FROST & SULLIVAN

COMPANY OF THE YEAR

2024

FROST & SULLIVAN

BEST PRACTICES AWARD

Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Visionary Innovation and Performance

Criterion 1: Addressing Unmet Needs
Criterion 2: Visionary Scenarios through Mega Trends
Criterion 3: Implementation of Best Practices
Criterion 4: Blue Ocean Strategy
Criterion 5: Financial Performance

Customer Impact

Criterion 1: Price/Performance Value
Criterion 2: Customer Purchase Experience
Criterion 3: Customer Ownership Experience
Criterion 4: Customer Service Experience
Criterion 5: Brand Equity

WHILE DIFFERENT THAN THE STANDARD HYBRID MANAGEMENT PLATFORM, BLUEXP FILLS A MUCH-NEEDED GAP IN THE HYBRID CLOUD MANAGEMENT MARKET, MANAGING DATA STORAGE AND SERVICE INFRASTRUCTURE ACROSS THE HYBRID ENVIRONMENT. ITS AIOPS APPROACH IS FORWARD-THINKING AND LEADS THE MARKET IN TERMS OF FUNCTIONALITY FOR HYBRID DATA AND STORAGE MANAGEMENT.

- KARYN PRICE
INDUSTRY PRINCIPAL, ICT

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This **NetApp** excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company's future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.

NetApp deploys the service for the customer in GovCloud, secret, or regulated regions for state, government, or public sector organizations. Similarly, in Private mode, NetApp deploys the service for the customer in an isolated environment for organizations that operate under the strictest security protocols.

For its strong overall performance, NetApp is recognized with Frost & Sullivan's 2024 Global Company of the Year Award in the hybrid cloud storage management industry.