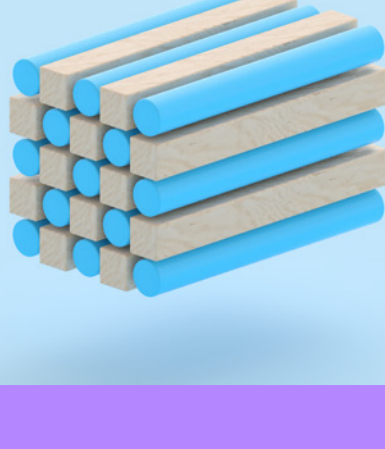


Back up your NetApp file storage across your global data fabric

Simply integrated to protect



The challenge

Unstructured data continues to explode, creating billions of files for an organization to manage. Further more, backup operations require regular full backups, which increase the backup window.

Today's 24/7 uptime environment, increasingly large data sets and shrinking backup windows means that current backup solutions invariably do not match Recovery Point Objectives (RPO) and Recovery Time Objectives (RTO).

All of which can be very demanding on the infrastructure and stressful on your resources since you only have a limited time to back up your data...

The solution

Dramatically reduce the complexity of protecting data across your NetApp® environment, on-premises and in the cloud. Move to modern, NetApp Snapshot™ based backup, which you can easily enable, manage, and scale to keep your data safe and compliant. And it's already in your NetApp system.

NetApp Snapshot based backup performs block-level, incremental forever replication and preserves all storage efficiencies. Snapshot copies significantly reduce the data that is replicated and stored, optimizing your bandwidth consumption and minimizing the performance impact on production so that you can meet your SLAs.

Simply put, the best backup for NetApp ONTAP® is made by NetApp.

"We rely entirely on NetApp Snapshot technology, as we have neither classic backup software nor tape. The backup is fully automated, integrated with FlexPod, and takes only a few minutes, including replication."



—Christian Grützner, Architect Storage & Backup, All for One Group

5,000+ Full backups daily

Average 23 seconds for backups

Reduced storage volumes by 50-77%

Traditional file-based backup vs. modern NetApp Snapshot based backup

	Traditional file-based backup	NetApp Snapshot based backup
Cost and efficiency	Reads complete file with any change resulting in movement of the entire file, extending time for backups	Only copies changed blocks between source and target, reducing load on the source, lowering network traffic, reducing backup time up to 50%
Performance	Reads full file system in order to process backup jobs, increasing IO load and reducing total available throughput of production storage	Only changed blocks are copied, which reduces load on source storage and on network resources, minimizing the impact on performance
Risk	Long backup times increase risk of failure to complete backups in the defined window	Create copies in minutes instead of hours (or days) to achieve very tight RPO and RTO parameters, minimizing risk
Recovery	Long restores result in high RTO and may disrupt business	Restore volumes in minutes, resulting in very low RTO and increasing business availability
Reliability	Maintaining backup integrity can be a challenge due to massive numbers of open files, permissions, and checksums	NetApp Snapshot based backups are unaffected by file system activity, maintaining data storage reliability

