

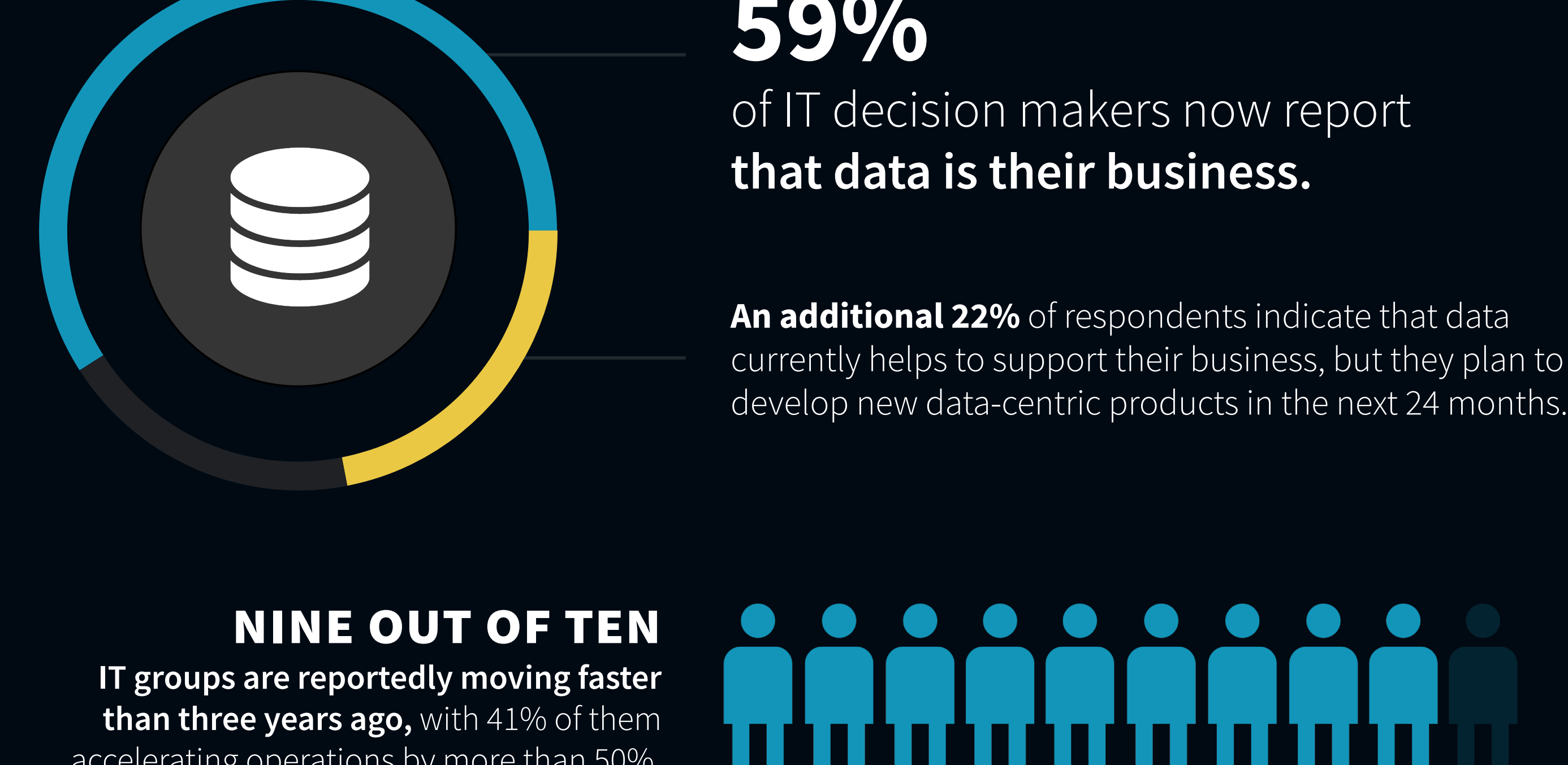
# NetApp Keystone Storage as a Service for the Hybrid Cloud

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.

## Pressure to Accelerate Operations in the Hybrid and Multicloud Era

As businesses require more from their IT organizations, the pressure to accelerate operations increases. As IT environments scale and become more distributed, however, keeping pace with business demands becomes even more daunting.

### » Data fuels the business



### » As IT scales, complexity mounts, which slows operations



### » The added strain on IT personnel



### » The need to modernize on-premises infrastructure

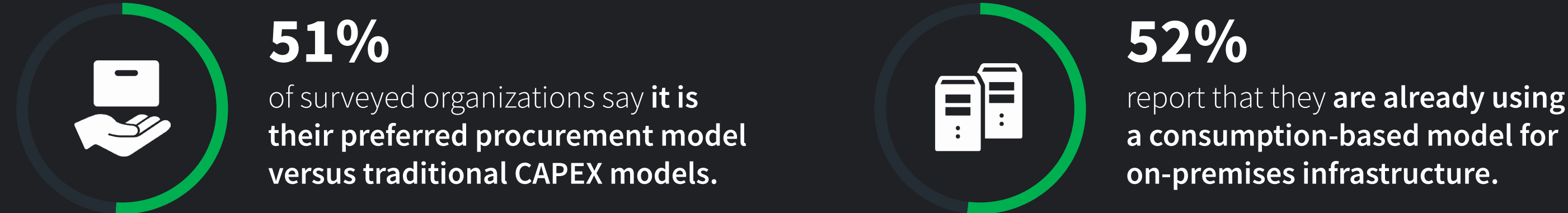


Organizations' strategy for their on-premises data center environments over next three years:

