

# Cut multicloud costs by up to 60%<sup>1</sup> and reduce data requirements by 96%<sup>2</sup>



## Who knew that life in the cloud would be like this?

Maturing multicloud environments and explosive data growth have introduced new challenges, complexities, and skyrocketing costs for IT professionals.

However, they can be managed with the right storage solutions, including NetApp® multicloud storage and data services.

### Here's what you need to know to take charge of your multicloud environment today



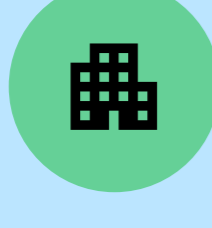
#### Multicloud is complex:

The average enterprise uses 1,295 cloud services.<sup>3</sup>



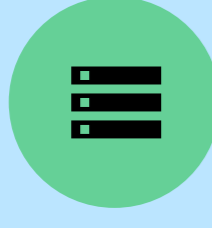
#### Data creation isn't slowing down:

Over the next 5 years, we'll create 2.5 times more data than we did in the previous 10 years combined.<sup>4</sup>



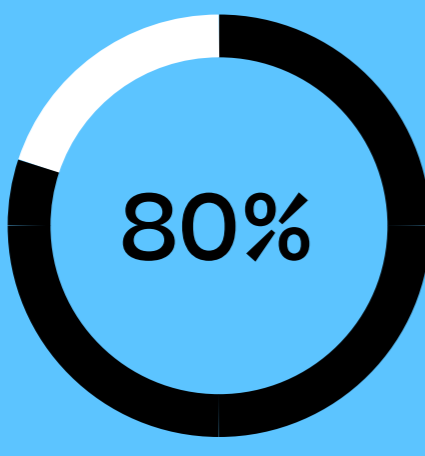
#### Enterprises aren't getting the value of their data:

84% of businesses don't have the data platform they need.<sup>5</sup>

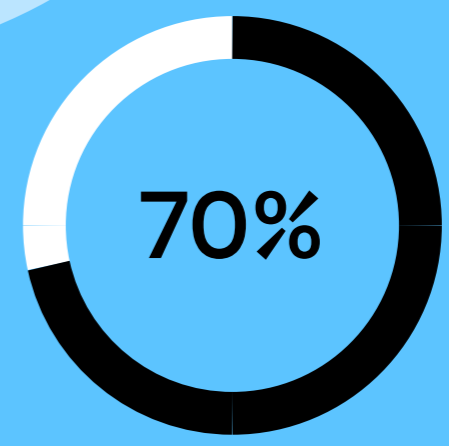


#### Storage budgets aren't keeping up:

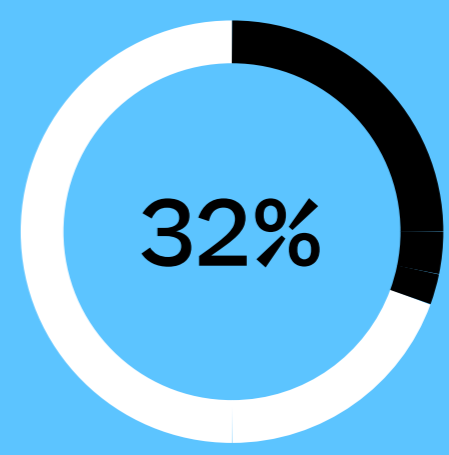
Enterprise data is expected to grow by 24% over the next 12 months, whereas storage budgets grow just 12%.<sup>6</sup>



