

The NetApp Effect:
**INTELLIGENT
DATA
INFRASTRUCTURE**



Unleash the power of your data with the new way to unified.

To own the future, you need to

LEVEL UP YOUR IMPACT

Change is relentless, which makes predicting the future impossible. Yet you need foresight if you want to stay ahead of disruption, harness AI, and protect your business from cyberthreats.

Your secret weapon lies not in prophecy, but in the superpower every business already possesses: data. Unlocking its power is your key to thriving now and tomorrow.

Remove obstacles 03

Manage data smarter 07

Learn from today's IT heroes 09

Level up data infrastructure 12

Elevate your IT by **REMOVING OBSTACLES**

Discover how the new way to unified
addresses your biggest challenges.



THE CHALLENGE

Managing complex workloads across siloed storage

Eliminate infrastructure silos and simplify data storage with the new way to unified. The more intelligence embedded into your data infrastructure, the more efficient your data management.

THE BUSINESS IMPACT:

- ✔ Spend less time managing data and more time on strategic initiatives.
- ✔ Respond to market shifts faster and meet the needs of customers ahead of your competition.
- ✔ Reduce complexity across storage environments so you can optimize your data use and resource deployment.
- ✔ Simplify data-intensive workloads with unified data storage built for flash and cloud.
- ✔ Reduce TCO by making legacy systems and evolving technologies work together efficiently.



THE CHALLENGE

Protecting your business from rapidly evolving cyberthreats

Pursue every opportunity with built-in security, rapid recovery, and infrastructure observability. Data infrastructure that's secure by design keeps business moving forward.



THE BUSINESS IMPACT:



Minimize disruption with built-in protection features that safeguard your data from cyberthreats.



Comply with ever-changing data privacy regulations without sacrificing performance, so you can do your part to grow revenue.






Leverage the latest on-premises and cloud solutions that meet security requirements – to scale, respond to customer demands and get to market faster.