Introducing NetApp Cloud Backup— a new solution for your backups

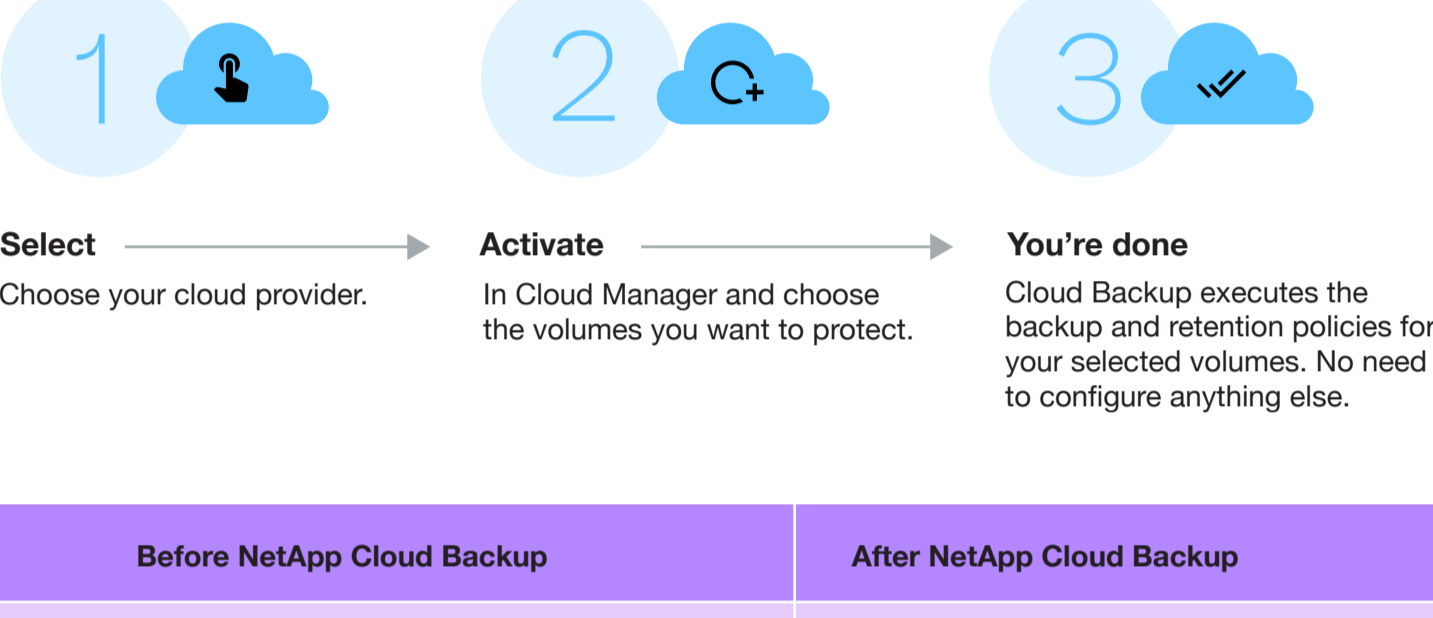
Taking the high cost and complexity out of backing up your NetApp data

What is it?

NetApp Cloud Backup is a new object storage-based add-on service for NetApp Cloud Volumes and on-premises ONTAP clusters that leverages NetApp's SnapMirror Cloud replication technology to deliver backup and restore capabilities for protection, and long-term archive of your data.

80% of organizations are extremely likely to adopt a cloud-first data protection solution. — Forrester

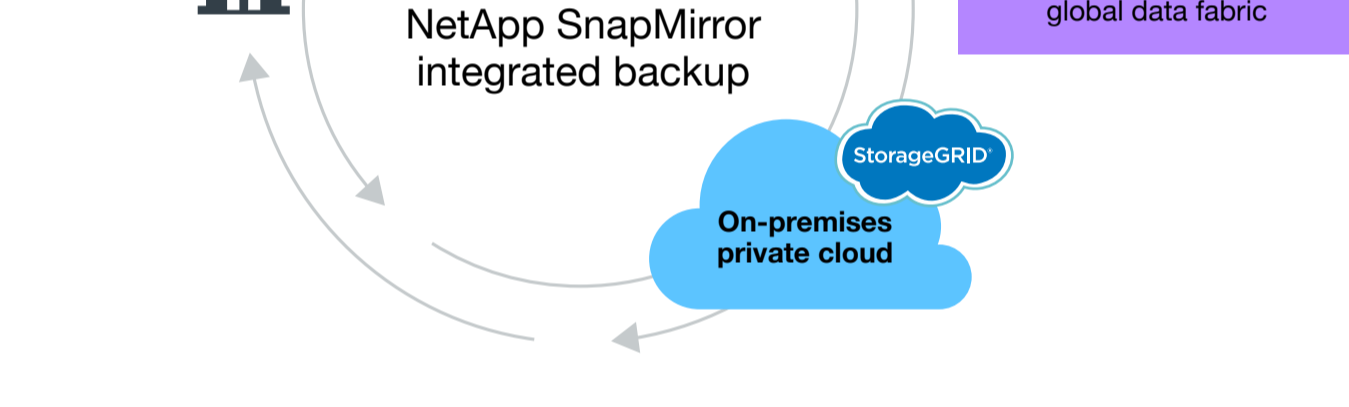
How Cloud Backup works



Before NetApp Cloud Backup	After NetApp Cloud Backup
Current solutions require mastering complex architectures with steep learning curves and time-consuming operations	Simple, intuitive cloud-based backup enabled with a few clicks, and 'set and forget' paradigm
Tight performance window; potential inability to meet ever-shrinking backup windows for large data sets due to file level operations	Block level, incremental-forever backup speeds both backup and potential restores for optimized RTO/RPO
Current legacy file-based backup solutions struggle with hybrid multi-cloud environments	Single, intuitive NetApp Cloud Manager UI handles on-premises and cloud systems seamlessly, streamlining operations
Expensive and non-scalable; costly software licenses, ongoing maintenance, combined with high management overhead	Automatically shifts backup operations to the public cloud, resulting in less expense, infinite scalability, and zero management overhead