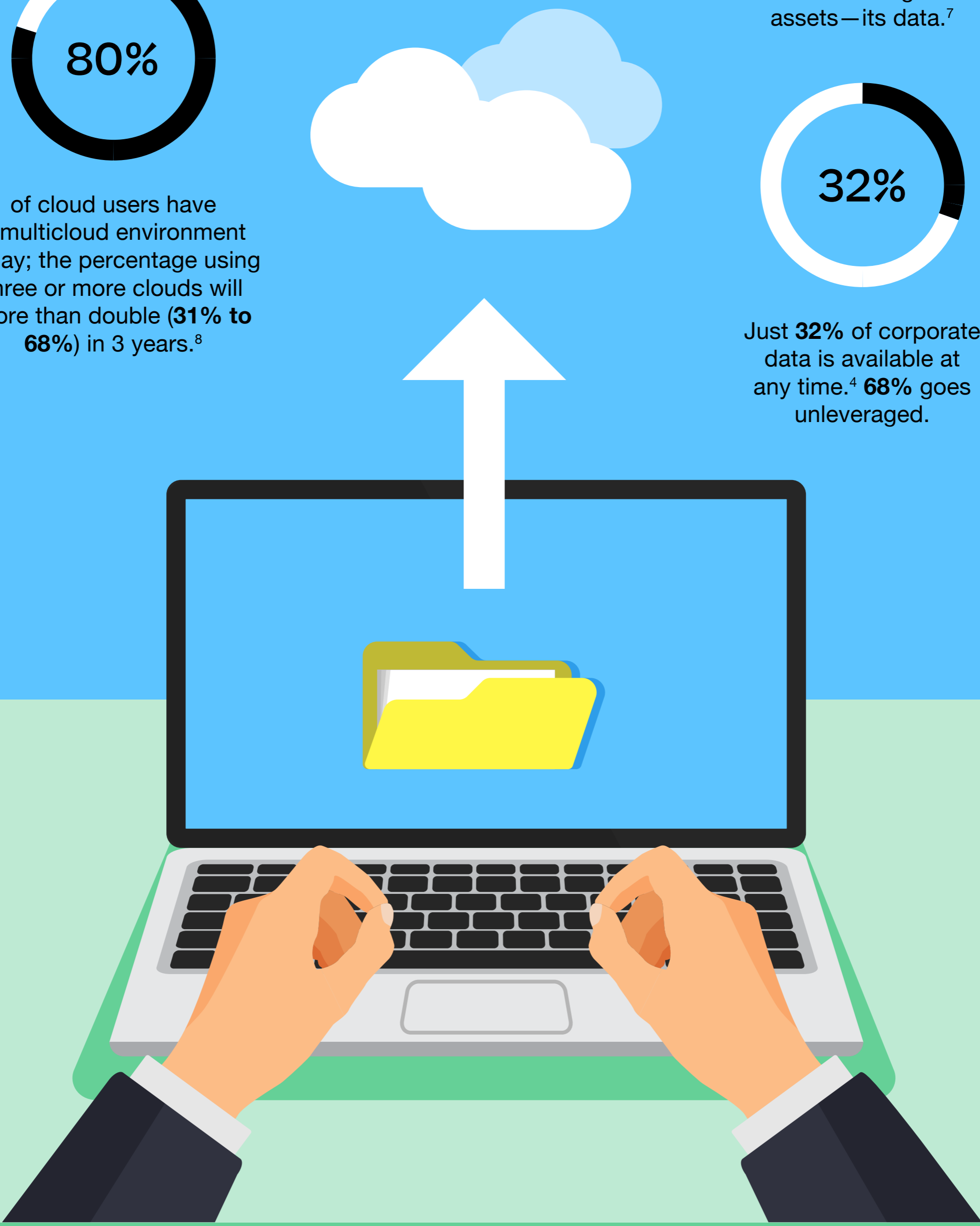
80% of cloud users have a multicloud environment today; the percentage using three or more clouds will more than double (31% to 68%) in 3 years.<sup>8</sup>



Nearly 70% of a company's value is held in intangible assets—its data.<sup>7</sup>



Just 32% of corporate data is available at any time.<sup>4</sup> 68% goes unleveraged.



## When we say multicloud, we mean it

NetApp supports you on virtually any cloud you choose. AWS, Microsoft Azure, and Google Cloud all rely on NetApp to deliver outstanding performance and security. And, although a multicloud environment brings costs and complexity, they can—thankfully—be managed.

Visit [NetApp.com](http://NetApp.com) and learn what steps you can take today to stop costs from biting you in the bottom line.

[Learn more](#)

<sup>1</sup> 60% — NetApp Cloud Central, "Google Cloud Calculator," accessed October 2022.  
<sup>2</sup> 96% — NetApp case study, "Concerto Cloud Services," 2017.  
<sup>3</sup> ChiefMartec, "The average enterprise uses 1,295 cloud services," 2019.  
<sup>4</sup> IDC Global Datasphere 2021–2024, March 2021.  
<sup>5</sup> Accenture, "Why you need to capitalize on the rise of the data-driven enterprise," May 2021.  
<sup>6</sup> 451 Research, "Optimized Cloud Storage Economics," accessed October 2022.  
<sup>7</sup> Intelligent Insurer, "Intangible assets account for nearly 70% of business value among top corporations: Howden," April 2021.  
<sup>8</sup> ESG Research, "The Importance of Optimized Cloud Storage and Workloads," 2020.