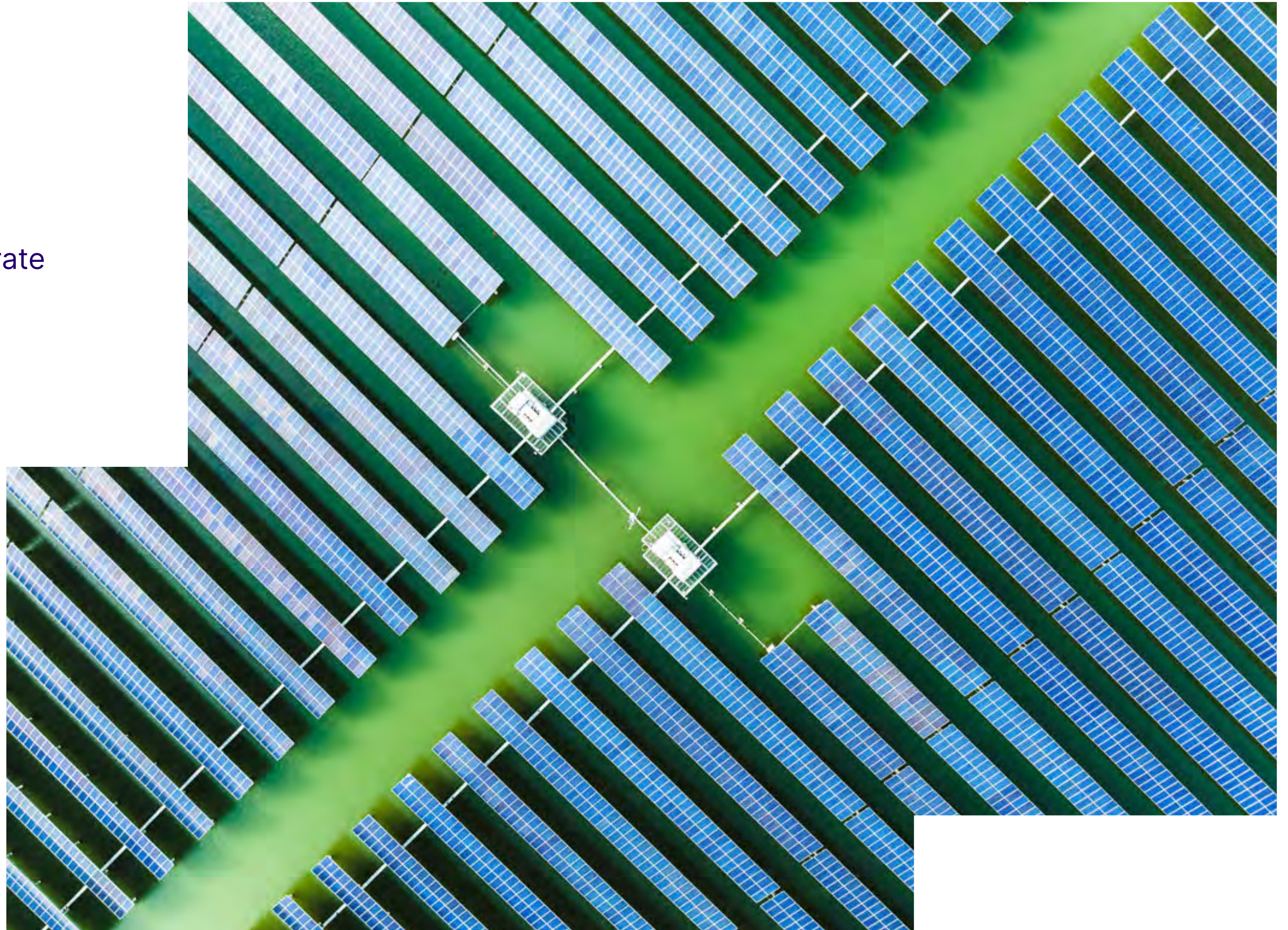
THE CHALLENGE

Reducing data waste, cost, and carbon emissions

Unified data storage is inherently more sustainable. Energy-efficient technologies, tiering, and analytics accelerate meaningful change.

THE BUSINESS IMPACT:

-  Store your data in the most carbon-efficient locations and free up primary storage capacity with automatic discovery and tiering for infrequently used data.
-  Improve storage efficiency and reduce your carbon footprint with monitoring and actionable insights.
-  Optimize resources by taking advantage of sustainable cloud capabilities like cloud tiering, replication, backup, and migration.



Welcome to the new way to

UNIFIED

DATA STORAGE

To innovate at speed, differentiate, and exceed customer expectations, you need seamless data access and security across hybrid and multicloud environments.

Data silos hold you back. Truly unified data storage forges a path free from silos, where all applications, workloads, and data types coexist in seamless integration. It's not just about moving from point A to B; it's about charting new courses, from A to Z and everywhere in between.

This is the moment your data becomes your superpower, unlocking impacts beyond what you imagined possible.

It's time to manage data

SMARTER, NOT HARDER

When you architect an IT environment designed to harness the intelligence of your data, you create more opportunities to drive growth, gain the competitive advantage, and reduce your environmental impact.

THE NEW WAY TO UNIFIED DELIVERS:



**A single storage OS
across all of your data**



**Native integration in
the world's major
public clouds**



**Unified control from a
single console**

Don't take our word for it.
Discover how our customers are capitalizing on the new way to unified.





Today's IT heroes HIDE IN PLAIN SIGHT

Our customers are defining the future of work with the new way to unified data storage.

University Hospital:

See how Belgium's leading hospital system is improving patient outcomes through advanced clinical research.

U.S. National Laboratory:

Discover how data-driven scientific research is fostering innovation in multiple sectors, including clean energy and nuclear fusion.

An intelligent data infrastructure ADVANCES HEALTHCARE

A leading university hospital puts unified data storage to work, improving patient outcomes.

