



NetApp™

Go further, faster

enterprise BI Phase 1

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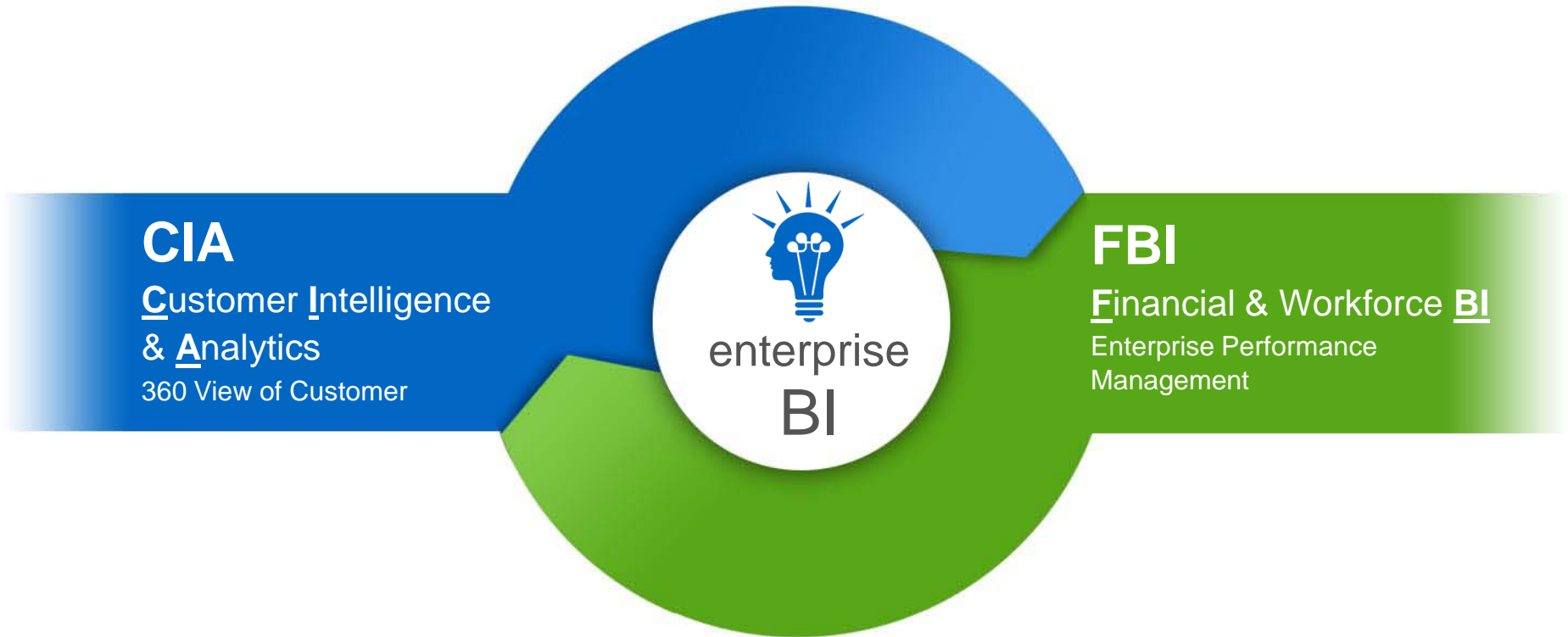
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enterprise BI Vision: The Central Intelligence for NetApp

