



Product Bulletin:

NetApp System and Software Trade-in and Competitive Trade-in Programs

Revision History

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This product bulletin informs NetApp sales and NetApp partners about new or changed NetApp® products or services.

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1. Summary

The NetApp System and Software Trade-in Program is a corporate-sponsored program. The process to apply trade-in credits towards the purchase of a new system is built directly into the Quote Tool. Sales Operations must select the system(s) to be purchased first, then use the "Options and Trade-in" pages to configure the hardware systems and software that will be traded in. The hardware and software credits appear as trade-in credits subtracted from the list price of the purchased system and software.

This product bulletin announces the availability of enhanced functionality to the NetApp System and Software Trade-in Program, effective with the November 2010 Quote Tool release. Key enhancements include:

- Added the flexibility to trade in any hardware platform towards the purchase of any active shipping platform and any software product towards the purchase of any software product
- Revised the hardware and software credits for systems traded in based on age and depreciated value
- Revised the hardware and software maximum allowable credits on new systems purchased based on capping the maximum credit at approximately 30%
- Added Software Packs and Bundles to the "Software Trade-in" tab for systems traded in
- Extended platform support for systems traded in (added VTL platforms) and for new purchases (added FAS/V3200 and FAS/V6200 platforms)
- Enhanced Quote Tool interface that eases the selection of the appropriate system and software

2. What's New?

The first major enhancement is the flexibility to trade in any hardware platform towards the purchase of any active shipping platform and any software product towards the purchase of any software product. The following policies apply to the NetApp System and Software Trade-in Program:

1. Any hardware platform can be traded in towards the purchase of any active shipping platform, up to the maximum allowable hardware credit on the purchased platform.
2. Multiple systems can be traded in towards the purchase of any active shipping platform, up to the maximum allowable hardware credit on the purchased platform.

3. Any software product can be traded in towards the purchase of any supported and configured software product on the purchased platform, up to the maximum allowable software credit on the purchased platform. This implies a 1:1 trade-in for software products; however, the software product traded in does not have to be the same as the software product being purchased. For example, the customer can trade in CIFS, NFS, SnapRestore®, and SnapMirror® towards the purchase of NFS, SnapRestore, SnapMirror, and FlexClone®.
4. Any number of software products can be traded in towards the purchase of the Complete Bundle. The maximum allowable software credit still applies for the purchased platform.
5. If multiple systems in different hardware levels are traded in at the same time, the software credits are applied based on the highest hardware level. The maximum allowable software credit still applies for the purchased platform.
6. The Category Codes and actual discounts on the hardware and software trade-in credits MUST be the same as the purchased hardware platform and software products.

The hardware and software credits for the systems traded in have been revised based on age and depreciated value. Below are the revised hardware and software credits for systems traded in by platform. The hardware and software credits are based on a single system controller. If an high availability (active-active) system is traded in, multiply the credits by 2.

