

Think you know the future of storage? Think again

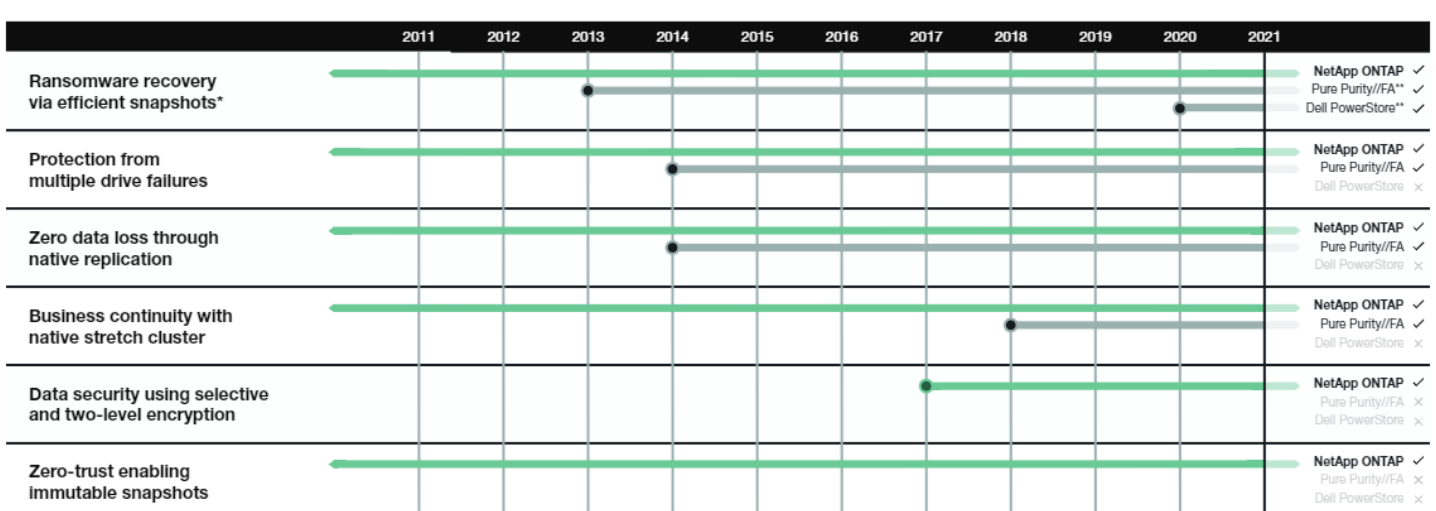
Legacy technology or market disruptor? Data innovator or imitator? Locked-in-the-box manufacturer or out-of-the-box storage and cloud pioneer? With all the market claims out there, it's difficult to discern hype from reality.

A legacy of innovation

NetApp is proud of its legacy of innovation. When it comes to data storage you have a choice. As a proven leader in modernizing and simplifying storage, organizations across every industry work with NetApp to build their data fabric. We can help you strategically address today's complex IT challenges and pave a path to the future.

