NETAPP BLUEXP

Unified control of your storage and data services to support an intelligent data infrastructure, across your hybrid multicloud

Managing on-premises and cloud infrastructure

THE PROBLEM

environments across diverse landscapes, customers must use different frameworks, services, and technologies. But this reduces the agility that companies expect and require, and it's resource intensive and complex to manage properly. Disparate environments and frameworks

always presents challenges. To manage

- · Management inconsistency
- Disconnected resource management
- Specialized skillsets required

cloud environments easy

· Complex, manual, expensive, risky

environments, customers need a unified approach that

THE SOLUTION

reduces complexity, risks and resource overhead. NetApp® BlueXP™ provides unified control of storage and data across your intelligent data infrastructure, wherever

To successfully manage on-premises and cloud

it lives. With powerful AlOps, integrated data services, and flexible consumption of resources, it delivers the speed, simplicity, and security required to thrive into today's highly complex world. · Seamless management wherever data lives Achieve operational simplicity

- · Reduce skills set dependency
 - · Protect, defend, and optimize data
 - · Centralized control of investments

Deploy, discover, manage, and optimize storage regardless of location.

NetApp BlueXP makes managing your on-premises and



Leverage common policies, processes, procedures,



Ul reduce complexity, time, risk, and bridge skills gaps.

Automated workflows, intuitive wizards, and an intelligent

Integrated services maximize data protection and cyber

Flexible consumption of resource investments unlocks

and toolsets, across on-premises and cloud.



Unified control with seamless management,

AlOps intelligence and automation, services,

control, investment protection, and ROI.

resilience while minimizing costs.



and investment management.

• Deliver common policies, processes and procedures · Consolidate disparate management toolsets

Seamless on-premises and cloud

storage management

Where NetApp adds value

• Secure access, connectivity, and orchestration

Discover, deploy, manage, and optimize storage

- · API support for third-party integration
- Automate, standardize, and simplify · AlOps-driven intelligence, actionable insights · Workflow automation streamlines operations Improve system health with recommended actions Troubleshoot and address with guided remediation
- Audit user and data level activity, detect anomalies, and act

• Protect ONTAP® data against everything from user errors

Maximize protection and cyber resilience

while minimizing costs



data lives

• Storage and data managed the same everywhere · Enable generalists to perform specialized tasks

Get single-pane visibility your wherever

· Connect to data and storage securely

· View relationships across environments

third-party cloud storage

• Unified operations with an intelligent, intuitive SaaS UI

· Gain a centralized view of on-premises and first- and

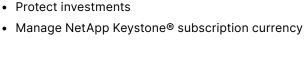
• Simplify operations with an intuitive wizard-driven interface • Easily upskill staff with common toolsets and processes

Unlock control, investment protection, and ROI of opex

· Centralize control of flexible consumption spend

- to data corruption to adverse events · View ROI in real time Utilize full spectrum protection, disaster recovery, Manage cross-marketplace subscriptions and archiving Identify and address data sensitivity, access, and risk profile issues
- Only NetApp offers

• Orchestrate workload-centric ransomware protection · Solve capacity challenges by tiering inactive data



NetApp's comprehensive on-premises and hyperscaler integration strategy enables you to easily run workloads in both public clouds and

private data centers. BlueXP enables you to

manage your intelligent data infrastructure,

providing unified control across your storage

Complete on-premises and

multicloud portfolio

and data, wherever it lives.

integration and management.

wizardlike graphical interface.

racetrack now."

See how it happened >

Industry-leading unified control plane BlueXP provides unified control of storage and data services to support an intelligent data infrastructure, across your hybrid multicloud. With powerful AIOps, integrated data services, and flexible consumption of resources, it delivers the speed, simplicity, and security required to thrive in today's highly complex world. BlueXP delivers the promise of real hybrid multicloud

Simplified identity access management (IAM) and

access control management of advanced master

organize resources effectively. Customers can also

assign resources to specific projects and folders,

ensuring a structured and organized approach

to resource management, as well as centralized management of user IAM, all managed through a

tenancy, granular resource hierarchy control,

fine-grained access (RBAC), and centralized management of user IAM enable customers to

"With NetApp BlueXP, we are able to manage the whole solution in one place with a nice and easy to use management interface. So, it's easy to apply and it's also simple to use for our responsible operation guys at the infrastructure observability. Sustainability. Power more sustainable operations with energy-efficient technologies,

Simplicity. Deliver simplicity by managing complex

Smarts. Embed intelligence into your data

Security. Keep your business running with built-in security, rapid recovery, and

infrastructure to enable your Al workloads—

for new levels of productivity and innovation.

workloads and eliminating infrastructure silos across

Silo-free unified control BlueXP delivers control by managing complex

Savings. Make your on-premises and cloud infrastructure spend go further.

helps keep your business running with built-in protection, security, optimization, and mobility, while increasing sustainability and visibility. And it enables you to manage, protect, and monitor your flexible

consumption investment resources centrally.

Frost & Sullivan names NetApp Company

of the Year in the Global Hybrid Cloud Storage Management Industry—2024

management across storage with integrated environment health and analytics, protection, optimization, and mobility. It enables customers to create consistent and common

"BlueXP delivers seamless"

do anything with the data, until we migrated it. We needed a hybrid, multi-cloud data fabric to move data to any cloud from any cloud." Scott Hunter, Global Infrastructure Services Director, AztraZeneca See how it happened >

policies, procedures, and services across all infrastructures under management, replacing the complexity of administering

hybrid multicloud environments"

Karyn Price, Industry Principal, ICT

See how it happened >

BlueXP overview > BlueXP capabilities >

Additional resources

BlueXP technical documentation >

BlueXP solution brief >

NetApp wins Frost & Sullivan's 2024 Company of the Year award >

Demo: Take a look at BlueXP >



NetApp

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tiering, and analytics.

apps, data, and clouds.

workloads and eliminating infrastructure silos across your on-premises and cloud environments. It has the embedded AIOps intelligence in your data

infrastructure management to ensure new levels of

performance, productivity, and monitoring. BlueXP

"The movement of workloads from the

private cloud to our public cloud was time consuming. Scientists couldn't