Hardware and Software Trade-in Credits

Platform Traded In	Platform	Hardware Credits	Software Credits
FAS/V62XX	FAS/V 6210	\$ 9,250	\$ 6,500
	FAS/V 6240	\$ 15,750	\$ 10,950
	FAS/V 6280	\$ 28,350	\$ 11,825
FAS/V60XX	<i>FAS/V 6030</i>	\$ 5,000	\$ 4,000
	<i>FAS/V 6040</i>	\$ 15,750	\$ 10,950
	<i>FAS/V 6070</i>	\$ 9,250	\$ 6,500
	<i>FAS/V 6080</i>	\$ 28,350	\$ 11,825
FAS/V32XX	FAS/V 3210	\$ 2,000	\$ 2,500
	FAS/V 3240	\$ 3,000	\$ 4,000
	FAS/V 3270	\$ 5,000	\$ 6,500
FAS/V31xx	<i>FAS/V 3140</i>	\$ 3,000	\$ 4,000
	<i>FAS/V 3160</i>	\$ 5,000	\$ 6,500
	<i>FAS/V 3170</i>	\$ 9,250	\$ 6,500
FAS/V30XX	<i>FAS/V 3020</i>	\$ 1,500	\$ 750
	<i>FAS/V 3040</i>	\$ 2,000	\$ 2,500
	<i>FAS/V 3050</i>	\$ 2,000	\$ 1,850
	<i>FAS/V 3070</i>	\$ 3,000	\$ 2,500
FAS 2XX/2XXX	<i>FAS 250</i>	\$ 1,000	\$ 425
	<i>FAS 270</i>	\$ 1,000	\$ 425
	<i>FAS 2020</i>	\$ 1,500	\$ 750
	<i>FAS 2040</i>	\$ 2,000	\$ 1,850
	<i>FAS 2050</i>	\$ 2,000	\$ 1,850
FAS/GF900	<i>FAS/GF 960</i>	\$ 1,500	\$ 750
	<i>FAS/GF 980</i>	\$ 2,000	\$ 1,850
GF 270/StoreVault®	<i>GF 270C</i>	\$ 1,000	\$ 425
	<i>S 550</i>	\$ 1,000	\$ 425
GX	<i>FAS 3040GX</i>	\$ 2,000	\$ 1,850
	<i>FAS 3050GX</i>	\$ 2,000	\$ 1,850
	<i>FAS 3070GX</i>	\$ 3,000	\$ 2,500
	<i>FAS 6070GX</i>	\$ 9,250	\$ 6,500
	<i>FAS 6080GX</i>	\$ 28,350	\$ 11,825
SA	<i>SA 200</i>	\$ 2,000	\$ 1,850
	<i>SA 300</i>	\$ 3,000	\$ 2,500
	SA 320	\$ 3,000	\$ 4,000
	<i>SA 600</i>	\$ 15,750	\$ 10,950
	SA 620	\$ 15,750	\$ 10,950
VTL	VTL 300	\$ 3,000	\$ 2,500
	VTL 600	\$ 1,500	\$ 750
	VTL 700	\$ 3,000	\$ 2,500
	VTL 1200	\$ 1,500	\$ 750
	VTL 1400	\$ 3,000	\$ 2,500

Hardware credits are per controller. Software credits are per controller per software product. If a High availability (active-active) system is traded in, multiply the credits. by 2.

BOLD	New platform added into program.
<i>Italic</i>	EOA platform. Mapping position shown as a trade-in. only.

based on a single system controller. If a high availability (active-active) system is purchased, multiply the credits by 2.

Maximum Allowable Hardware and Software Credits for Purchased Systems

Platform Purchased	Platform	Max HW Credits	Max SW Credits
FAS/V 62XX	FAS/V 6210	\$ 23,500	\$ 32,500
	FAS/V 6240	\$ 37,500	\$ 56,950
	FAS/V 6280	\$ 49,000	\$ 65,500
FAS/V 60XX	FAS/V 6040	\$ 37,500	\$ 56,950
	FAS/V 6080	\$ 49,000	\$ 65,500
FAS/V 32XX	FAS/V 3210	\$ 3,000	\$ 12,500
	FAS/V 3240	\$ 4,000	\$ 20,000
	FAS/V 3270	\$ 12,500	\$ 32,500
FAS/V 31xx	FAS/V 3140	\$ 4,000	\$ 20,000
	FAS/V 3160	\$ 12,500	\$ 32,500
	FAS/V 3170	\$ 23,500	\$ 32,500
FAS 2XXX	FAS 2020	\$ 1,000	\$ 3,200
	FAS 2040	\$ 1,500	\$ 8,600
	FAS 2050	\$ 1,500	\$ 8,600
SA	SA 300	\$ 4,000	\$ 20,000
	SA 320	\$ 4,000	\$ 20,000
	SA 600	\$ 37,500	\$ 56,950
	SA 620	\$ 37,500	\$ 56,950

Maximum allowable hardware and software credits are per controller.

If an active/active system is purchased, multiply the credits by 2.

BOLD	New platform added into program.
<i>Italic</i>	EOA platform. Mapping position shown as a trade-in only.

