

## THE POWER OF PARTNERS

# Decisive Group/NetApp: Going the distance.

When smart, insightful companies find a partnership where both parties share values and expertise, it can go the distance, fostering a relationship that delivers tremendous customer benefits.

That's precisely the kind of bond Decisive and NetApp share.

It's a business relationship with roots that extend beyond Decisive's founding; one that has evolved to the point where Decisive was named NetApp's Canadian Most Valuable Partner for 2021—no small feat during a global pandemic.

## A foundation of mutual trust.

Decisive co-founder Mike Smith first encountered NetApp in 1998. At that time, it had been six years since NetApp launched in Silicon Valley as a pioneer in network-attached storage system. NetApp impressed Smith with its technology, exceptional turnaround times, and rock-solid business ethics. The mutual trust and critical understanding of one another's business and priorities built during that time laid the foundation for a strong relationship when Decisive Technologies launched in 2001.

From NetApp's perspective, what made the relationship a natural one was Decisive's ability to adjust very quickly to changing market conditions and to understand and align with where customers are heading. That comes from

Decisive's dedication to truly listening to what customers' say their challenges are and strategizing to solve those problems. Rather than coming to the discussion with NetApp as a pre-determined answer, Decisive keeps an open mind; but frequently, NetApp provides a solution that can lead to the business outcomes the customer wants.

It's a two-way street, since many of the decision-makers at organizations Decisive work with have had prior experience with NetApp and are pre-sold on what NetApp can bring to the table—based on reliability, effectiveness, and brand recognition. Frequently, the decision to invite Decisive and NetApp to design a solution is just as obvious to both former and new customers.

## Partnering for knowledge transfer.

One look at NetApp's website will tell anyone the company believes in partnership to a degree few other organizations approach. The company works closely with almost 800 partners around the world, reflecting its belief that this approach is the most effective route to market—one that allows the company to scale and accentuate its position as a global leader.

As a partner-centric company, NetApp understands the value that companies like Decisive can bring to the market and customers. The reciprocity between the two organizations—NetApp bringing Decisive into deals and vice versa—is also important, as is the investment Decisive has made in money, time, and resources to ensure the company is up to speed on what NetApp is able to position in the market.

Decisive employees receive the same fast-track training that NetApp's own staff members get, and Decisive flows that level of knowledge directly through to its customers who use the technology. One way that happens is

through their participation in a customized, five-day course about NetApp technology that Decisive conducts for customers. In addition to a deep dive into NetApp's solutions, the sessions include focused discussions regarding customers' specific needs and environment. Participants leave with hands-on experience they can apply. The course has been so well received that customers often request it for new hires.

Another benefit accrues for customers that require solutions that extend beyond NetApp to other Decisive partners. FlexPod, the hybrid cloud platform that is built on technology from both NetApp and Cisco, is a prime example.

When Decisive determines that FlexPod is the best solution for a customer's needs, it purchases the component parts from NetApp and Cisco, assembles them, and then certifies the entire solution before delivering it to the end-user. From the perspective of both Decisive and NetApp, that approach speaks volumes about the level of knowledge that Decisive has.

From Smith's viewpoint, the two companies are one team.

## How to contact us



1 (855) 336-3700



[inquiry@decisivegroup.com](mailto:inquiry@decisivegroup.com)



118 Iber Road, Suite 105,  
Ottawa, ON K2S 1E9

## Enterprise IT. Customized for you.

**Decisive Group designs, builds, and maintains enterprise IT infrastructure and hybrid cloud, as well as managing and protecting data.**

We engage with customers through our hands-on approach, providing guidance and highly personalized service. Solutions-driven, we partner with the world's leading providers of standards-based hardware, software, networking, security, and cloud products with one aim: to optimize processes and improve outcomes for medium and large enterprises.

In 2001, Decisive Technologies was founded as a professional services company in Canada's National Capital Region, and we began offering data centre solutions in 2010. We expanded our offerings in 2013 with the addition of BriteSky Technologies, which originally focused on cloud storage, and in 2021, the companies amalgamated their products and services under the Decisive Group banner.