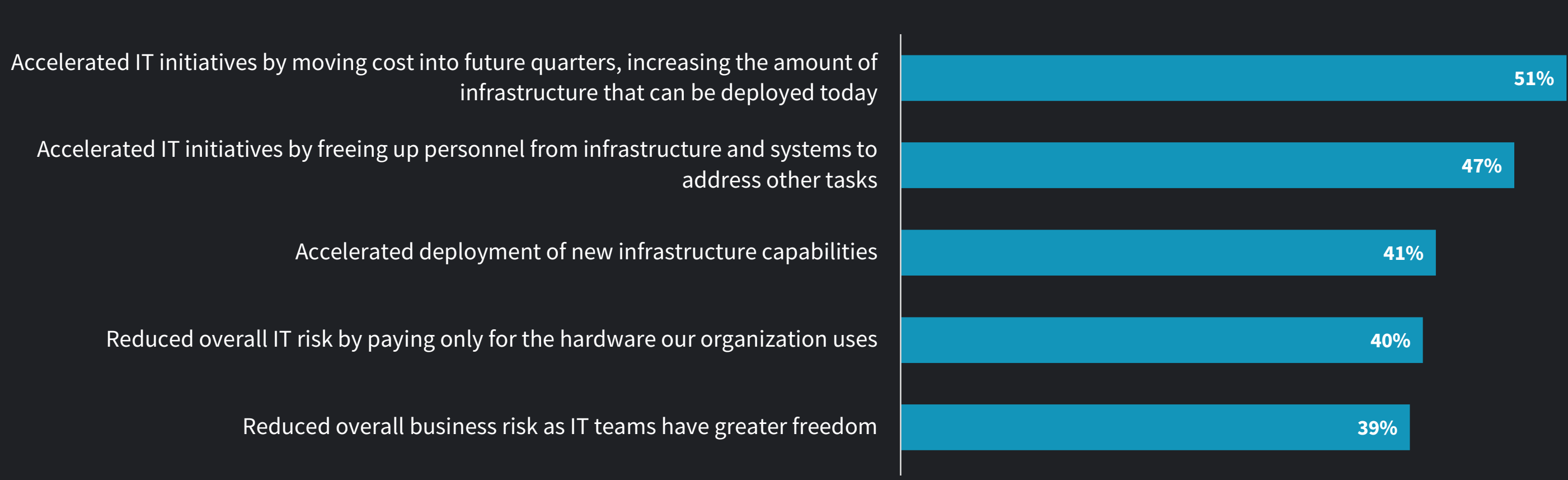


## On-premises As-a-service Infrastructure Transforms IT Operations

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.





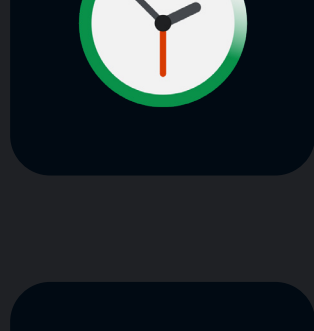
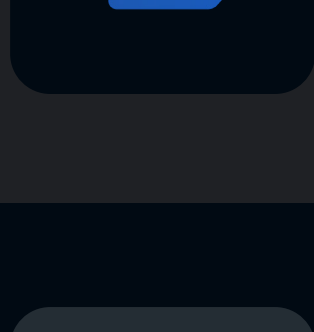
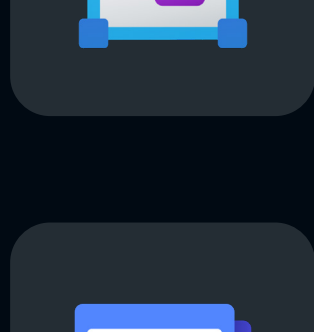
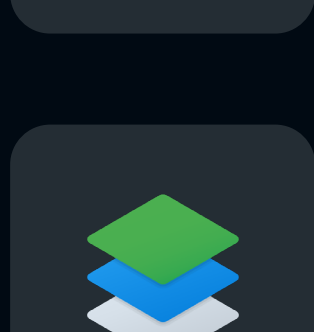




### » Top 5 benefits organizations achieved by leveraging a pay-for-use model



## 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.

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**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 object) and cloud storage services (NetApp Cloud Volumes ONTAP and NetApp Cloud Backup) supporting all major cloud providers. By leveraging Keystone, IT organizations can also easily reallocate spending, using NetApp Cloud Manager's Digital Wallet to align with their hybrid cloud strategy.
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**Native integration with NetApp Cloud Manager and NetApp Active IQ** - NetApp offers single-pane-of-glass management to discover, visualize, monitor, provision, report, invoice, and manage subscriptions across on-premises and cloud storage services. Keystone Advisor in Active IQ assists in making recommendations about which existing NetApp clusters should be converted to a Keystone service.
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**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 development workloads.
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**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 rate, simplifying data management, reducing overall business risk, and ensuring that data is being protected.
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**Predictable availability** - NetApp guarantees 99.999% uptime with Keystone STaaS, which translates into less than 27 seconds of downtime per month. Business continuity (RPO=0) is available for an extra monthly fee.
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**Pay as you grow** - NetApp offers predictable billing for subscribed committed capacity, plus pay-for-use pricing for burst capacity (up to 20% available on demand at the same rate).
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**Bundled pricing** - Bundle hardware, core OS, support, as well as Equinix colocation services for a single \$/TiB/month price. Data migration services can be added to the Keystone invoice based on completed milestones.
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**Flexible terms** - Commit to as little as one year with 25TiB or more per site, then auto-renew for another 12 months or 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.
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**Automated tiering** - According to NetApp, users save over 50% on storage costs by automatically tiering cold data to lower cost storage on premises or in any of the major public cloud providers.
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**Option to go OPEX** - Going with a 100% OPEX model moves IT assets off your balance sheet and eliminates technology debt.

## The Bigger Truth

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

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

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