The following platforms are now included in the trade-in program. The FAS/V3200, FAS/V6200, and VTL platforms have been added. The table highlights the added platforms and the EOA platforms, as they apply for trade-ins only.

Mapping of platforms based on groupings

FAS/V62XX	FAS/V60XX	FAS/V32XX	FAS/V31xx	FAS/V30XX	FAS2XX/2XXX
FAS6210	<i>FAS6030</i>	FAS3210	FAS3140	<i>FAS3020</i>	<i>FAS250</i>
FAS6240	<i>FAS6040</i>	FAS3240	FAS3160	<i>FAS3040</i>	<i>FAS270</i>
FAS6280	<i>FAS6070</i>	FAS3270	FAS3170	<i>FAS3050</i>	<i>FAS2020</i>
V6210	<i>FAS6080</i>	V3210	V3140	<i>FAS3070</i>	<i>FAS2040</i>
V6240	<i>V6030</i>	V3240	V3160	<i>V3020</i>	<i>FAS2050</i>
V6280	<i>V6040</i>	V3270	V3170	<i>V3040</i>	
	<i>V6070</i>			<i>V3050</i>	
	<i>V6080</i>			<i>V3070</i>	
FAS/GF900	GF270/StoreVault	GX	SA	VTL	
<i>FAS960</i>	<i>GF270C</i>	<i>FAS3040GX</i>	<i>SA200</i>	VTL300*	
<i>FAS980</i>	<i>S550</i>	<i>FAS3050GX</i>	<i>SA300</i>	VTL600*	
<i>GF960</i>		<i>FAS3070GX</i>	SA320	VTL700*	
<i>GF980</i>		<i>FAS6070GX</i>	<i>SA600</i>	VTL1200*	
		<i>FAS6080GX</i>	SA620	VTL1400*	
				*VTL platforms are also EOA	

BOLD	New platform added into program.
<i>Italic</i>	EOA platform. Mapping position shown as a trade-in only.

Below is the revised Quote Tool interface that eases the selection of the appropriate systems and software to be traded in. Please refer to the table above for the list of platforms that can be traded in under each grouping or family.

Cancel Done
Back to Main Product

System Trade-ins Software Trade-ins Summary

NetApp System Purchased: FAS6210 Maximum Hardware Credit (units): Total Hardware Credit (units):

Systems for Trade-in

Note: Selection of hardware or software return quantities that make credit return value exceed maximum credit return value will be allowed but credit value provided will be limited to the maximum credit value.

Item	Qty	Add Item	Item	Qty	Add Item
FAS/V 62XX	1	Add Item	FAS2XXX/2XX		Add Item
FAS/V 32XX		Add Item	F/GF9XX		Add Item
FAS/V 31XX		Add Item	FAS GX		Add Item
FAS/V 60XX		Add Item	Storage Appliance (SA)		Add Item
FAS/V30XX		Add Item	StoreVault/ GF270C		Add Item

VTL Systems for Trade-in with PS Implementation

VTL

☐ Feature PVR submitted and approved * Incomplete

☒ VTL Storage Implementation Service (PS-SOW-IMPL-STORAGE) * Incomplete

Note: You must engage a NetApp Professional Services Engagement Manager or equivalent who will create Statement of Work (SOW) and provide CFFPLis Price Summary (CLIPS) to Sales in order to generate the Quote.

Amount entered must match the CLIPS list price. Both the signed SOW and CLIPS must be ATTACHED to the quote to book any order with PS-SOW-xxx on it.

Feature PVR required to trade-in a VTL system. Professional Services also mandatory for formatting VTL storage to work correctly with FAS system. Enter quantity from CLIPS as provide by NetApp PS engagement Manager. Quantity equals total price in local currency.

Messages: Trade-in credits are based on a single system controller. If trading in an act-act system then a quantity of 2 should be selected

3. Sales and Customer-Ready Tools (Training, SE, Customer Presentations, Datasheets, and Sales Guides)

For quoting instructions please refer to the Quote Tool Bulletin (QTB) for the Upgrade and Trade-in Program.

4. System Requirements

Refer to the system requirements to access the Quote Tool.

