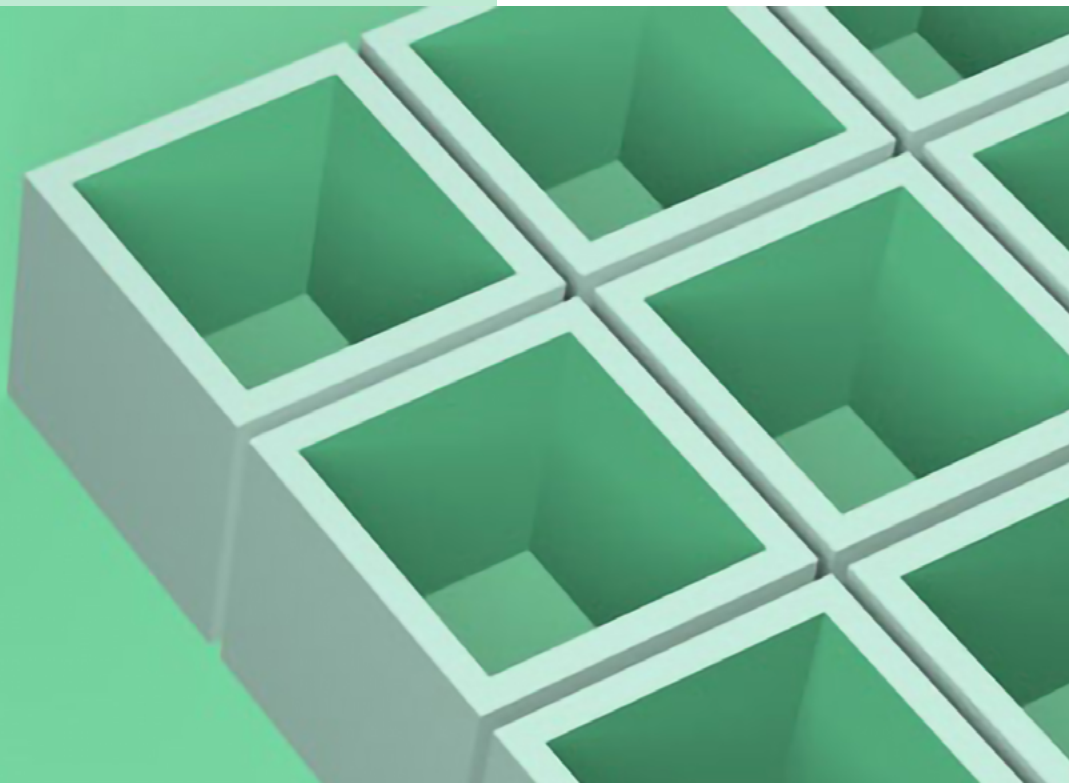# Why NetApp is the best data storage partner

⊓ NetApp

Get the pure and simple facts.

We know that finding the right data storage can be complicated.
From deciding on the right platform to building the right environment without blowing your budget, there's a lot to consider. And it doesn't help that you also have to separate fact from fiction when it comes to functionality and protection.

And let's not forget that you need a solution that's easy to implement, easy to use, and easy to manage.
You need a solution that is simple but also sets you up to address today's complex IT challenges and pave your path to the cloud.

Let's break it down.

Why NetApp is the right choice—from day one.

Other vendors promise simple storage solutions, which may work well for very simple IT requirements. But what you really need is an environment that can grow and adapt to your evolving needs over time.

That's why you want NetApp. It's the only storage solution that is:

- **Built for a hybrid world,** combining the highest-performance flash technology with the flexibility to manage and move data from on premises to cloud—any cloud.
- **Elastic,** expanding on demand for business and application performance growth and increasing capacity requirements.

- **Mixed use,** block, file, object, high performance, mission critical, and high capacity—all in one solution.
- **Automated,** for efficiency and optimization for all your workloads and storage tiers.
- **Secure,** with unmatched data protection and recovery, wherever your data lives.

And the best of all? It's simple and easy. To use. To trust. To buy. And to get more out of your data on-prem or in the cloud.

IDC | ANALYZE THE FUTURE

"NetApp was the first established storage provider to understand the importance of the evolution to hybrid cloud (back in late 2015) and it has maintained leadership in this area since then."

IDC PERSPECTIVE: A New NetApp Is on the Rise.

50%+ increase in application response rate	**4 times** faster volume access speeds	**99.9%** uptime delivery

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 real-life 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, but also the other vendors don't have a product that supports everything we needed, which is file services and block services. [NetApp is] a one-stop shop, and I didn't really want to have to manage another box and a storage device at the same time."*

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 serve out Oracle and its virtual storage VDI. 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."*

Deliver 99.9% uptime
A large hospital saw its uptime jump from 59% to 99.9% when it moved to NetApp AFF for VDI with VMware, "which is absolutely mind-blowing," according to the hospital's CIO.*

Scale, "almost infinitely"
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

> "If you look at the before and after pictures, it's going to blow minds because we've been able to do some amazing things."
>
> **Michael Archuleta**
> Chief Information Officer at Mt. San Rafael Hospital

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 end-user services."
—Liam Cole, TasNetworks, IT Commercial Operation Team Leader

Future-Proof IT

"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

"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 software-defined 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