



Our trusted relationship with the Cisco Data Center rep allowed us to work closely with the entire Cisco account team at JC Penney to position our offer as a winner. Personnel changes with the client led to changes in the politics and the environment, but by sharing information between our teams we were able to keep the deal on track.

Michael Fisher

## Win Story

JC Penney, the national mid-range department store chain, has stores in 49 states and Puerto Rico, as well as an online retail presence.

- After 15 years with EMC, they were locked into a siloed approach.
- They were managing five different platforms from block to backup to various environments.
- Their environment lacked the capabilities to function efficiently between platforms.
- With NetApp, JC Penney could make tasks that were complex and expensive, simple and affordable.
- They broke away from the EMC stranglehold using hybrid FAS8080s with hybrid aggregates that provide the speed and agility to respond to the market more effectively.

## Partnering Approach

- A strong relationship with Cisco was already in place, based on previous sales success, so the reps collaborated closely.
- Shared information helped them navigate various personnel changes on the client side.
- To achieve the client's pricing requirements, NetApp turned to Cisco for discounts on the switches and they came through.
- In the end, the client opted for an all NetApp environment, to gain a standard platform and to fully leverage NetApp software.

Deal Size: \$7.7M

Co-sell Partner:  
Cisco

Fulfillment Partner:  
Direct

Platform:  
FlexPod

Primary Competitor:  
Pure, EMC, HCS and IBM

Primary Solution Components:

FlexPod FAS8080s,  
cDOT

## Details of the Sale

After 15 years with EMC, JC Penney realized they were stuck with multiple platforms that severely limited interoperability. NetApp and Cisco teamed up to offer the client the converged infrastructure that would free them from the data prison in which they found themselves. With a track record of collaboration, the NetApp and Cisco reps worked closely to manage the long RFP process, which was very closely guarded by procurement. Reliable intelligence was critical and NetApp and Cisco had the trust to share information in order to keep up with various changes occurring within the JC Penney environment.

The client was particularly impressed with the NetApp cloud strategy and by how this initial foundational investment would open the door to expanded cloud capabilities. Towards the

end of the sales cycle, when the JC Penney CTO learned about NetApp's cloud integration, he became very, very interested in doing business with NetApp.

Still it took considerable teamwork between NetApp and Cisco to make the deal happen. Specifically, when pricing concerns were raised by the client, the reps discussed the challenge, and recognized their shared interest in meeting the challenge. Cisco responded with discounts to make the margins work. Because there was a lot of competition for this business, it was vital to demonstrate, together, the superiority of the NetApp offer, which ultimately got the deal done.