5. Product Information

In order to trade in NetApp systems towards the purchase of a new system, please follow the process below:

1. Use the Quote Tool to create a new quote for the new system using the quote creation procedure.
2. Use the appropriate tabs to make all necessary selections for the system being purchased.
3. Click the "Options" tab to do a "NetApp Upgrade."
4. Select the "System Trade-in" tab.
5. The "System Trade-in" tab will allow the selection of platforms to be returned for credit(s). Select as many platforms to be traded in as needed.
6. At the top, there are two fields to help track the value of hardware credits. First is the maximum allowable hardware credit for the system being purchased and second is the accumulated value of hardware credits being traded in. The total of the hardware credits traded in can exceed the maximum allowable credit; however, the lower of the two values will be used as credit on the quote.
7. Next, select the "Software Trade-in" tab.
8. The "Software Trade-in" tab will allow the selection of software to be traded in.
9. The "Software Returns" tab will allow the selection of software to be returned for credit. Select as many software products to be traded in as needed.

10. At the top, there are two fields to help track the value of software credits. First is the maximum allowable software credit for the system being purchased and second is the accumulated value of software credits being traded in. The total of the software credits traded in can exceed the maximum allowable credit; however, the lower of the two values will be used as credit on the quote.
11. The “Summary” tab displays the hardware and software traded in with part numbers, quantity, and descriptions.
12. Select “Done” and return to the Siebel “NetPrice Solver” tab.
13. A “NetApp Upgrades” folder will be added to the sub-line items on the quote. However, only one part number for hardware (UG-LX-BASE) and software (UG-LX-SW-RTNS) will be shown on the Price Quote and Sales Order cover sheet.
14. The controller serial numbers for the systems traded in MUST be entered on the “NetPrice Solver” tab. A process is in place to deactivate the controller serial numbers for the systems traded in, so hardware and software service and support are no longer available. The controller serial numbers and software license keys have been permanently retired.

Part Number	Description	Discount Category Code
UG-LX-BASE	Platform Base Return Credit	A
UG-LX-SW-RTNS	Software Return Credit	J

Software Subscription Plans

Customers should purchase an SSP license for all software on the purchased system. No credit is given for outstanding software warranty and service.

Product Availability

The enhancements to the NetApp System and Software Trade-in Program will be available to quote in the November 2010, release of the Quote Tool.

6. Financials

Basically, the trade-in credit is considered a discount on the list price on the system being purchased. Then, standard deal discounts apply. So, the net price of the purchased systems equates to:

Net Price = (List Price – Trade-in Credits) x (1- Discount %)

Assumptions:	
Trade-in Credit %	20%
Discount %	40%
New Purchase List Price	\$ 100,000
Trade-in Credits	\$ (20,000)
New Purchase Adjusted List Price	\$ 80,000
Discount \$	\$ (32,000)
New Purchase Net Price	\$ 48,000
"True Discount"	52%

Below is an example of how the trade-in credit and discounting logic will be applied on the quote, to give the same net price as above:

Assumptions:			
Trade-in Credit %	20%		
Discount %	40%		
	List Price	Discount	Net Price
New Platform List Price	\$ 70,000	\$ (28,000)	\$ 42,000
UG-LX-BASE (HW Trade-in Credits)	\$ (14,000)	\$ 5,600	\$ (8,400)
New Software List Price	\$ 30,000	\$ (12,000)	\$ 18,000
UG-LX-SW-RTNS (SW Trade-in Credits)	\$ (6,000)	\$ 2,400	\$ (3,600)
New Purchase Adjusted Prices	\$ 80,000	\$ (32,000)	\$ 48,000
"True Discount"			52%

7. Warranty and Service

Hardware: Standard hardware warranty and services apply to the purchased systems. No credit is given for outstanding hardware warranty and service.

Software: Standard software warranty and services apply. No credit is given for outstanding software warranty and service.

8. Competitive Trade-in Program

Currently, there are no changes to the competitive trade-in program.

9. Additional Information

Contact Information: Please contact your NetApp sales or channel partner representative with questions concerning this bulletin.

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