

NetApp Keystone Storage as a Service for the Hybrid Cloud

IT's role in business has evolved. No longer simply a cost center, IT is now a revenue creator that creates a competitive advantage for business. As a result of this role change for IT, infrastructure design priorities have also fundamentally shifted. Today, the emphasis is on acceleration and achieving "cloud-like" agility both on premises and across their hybrid cloud environments. NetApp and its Keystone storage-as-a-service offering has embraced this need to accelerate IT everywhere, offering as-a-service consumption models for on-premises infrastructure that can radically simplify hybrid cloud operations.

As businesses require more from their IT organizations, the pressure to accelerate operations increases.

Pressure to Accelerate Operations in the Hybrid and Multicloud Era

As IT environments scale and become more distributed, however, keeping pace with business demands becomes even more daunting.

» Data fuels the business



59% of IT decision makers now report

that data is their business.

develop new data-centric products in the next 24 months.

An additional 22% of respondents indicate that data

currently helps to support their business, but they plan to

NINE OUT OF TEN

accelerating operations by more than 50%.



64% of research survey respondents

» As IT scales, complexity mounts, which slows operations



agreed that the complexity of their IT infrastructure is actually slowing

operations and digital initiatives. » The added strain on IT personnel



requirements and spending are hard to predict.

64%

of respondents reported

that storage infrastructure

39% of ESG survey respondents say



shortages in IT architecture

and planning. » The need to modernize on-premises infrastructure

they are dealing with skills



transformation initiatives or are at least

76%

under pressure to do so.

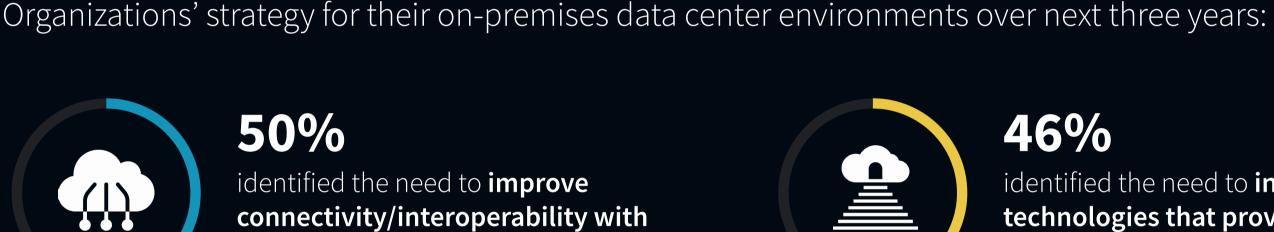
have taken on added/new responsibilities

to support their organizations' digital

64% view data center design as strategic

competitive advantage.

and believe it can lead to a



connectivity/interoperability with public cloud infrastructure.



like experience on premises.

46%

technologies that provide a cloud-

identified the need to invest in

Adopting an as-a-service/pay-for-use model accelerates IT operations and reduces the burden on IT admins, allowing them to better support new digital initiatives and fuel competitive success.

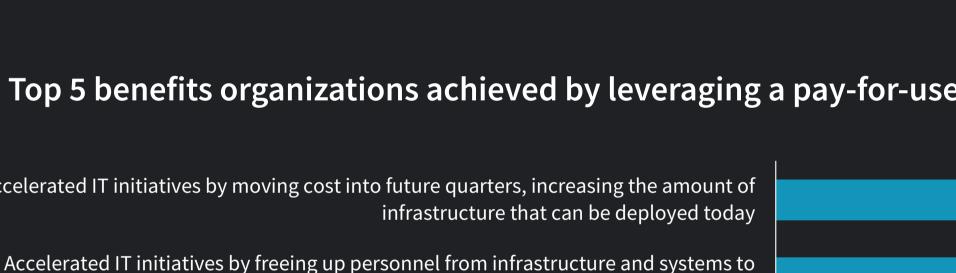
On-premises As-a-service Infrastructure Transforms IT Operations

51% 52% of surveyed organizations say it is report that they are already using their preferred procurement model a consumption-based model for



Accelerated IT initiatives by moving cost into future quarters, increasing the amount of infrastructure that can be deployed today

versus traditional CAPEX models.