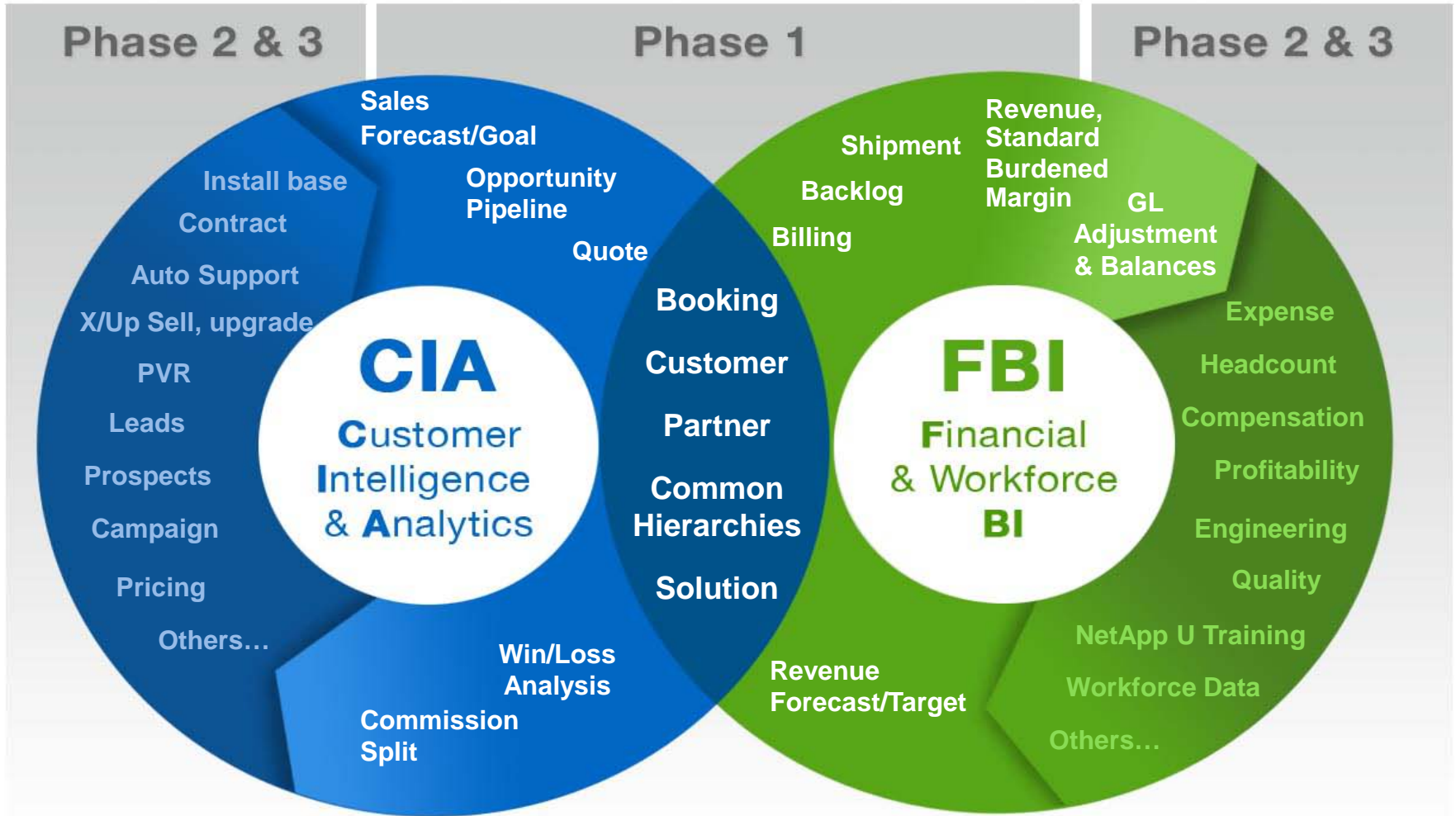


**Enabling NetApp with Integrated
and Intuitive enterprise Business Intelligence**

Combined Power of CIA + FBI:

enterprise BI Foundation Ready for Future Analytics:

NetApp enterprise BI



All Functions Need Deeper and Timely Insight into Business Performance



Marketing

\$5000
Customer segmentation, Customer Loyalty Trend, Solutions Tracking, Win/Loss Analysis



Sales

Bookings Trend, Account and Partner Performance, Pipeline coverage, Sales Territory Performance, Forecast and Goal Trend, Discount and Margin Analysis



Services

Bookings Trend and Penetration, Bookings, Revenue and Plan Trend, Discount and Margin Analysis



Manufacturing Operations

Demand Planning, Supplier and Distribution



Finance

BBB Analysis, Revenue and Adjustments, Bookings, Forecast and Plan Trend, GL Balance.



Product Operations

Product and Platform Performance, Product Discount and Margin Analysis

NetApp eBI Phase 1 Sample Benefits

- **Integrated enterprise solution & architecture**
 - Transform from reporting to BI analytics
 - Strong enterprise BI framework & metadata architecture
- **Integrated enterprise data warehouse – Using NetApp products**
 - Fully integrated enterprise data model & enterprise data warehouse
 - A/B instant switch with NetApp products, <0.1 second user impact when ETL is running, huge benefits for global user. Lay ground for multiple data refreshes in one day in FY10
 - Hourly projected booking analytics, hourly refresh with NetApp
 - Shared storage & fast refresh among many BI environments
- **Robust visualization through dashboards & analytics**
 - Slice/dice with 20+ dimensions
 - True drill down, drill through, cross-referencing
 - Robust role based security & real time security admin
 - Usage tracking & auditing with the same BI app

■ A lot of new capabilities

- As is, as was, as-of
- Enterprise booking view vs. Sales booking view
- 360 view of customer, partner, Sales rep... (with phase 1 data)
- More data, deferred revenue code, daily backlog vs. weekly before...

■ eBI as a catalyst to clean business processes & data

- New enterprise wide product hierarchy
- Opportunity/pipeline data clean up
- End customer data clean up

■ Enhanced performance & scalability

■ Better IT supportability

3-Year Strategic Roadmap for eBI

Defined in April, 2008