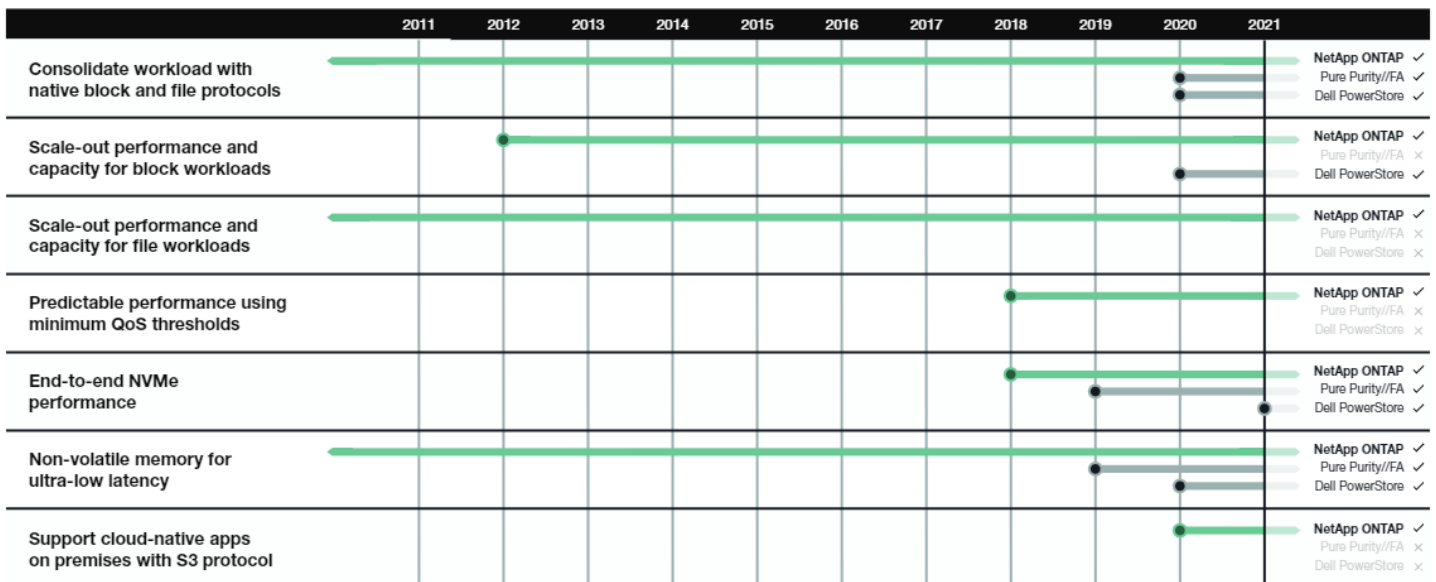
🔒 First in security and protection.

NetApp was first to bring security, data protection, and compliance features to market. That innovation continues today, delivering a unified architecture to protect your most valuable asset—your data.



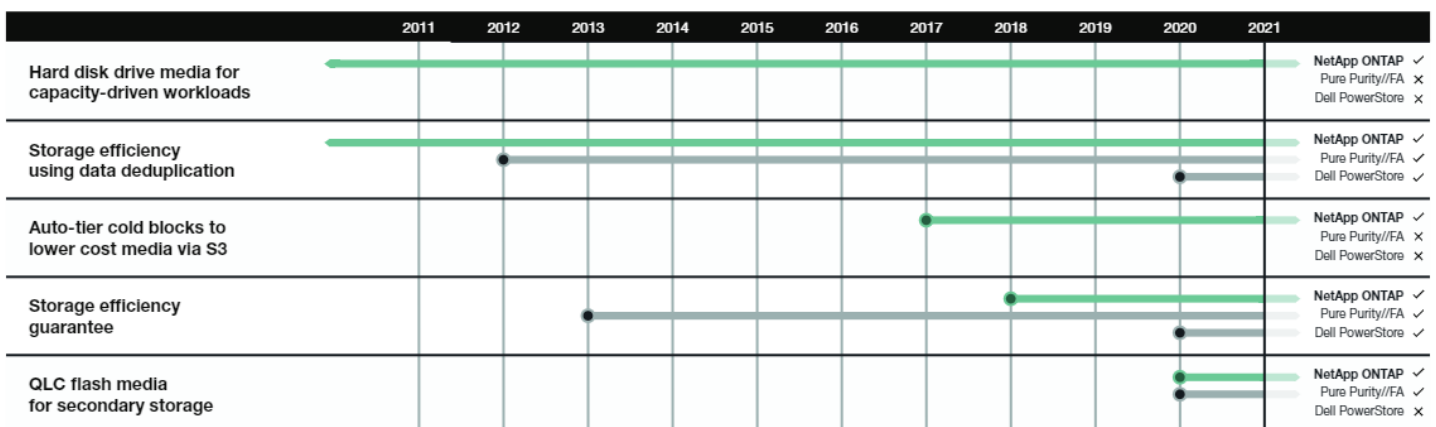
🔗 First in performance and consolidation.