51% 47%

41%

40%

on-premises infrastructure.

Reduced overall IT risk by paying only for the hardware our organization uses Reduced overall business risk as IT teams have greater freedom

Digital Wallet to align with their hybrid cloud strategy.

clusters should be converted to a Keystone service.

capacity (up to 20% available on demand at the same rate).

development workloads.

Accelerated deployment of new infrastructure capabilities

NetApp Keystone: Storage as a Service for the Hybrid Cloud NetApp Keystone is a pay-for-use, on-premises storage-as-a-service offering with a rich set of data services, including CIFS, SMB, iSCSI, FC, and S3. NetApp designed this solution to simplify hybrid cloud environments.

address other tasks



Pay for performance - With a substantial number of outcome-based service tiers for both file and block storage, users can increase or decrease performance as their business needs change. NetApp introduced the Performance service tier designed to address the low-latency, high performance demands of OLTP, OLAP, VDI, containers, and software

rate, simplifying data management, reducing overall business risk, and ensuring that data is being protected.

seconds of downtime per month. Business continuity (RPO=0) is available for an extra monthly fee.

Data migration services can be added to the Keystone invoice based on completed milestones.

One subscription across clouds - Keystone delivers an operational and financial model optimized for hybrid and

multicloud IT environments. A single Keystone subscription can include both on-premises storage (file, block, and

Native integration with NetApp Cloud Manager and NetApp Active IQ – NetApp offers single-pane-of-glass

object) and cloud storage services (NetApp Cloud Volumes ONTAP and NetApp Cloud Backup) supporting all major cloud

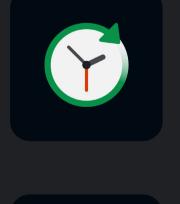
management to discover, visualize, monitor, provision, report, invoice, and manage subscriptions across on-premises and

Built-in data protection – Core data protection capabilities, such as NetApp Snapshot copies, vaulting (NetApp SnapVault),

replication (NetApp SnapMirror), and WORM compliance (NetApp SnapLock Enterprise) are built into the Keystone standard

cloud storage services. Keystone Advisor in Active IQ assists in making recommendations about which existing NetApp

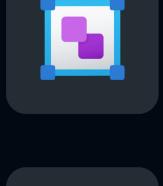
providers. By leveraging Keystone, IT organizations can also easily reallocate spending using NetApp Cloud Manager's



Pay as you grow – NetApp offers predictable billing for subscribed committed capacity, plus pay-for-use pricing for burst

Bundled pricing – Bundle hardware, core OS, support, as well as Equinix colocation services for a single \$/TiB/month price.

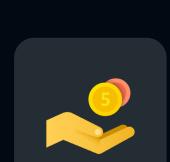
Predictable availability – NetApp guarantees 99.999% uptime with Keystone STaaS, which translates into less than 27



cancel the service. Users can also choose to operate the Keystone infrastructure or have it operated by a certified Keystone partner. NetApp offers a fully managed service for an additional monthly fee.

Automated tiering – According to NetApp, users save over 50% on storage costs by automatically tiering cold data to lower

Flexible terms – Commit to as little as one year with 25TiB or more per site, then auto-renew for another 12 months or



As businesses seek to reduce the cost of managing storage infrastructure and reallocate valuable personnel resources to more strategic initiatives, there is an increased need for superior IT agility and flexibility. Moving to an OPEX/flexible consumption

The Bigger Truth

Option to go OPEX - Going with a 100% OPEX model moves IT assets off your balance sheet and eliminates technology debt.

cost storage on premises or in any of the major public cloud providers.

model on premises delivers the acceleration benefits that organizations require to keep pace.

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subscription with a single experience for management, orchestration, and billing. That is what organizations are looking for in a hybrid cloud solution.

NetApp's approach offers acceleration, simplicity, and the right level of agility with a cloud operational model on premises

that doesn't create another silo. NetApp simplifies on-premises and hybrid cloud operations with Keystone, all under a single