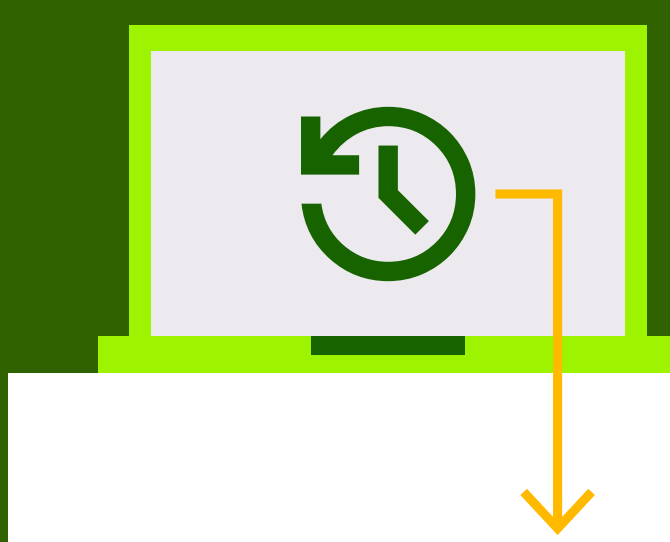


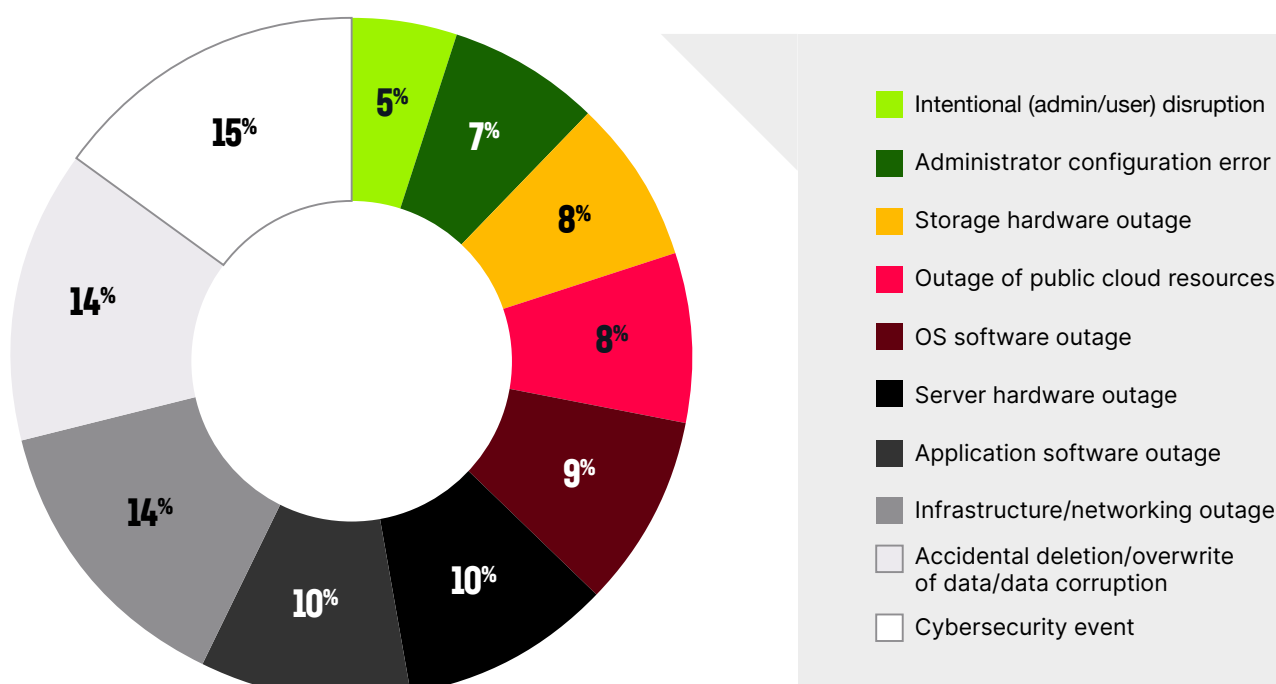
MINIMIZING THE COSTS OF DOWNTIME

Unplanned downtime is inevitable. The right backup technology can help reduce its impact and speed time to recovery.