From on-premises to the cloud, NetApp storage solutions deliver industry-leading performance. Scale up, out or to the cloud—any cloud.



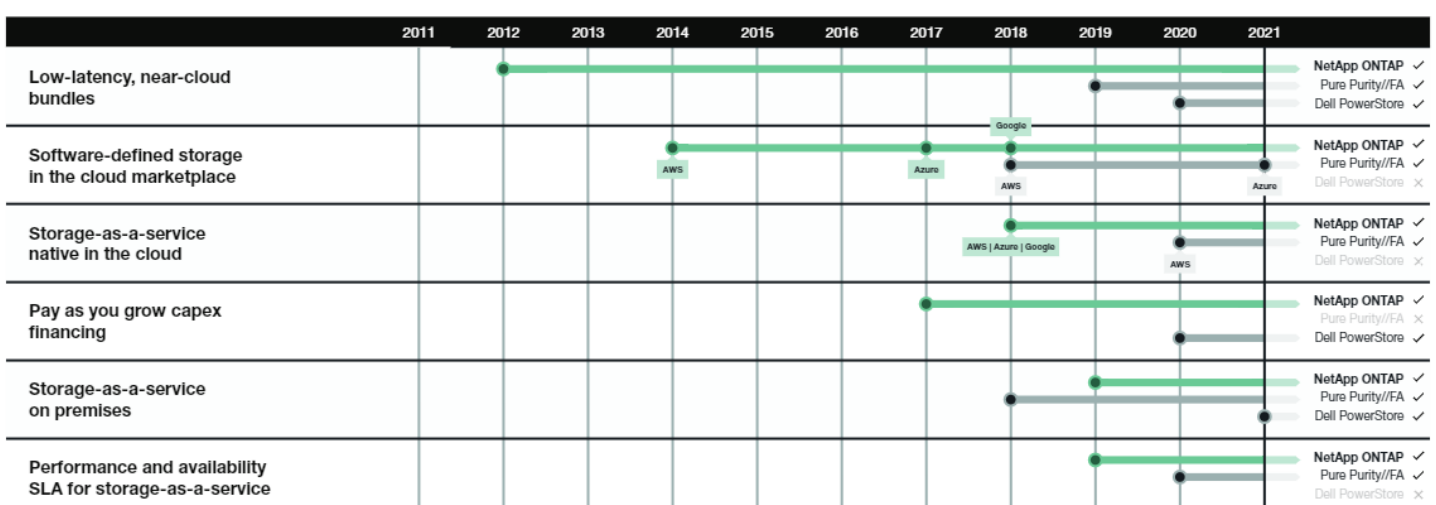
☰ First in storage and cost efficiency.

Achieve industry-leading storage efficiency, backed by the NetApp guarantee. Right-size your storage and take charge of cloud spend.



☁️ First in cloud—every cloud.

NetApp® Cloud Services are second to none. Only NetApp provides data services that work across the biggest clouds, private clouds, virtual machines (VMs), and microservices.



First to market is a big deal. So is solution completeness. Selecting the right infrastructure is more than a box-checking exercise. **NetApp has a hard-earned reputation as one of the most trusted names in data storage**, with a robust portfolio of protection, security, performance, consolidation, efficiency, and cloud. Cut through the fiction and find a partner with a history of innovation, that can help you get more out of your data on-premises and in the cloud. If you're considering another vendor because you think they are innovating, you should be talking to NetApp.



[Choose NetApp →](#)

* Longer lines show a history of innovation

** Product names are abbreviated due to space constraints. Full product names are Pure Storage Purty//FA and Dell EMC PowerStore OS.