NetApp, and VMware allowing engineers from each of the companies to collaborate directly with one another to resolve customer issues. The cooperative support model streamlines communication between companies and expands information access for each company’s technology and integrated solutions. Customers will have access to expert technical support on the full range of interoperable technologies involved. No special support contracts are required and no additional support fees will be charged for cooperative support. However, the customer will need to have valid support contracts on each product in place with each company.

QUESTION: How does a customer initiate, transfer, and escalate a support service request?
ANSWER: In order to activate the benefits of cooperative support, a customer opens a service request with the support organization of the technology company they suspect to be the cause of the problem. The company first contacted by the customer is designated the owner of the case through resolution.

In the course of addressing the service request, if Company A determines the issue may be with another partner’s solution component, Company A will assist the customer in opening a secondary support request with Company B. Also, Company A will offer to host a phone call between Company A, the customer and Company B’s support team. Once the customer has opened the secondary service
request with Company B, then companies A & B will work on the issue simultaneously and collaboratively until the issue is resolved.

**QUESTION: Is 24x7x365 global support available?**

**ANSWER:** Yes, each company offers technical support staff available globally 24 x 7 x 365* to operate and maintain the program. Resolution is expedited because support for FlexPod solutions leverages the existing cooperative support process already well defined, communicated and working across the 3 partner companies.

*24x7x365 support is offered by all three vendors. Actual support commitments are determined individually by the customer in individual support agreements with each company.

**QUESTION: What level of Support Contract do I need from each of the three vendors (NetApp, Cisco and VMware)?**

**ANSWER:**

<table>
<thead>
<tr>
<th>Company</th>
<th>Support Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>NetApp</td>
<td>SupportEdge Premium for NetApp systems</td>
</tr>
<tr>
<td>Cisco</td>
<td>Networking: SMARTnet 24x7x4</td>
</tr>
<tr>
<td></td>
<td>Servers: Unified Computing Support 24x7x4</td>
</tr>
<tr>
<td>VMware</td>
<td>Production Support and Subscription</td>
</tr>
</tbody>
</table>

**MORE INFORMATION**

**QUESTION:** Where do I go for more information?