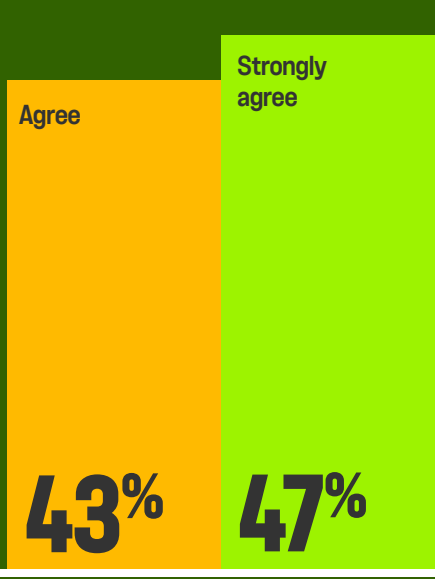
MANY CAUSES

In a recent independent research survey¹, 3,000 IT decision makers and IT professionals were asked what their organization's most impactful cause of downtime was in 2021.

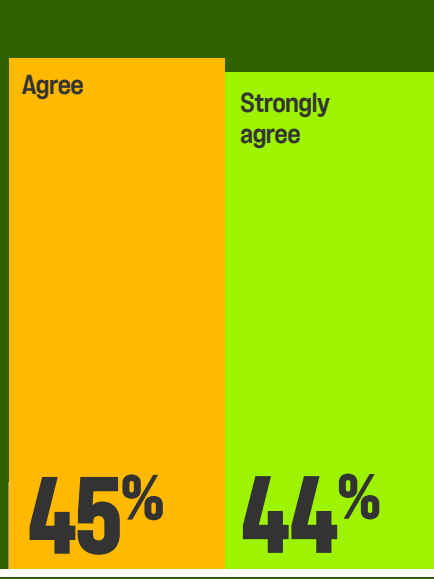


MAJOR GAPS

In the same survey¹, respondents were asked about the gap between what their business units expect and what IT can deliver.



My organization has a gap between **how fast we can recover** applications versus how fast we need applications to be recovered and our users returning to productivity.



My organization has a gap between **how frequently our data is backed up** versus how much data that we can afford to lose after an outage.

SIGNIFICANT COSTS

In addition to direct revenue lost, there are several other disadvantages to downtime.



Wasted marketing spending

Based on its 2020 marketing budget, gaming platform Roblox spent \$480,000 directing traffic to its nonfunctioning site during a 3-day outage².



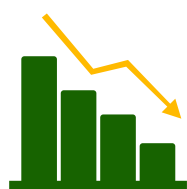
Missed SLA commitments

In June 2020, Robinhood was ordered to pay nearly \$13 million in restitution to customers for several systemwide outages³.



Damage to brand reputation

Kyoto University suffered a significant blow to its reputation as a leading research institution after losing over 77TB of data from a backup error⁴.



Reduced stock price

The day after its 6-hour outage on October 4, 2021, Facebook shares fell 4.9%, which translates to \$47.3 billion in lost market capitalization⁵.



“It’s very helpful because SnapCenter is already integrated with VMware Snapshot, so it’s very easy to use.”

A SnapCenter user at a leading telecom company

SNAPCENTER OFFERS COMPETITIVE EDGE

18X

18x faster backups when compared with traditional copy-based backup S/W

10X

10x faster restore when compared with traditional copy-based restore

4X & 2X

4x and 2x storage saving for backup and clone copy

Enterprise-ready, easy-to-use data protection

NetApp® SnapCenter® consistent is a simple, unified platform for application-consistent data, protection and clone management. It simplifies backup, restore, and clone lifecycle management with application-integrated workflows. Using ONTAP-based data management, SnapCenter enables you to increase performance and availability and to reduce testing and development times.



Take a closer look at SnapCenter

About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities.

¹ Veeam, February 22, 2022.
² GeekTime, How much does IT downtime cost?, April 28, 2022.
³ CNBC, Robinhood to pay \$70 million for outages and misleading customers, the largest-ever FINRA penalty, June 30, 2021.
⁴ Bleeping Computer, University loses 77TB of research data due to backup error, December 31, 2021.
⁵ MarketWatch, Facebook outage, by the numbers: Largest outage ever tracked could cost millions, October 5, 2021.