

# Take the brakes off your data protection

Streamline your data governance and security strategies with the best of cloud.

As data volumes increase, automotive manufacturers are coming to terms with the fact that old IT security practices can't keep up. Legacy processes are too slow and too inefficient to protect customer information and maintain effective compliance.

With software being central to new vehicles and factories, automakers face a complex ecosystem that involves numerous different data streams and stakeholders. Customers care more and more that their data is kept private and protected, so getting it right will be a key differentiator in the automotive market.

## Security isn't just a state. It's a state of mind.

Handling data responsibly is vital across the entire value chain, from partners to employees to end-customers. However, it often involves lengthy manual processes that require the classification, management, and control of security policies by hand. At NetApp, we can help in the creation of a holistic data governance approach that automates these processes, boosts legal compliance, and transforms organizational culture—ensuring customer and internal data is secured from creation to disposal.

## You can't secure what you can't see

Many automakers are making major structural changes to prepare for a more digital future. But success requires a cohesive data strategy. The cornerstone for building one is having storage that delivers true data availability and visibility. We offer shared file and block storage on your choice of public cloud with in-place and inline encryption, integration with leading authentication services, and advanced features to rapidly recover lost data.

# 46%

Executives that think not focusing on data protection risks damaging their brand and losing value



Source: KPMG, 2020

# 53%

Consumers who make data privacy and security an absolute prerequisite for their purchase decision



Source: KPMG, 2020

# 1/2

Top 100 automotive manufacturers that are highly vulnerable to ransomware attacks



Source: Black Kite, 2021

## Fine-tune your data mastery with NetApp

Our solutions can empower every aspect of your data management:

### Governance

Automate data discovery, classification, and labeling. Determine data ownership, and then accelerate cataloging and disposal processes. Facilitate cloud migration, eliminate human error, and ensure that private documents are always where they should be.



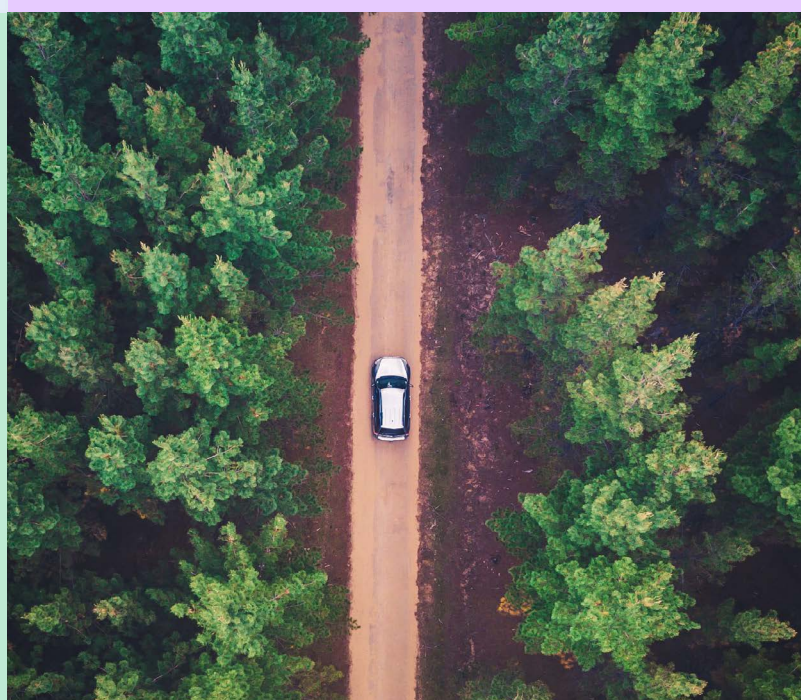
### Compliance

Fully understand and control your risk and compliance posture across your environments with AI-driven algorithms that identify and categorize your data, then apply policies to report and recommend remediation according to modern compliance regulations.



### Protection

Our defense solutions are layered and combat cybersecurity threats through industry-leading visibility, detection, and recovery tools. Our unique approach leverages snapshot technology for ransomware remediation and pattern recognition for threat detection.



### Control

Monitor, troubleshoot, and optimize all your resources and applications across your entire technology stack, whether on-prem or in the cloud. Our tools can help you reduce cloud infrastructure costs and get the most out of your cloud investments.



Ready to start enjoying comprehensive data protection?

Contact us

To find out more information [click here](#).

#### About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environment and the worlds biggest clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services, and applications to the right people - anytime, anywhere.