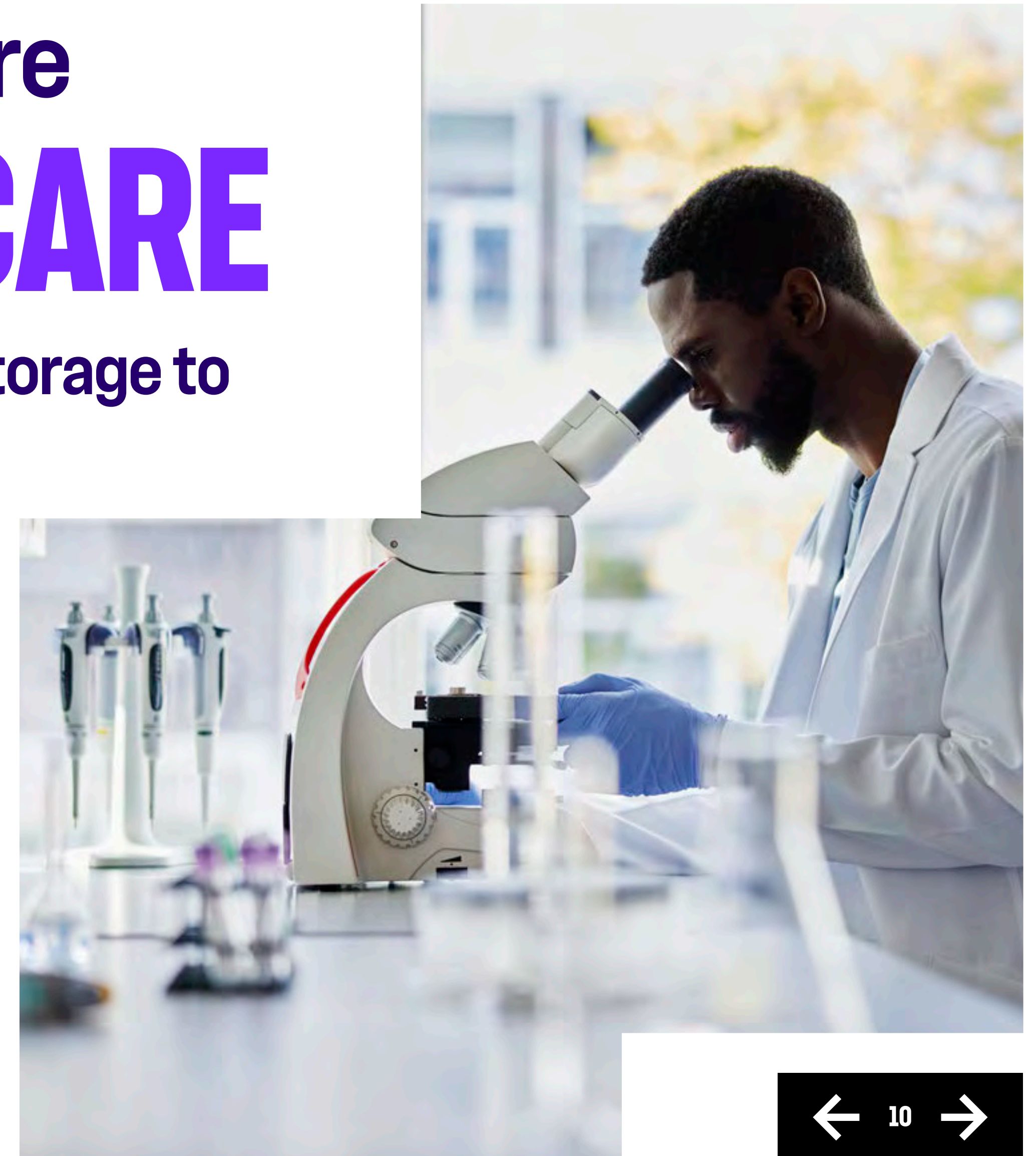
Belgium's leading university hospital system continues to lead the way in healthcare for more than 7 million people. Over the course of our 20-year partnership, we've helped a university hospital evolve their care through data availability, reliability, security, and performance. And it's all operating inside our unified data storage ecosystem on our single OS system.

Unified control

Using a single shared data management system dramatically reduces complexity and provides huge cost benefits. This hospital is still managing its 18PB+ environment—including primary, secondary, and data protection—with less than one full-time employee.

Native in all major clouds

Although this hospital has significant investments in on-premises environments, migrating data to the cloud for long-term archival purposes is an important future move. Automated tiering will help optimize resources in response to demand, ultimately creating more efficiency and reducing operational costs.





Smarter data storage makes the **IMPOSSIBLE POSSIBLE**

A U.S. national laboratory unifies data storage to break new ground in scientific innovation.

Remarkable discoveries happen every day at a U.S. national laboratory in areas of material science, astrophysics, and clean energy. The amount of data that scientists capture and analyze helps this U.S. national laboratory stay at the forefront of innovation.

Single storage OS

Never-before breakthroughs require one seamless data storage solution that can support research and operations teams at every stage of the scientific process. Considering this U.S. national laboratory archives data for 30 years, it's key for the laboratory to use an efficient and simple storage platform that can turn data into opportunity.

Data integrity and protection

From audit compliance to ransomware threats, this U.S. national laboratory demands a holistic data security approach to continue mitigating exposure and disruption. Built-in security measures inside our unified data storage ecosystem, like automatic NetApp® Snapshot™ copies, allow for a complete data recovery disaster strategy across the laboratory's entire enterprise.

Build your

INTELLIGENT DATA INFRASTRUCTURE

Unlock your full potential with the new way to unified.



Smarter data storage starts with an intelligent data infrastructure. Let's venture together into a future where data is boundless, empowered by AI, fortified by cyber resilience, and aligned with sustainability.

TAKE OUR SINGLE STORAGE OS FOR A SPIN.

Test drive ONTAP

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer.

©2024 NetApp, Inc. All rights reserved. NETAPP, the NETAPP logo, and the marks listed at <http://www.netapp.com/TM> are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. NA-1094-0324