NetApp was the first established storage provider to understand the importance of the evolution to hybrid cloud and has maintained leadership in this area.

Source: IDC - A New NetApp Is on the Rise



Top reasons for using NetApp Cloud Backup

- Delivers simple software as a service (SaaS) that requires no software licensing, installation, configuration, or maintenance; simply click and go
- Protects ONTAP data, both on-premises and in the cloud
- Creates block-level NetApp Snapshot based backups for superior speed, reliability, and efficiency
- Sends backups to cost-effective object storage in the cloud or StorageGRID on-premises
- Performs instant volume or file-level restores
- Preserves ONTAP storage efficiencies
- Scales limitlessly

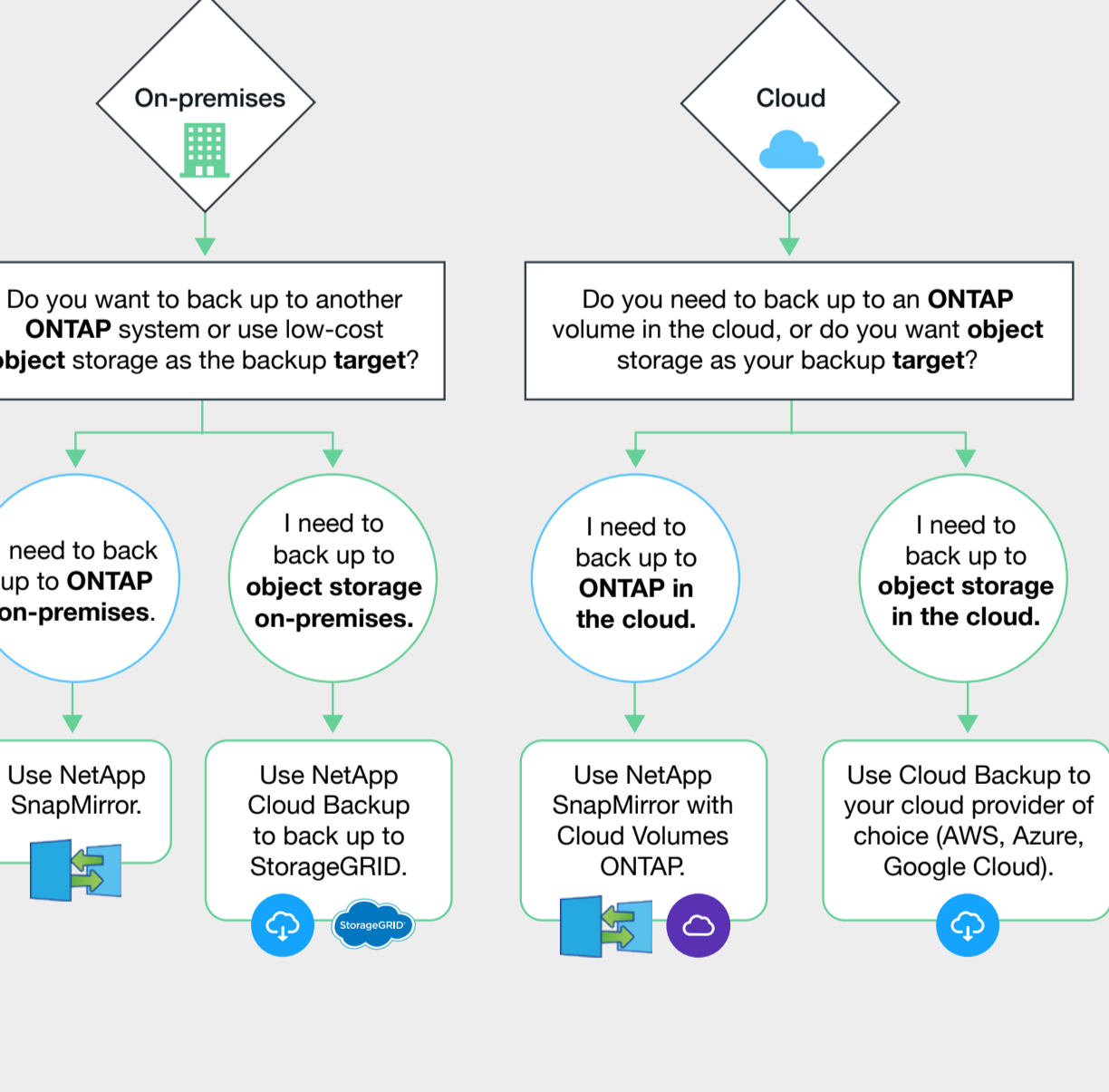
"These unique advantages made the decision to use Cloud Backup an easy one."

