

# BRING YOUR DATA TO GENERATIVE AI WITH NETAPP



Leading the data revolution in generative AI with superior data intelligence, simplicity, security, and scalability.

In the realm of generative AI (GenAI), where others see limitations, NetApp is pioneering the future with intelligent data infrastructure designed to propel your AI initiatives into new business opportunities. We're not just ahead of the curve; we're defining it.

From content creation to product design, to automated customer support and beyond, organizations across the board are leveraging the extraordinary capabilities of GenAI to elevate their operational efficacy, drive innovation, and solidify their market dominance. The potential of GenAI is boundless, yet it is not without its complexities, particularly in the realm of its most critical asset: data.

A recent [Forrester study](#) highlights the importance of GenAI for businesses now and in the near future:

**100%**

of AI leaders surveyed rate GenAI as important to their organization's business strategy in the next 12 months.

**71%**

of respondents expect GenAI to augment their internal processes and systems in the next 2 years.

## Overcome barriers to GenAI success

A March 2024 IDC survey sheds light on a stark reality: the most significant barrier to AI initiative success is not merely infrastructural. This is where NetApp distinguishes itself as the vanguard of the industry. We don't just offer storage; we deliver a gateway to data liberation and intelligence, ensuring that data can be leveraged immediately, regardless of location—an advantage that is unique to NetApp.

As GenAI becomes integral to the strategic fabric of every forward-thinking enterprise, the choice of a data management partner is pivotal.

NetApp stands alone in this space, offering an intelligent, unified, hybrid multicloud environment that effortlessly adapts to multiple data types, ensuring seamless integration with all major public cloud providers. Our data management capabilities extend to specific workflows such as A/B testing, time interval testing, and alternative prompting testing. These features, included in ONTAP, demonstrate the full range of our data management solutions, enabling precise and efficient data handling that drives better decision-making and innovation.

While others are still selling you speed and size, we're focused on giving you the freedom to connect and use your data with unmatched agility and insight. With NetApp, you're not just storing data; you're activating it, turning it into a dynamic asset that drives innovation and gives you a competitive edge.

## Harness the power of GenAI

GenAI data is diverse. It's sprawled across edge, core, and cloud locations. And, like all data, it's constantly under threat. Knowing where your data lives and how to best manage, consolidate, and classify it is difficult—especially when you're trying to keep data flowing across disconnected, siloed environments.

For GenAI to flourish, an intelligent data infrastructure is essential. Your infrastructure must support data preparation, model training and tuning, retrieval-augmented generation (RAG), and inferencing. Additionally, it should meet the requirements for responsible AI, including model and data versioning, data governance, and privacy.

## Let NetApp lead the way

An intelligent data infrastructure is designed to meet GenAI demands. NetApp® storage is high performing, massively scalable, and unified to power every segment of the hybrid GenAI data pipeline. Our solutions offer the simplicity, security, and governance required to mitigate risk while confidently deploying safe, responsible GenAI.

## WHY NETAPP FOR GENAI?

### Seamless global data footprint

- Support every stage of your GenAI workflow—from data ingestion to model training to inference.
- Make it easy for data to flow where and when it needs to with a single storage OS for on-premises storage, HCI systems, and public cloud services.

### AI data pipeline intelligence built-in

- Make sure only the right data (highest relevance) gets into your AI data pipeline.
- Keep the wrong data out with BlueXP automated data classification across all your systems.

### Global data management

- Simplify operations and reduce the risk of data silos with a unified view of your data pipeline.

### Unmatched data security

- Confidently deploy and protect GenAI workloads with real-time AI and machine learning based ransomware protection.
- Minimize downtime and restore protected data quickly with the [NetApp recovery guarantee](#).

### High-performance infrastructure

- Meet GenAI performance demands, fully utilizing GPUs without data bottlenecks and enabling you to maximize your computing investment.

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*“Together, NVIDIA and NetApp can help enterprises build accurate, intelligent generative AI applications that let companies talk to their data and foster a new wave of business opportunity.”*

*- Jensen Huang, Founder and CEO, NVIDIA*

### Power any GenAI workload with NetApp

NetApp AI-ready storage can power RAG operations and offers the agility to support both general and domain-specific large language models (LLMs). Integration with the world's largest clouds enables you to innovate faster and smarter by securely augmenting public data with your proprietary data for increased relevance and pinpoint accuracy from your LLM workloads, and to rapidly create intelligent, containerized modern applications.

### Enable seamless data mobility

With the NetApp BlueXP™ unified control plane and a single storage operating system, you can break down silos to more effectively manage vast amounts of data and to enable efficient data mobility that keeps up with the breakneck pace of GenAI. Your AI team gets all the performance, efficiency, and scale they need to maximize productivity, operations, and GPU utilization to accelerate the data pipeline and scale AI across your entire organization.

### Protect your data

From your intellectual property slipping into public LLMs to cyberthreats poisoning data or model theft, any gaps in data security can be catastrophic.

With a unified data architecture, you get built-in data protection, including encryption for data at rest and in flight, immutable NetApp Snapshot™ copies, access controls, and more. Automated data identification and classification help make sure that you're using the right data while complying with internal policies and government regulations. AI-powered ransomware protection delivers real-time anomaly detection, immediate response capabilities, and the ability to recover your entire environment within minutes if needed.

### Data fuels GenAI, NetApp fuels data

NetApp's comprehensive suite of unified data storage solutions provides the scalability, performance, and security you need to bring your GenAI projects to life.

→ Learn more about intelligent data infrastructure powered by NetApp AI solutions.

→ Align your AI infrastructure strategy to your business goals.

→ Talk to an AI specialist to learn how NetApp can help you unlock the full potential of GenAI.



Contact Us



### 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, then harnesses observability and AI, to enable the best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility and our data services create a data advantage through superior cyber-resilience, governance, and applications agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload or environment, transform your data infrastructure to realize your business possibilities with NetApp. [www.netapp.com](http://www.netapp.com)