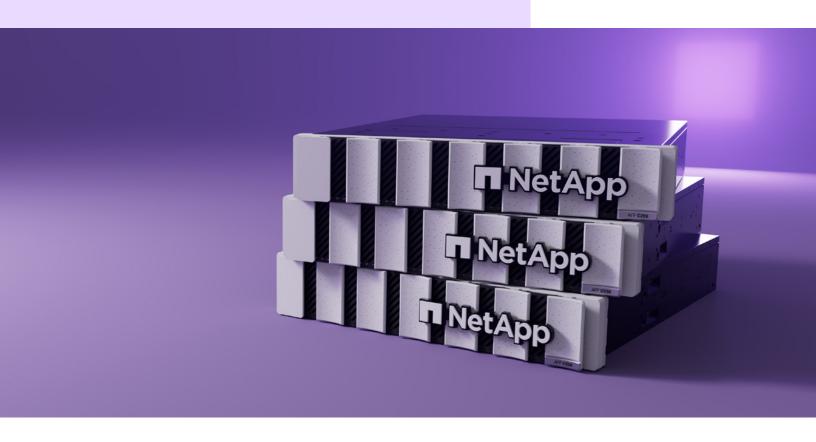# Why Netapp is the best data storage partner
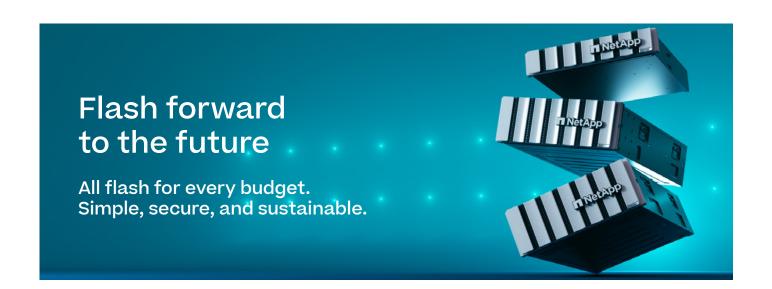
NetApp

You have concerns. We make it easy.

Picking the right data storage doesn't have to be complicated.

There's no doubt: it's here. The need to store, manage and protect your data and applications—anywhere you need them—in your datacenter and in the cloud. And while it's true the world is embracing more and more cloud, with tightening budgets, a growing skills gap, and an uncertain future, organizations are eager to make the most of their datacenter.

Companies are looking for cost-effective performance, airtight data protection, and unified management. Reliable, fast and secure storage systems remain a core component to an organization's success. The phrase "do more with less" is ringing in everyone's ears. No pressure, right?

Flash forward to the future

All flash for every budget.
Simple, secure, and sustainable.

NetApp has you covered

At NetApp, we've bucked the status quo for more than three decades with unrelenting innovation, and we are well equipped to handle your needs, whatever they may be.

- **Break out of the silos:** NetApp has the only portfolio on the market with a single, unified data management system – ONTAP for NVMe, file, block, and object storage that runs on performance flash, capacity flash, and hybrid flash. ONTAP delivers operational simplicity for IT teams and allows you to mix systems in a single cluster, giving you workload-based, nondisruptive mobility so that workloads can be matched precisely to the right tier of storage.

- **Save money and optimize infrastructure:** ONTAP integrates direct tiering to automatically move your infrequently used data to more cost-efficient object storage—on premises or in the cloud—without having to refactor your applications. This capability optimizes your hardware usage, minimizes your footprint, and significantly reduces your data storage costs.

- **Simplify cloud connectivity:** We've collaborated to deliver leading native solutions with three public cloud heavyweights who recognize our ability to deliver outstanding performance and maximum portability – AWS, Microsoft Azure, and Google Cloud – making it incredibly simple to migrate workloads and move data wherever you need.

- **Protect and defend:** We offer industry-leading protection and security for your data including autonomous ransomware protection to prevent attacks before you even know there's a threat. There's no safer place to store data than with NetApp ONTAP.

- **Future proof your investment:** With NetApp® Advance, you get predictability and adaptability to meet your future needs. Enjoy guaranteed efficiency; free, non-disruptive controller upgrades; and options to shift infrastructure investments to the cloud if and when it's right for your business.

As you evaluate storage vendors for future purchases, we encourage you to not settle for the status quo—the world has changed, and your infrastructure should be able to change with it. NetApp can give you the best of all worlds: affordability with performance, sustainability with simplicity, industry-leading security, and flexibility to transform your investments from on premises to the cloud as it makes sense for your business.

> **"We wanted a cloud-ready platform to solve all of our challenges for today and prepare us for the future. NetApp gives us that flexibility."**
>
> Skw Stickstoffwerke Piesteritz GmbH

The differentiators make all the difference. But don't just take our word for it.

All the features and advantages in the world don't mean a whole lot unless we can back it up with reallife results. Right? Well, we've got plenty of those.

Single solution delivers "everything we need"
A principal engineer at a major retailer considered both Dell EMC and Pure Storage alongside NetApp. "The biggest reason we picked NetApp was the ease of actually getting the data to the next iteration.

Speed application response 50%+
One of the world's leading research hospitals needed a SAN storage solution for its SQL database and VMware environment, which drives its treatment systems. It made the jump to NetApp® AFF, resulting in a 50%+ increase in application response rate. And in more than 5 years, systems engineers haven't lost a single drive or node or had a single hardware failure.*

Accelerate volume access by 4 times
A senior data storage expert in energy and utilities moved to NetApp AFF to support their Oracle and virtual storage and VDI instances. Since it made the switch, its seen volume access speeds at 4 times its previous solutions. The company rates NetApp "one of the best in terms of ease of use. I don't see anybody get even close to NetApp."*

When a large manufacturer switched from three different storage solutions cobbled together, it found that only NetApp could do what it needed when they needed it. In fact, "it seems to be almost infinitely scalable. Being an organization as large as we are, it definitely meets our needs."*

*Based on ITCS Peer Review

50%+	4 times	99.9999%
increase in application response rate	**faster volume access speeds**	**uptime delivery**

Accelerate Projects

"The simplicity of NetApp definitely accelerated our time to production."
—David Bevc, Head of Cloud Solutions, Unistar LC

"Performance and reliability have been night and day. We can now deliver software to more students, more quickly, and it's a better experience for the students."
—Ross Hightower, University of Wisconsin-Milwaukee, Director of SAP University Competence Center

Simplify Operations

"It's very beneficial that we can deliver SAP reports and dashboards 30% faster than before."
—Moneer Bouyabis, Project Manager of SAN Storage, EQUATE

"FlexPod has transformed our performance and efficiency, so we can focus on applications and enduser services."
—Liam Cole, TasNetworks, IT Commercial Operation Team Leader

"NetApp is our trusted partner. They deliver; they are a key to delivering a robust infrastructure-as-a-service environment, which is the backbone of any software that runs on top of it."
—Lalit Patil, CTO, SAP HANA Enterprise Cloud

Need even more reasons to trust NetApp?

NetApp offers industry-leading security features along with nonstop access to business-critical data. Plus, with built-in synchronous replication there's no need to assign new workloads to pods to replicate a dataset.

With NetApp, you can measure your recovery time in seconds at petabyte-scale. (That's fast. Like, real fast.) Only NetApp delivers both cloud data services to your data center and enterprise storage capabilities to the public cloud.

We also give you a unified softwaredefined experience to manage your data across the world's biggest clouds, private clouds, and on your premises.

Let's get down to business. When a storage solution sounds too simple to be true, it probably is. Because when it comes to getting everything you need, every time you need it, there's only one real choice—NetApp.

Learn More >

NetApp