— Digital eCommerce software company



Determining your backup and recovery needs – now and for the future

Backing up your critical enterprise data is one of the most important aspects of your risk mitigation investment strategy. Choosing the right data protection strategy for various workloads is key to optimizing both the safety/security and the business optimization sides of the equation.

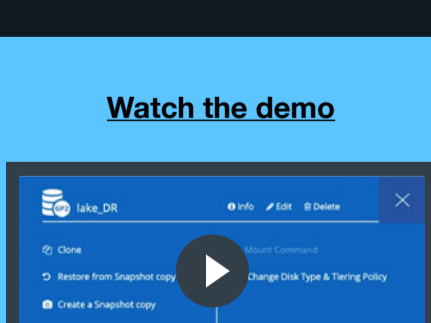


Cloud Backup checklist

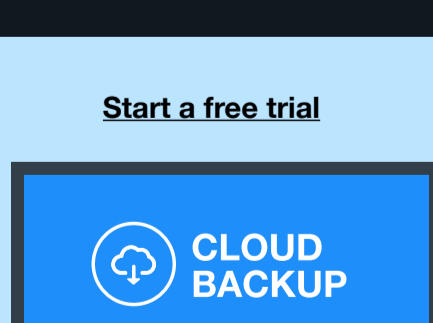
- ✓ Dramatically reduce backup costs and management overhead
- ✓ Use a simple 'set and forget' service
- ✓ Meet your RPO/RTO objectives in less time
- ✓ Deploy a reliable, durable and scalable solution
- ✓ Get granular file recovery from a volume

Learn more about how NetApp Cloud Backup can protect your business at a lower cost and with fewer resources.

Watch the demo



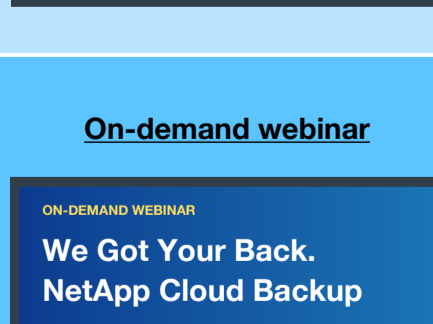
Start a free trial



Download the datasheet



On-demand webinar



Enhanced risk mitigation

To complete your data protection strategy, you might also want to consider these complementary solutions

Cloud Compliance

NetApp® Cloud Compliance service gets your business application data and cloud environments privacy-ready.

Even better: for on-premises ONTAP customers, Cloud Compliance currently comes included with NetApp Cloud Backup. [Find out more](#)

SaaS Backup

Have you thought about backing up your users' SaaS data from services such as Microsoft 365 (which is not protected by Microsoft – that's your job)?

NetApp® SaaS Backup for Microsoft 365 is a secure, cloud-native service that protects your mission-critical data in Microsoft 365 against the risk of data loss. [Find out more](#)

During the first year after the implementation of GDPR*, businesses spent an average of **\$1.3 billion** to meet GDPR compliance requirements, and they're expected to spend an additional **\$1.8 million**.

However, according to a survey by IAPP,** fewer than 50% are actually GDPR compliant.

68% of ESG survey respondents felt that SaaS applications didn't need to be backed up (33%) or that SaaS providers already include "good enough" capabilities (35%).

Source: Enterprise Strategy Group ESG - SaaS Data Protection - The Big Disconnect