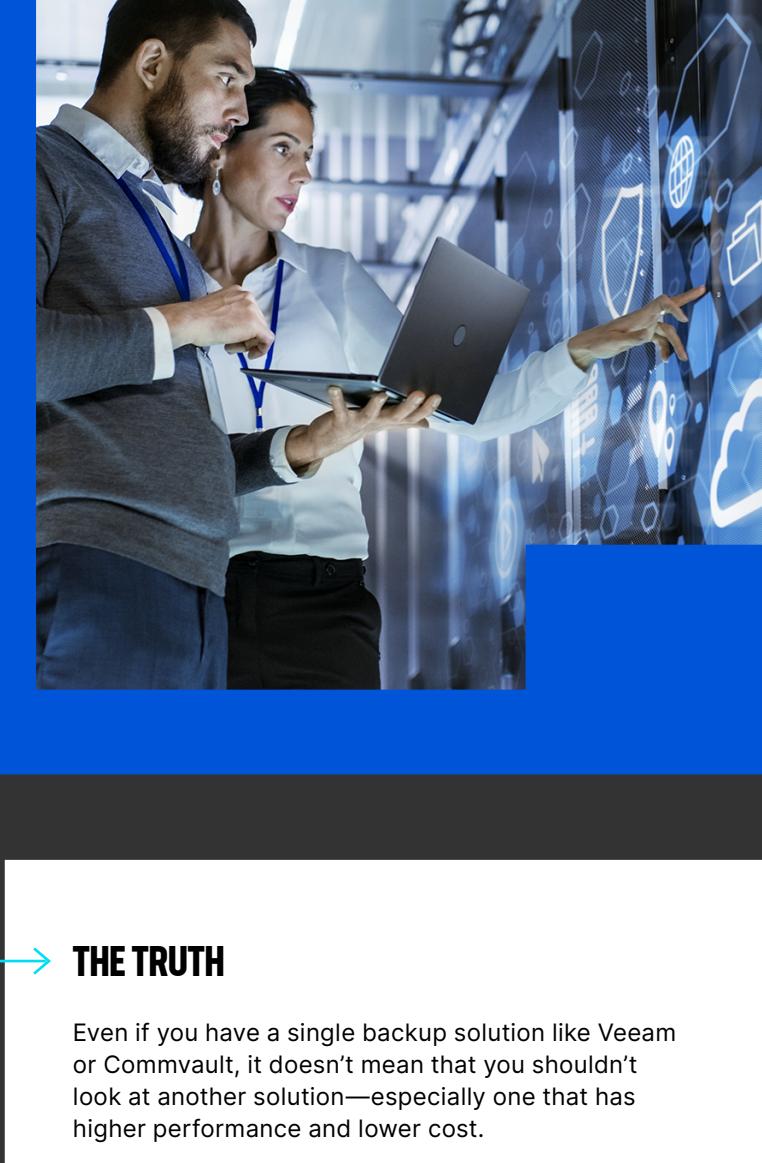


DISPELLING BACKUP MYTHS



THE MYTH

You already have a backup solution. There's no advantage to adding another one.

THE TRUTH

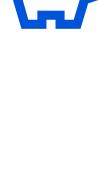
Even if you have a single backup solution like Veeam or Commvault, it doesn't mean that you shouldn't look at another solution—especially one that has higher performance and lower cost.

Here are four reasons why you should consider a NetApp® Backup and Recovery solution.

TOP FOUR REASONS WHY

1

MISCONCEPTION: ONE BACKUP SOLUTION FOR ALL YOUR STORAGE IS BEST



FACT: Most organizations have more than one data protection solution (some even have three or four). You should consider a best-in-class solution for backup, especially if it's easier and less costly than your current solution.

Many customers choose Backup and Recovery because it's cheaper and easier to use than any other solution—and that's more important than minimizing the number of backup solutions in their environment.

BACKUP AND RECOVERY IN ACTION: A large semiconductor manufacturer needed a solution for backing up their ONTAP data to NetApp StorageGRID® object storage in a fully isolated environment. They chose Backup and Recovery for these reasons:

- **First-party solution.** Using a backup solution from the storage vendor rather than relying on third-party technology improves integration, lowers overhead, offers more security, and provides better support.
- **Ease of use.** Onboarding and ramping up with Backup and Recovery is easy and intuitive.

2

MISCONCEPTION: A BACKUP SOLUTION FROM A SINGLE VENDOR IS CHEAPER



FACT: Backup and Recovery is extremely cost effective. It requires minimal operational changes and provides a lower-cost alternative to single-vendor solutions such as Veeam. See for yourself with our [TCO calculator](#).

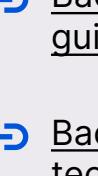
BACKUP AND RECOVERY IN ACTION: A large petroleum company needed a solution that would enable them to meet regulatory requirements for providing a third copy of data for 7 years. They compared multiple possibilities including Veeam, native AWS services, and on-premises deployments. They chose Backup and Recovery for these reasons:

- **Cost.** Backup and Recovery had the lowest cost for 7-year retention.
- **Simplicity.** Adopting Backup and Recovery took only a few clicks.

- **Efficiency.** With incremental forever backups, Backup and Recovery had the smallest footprint.

3

MISCONCEPTION: ADDING ANOTHER BACKUP SOLUTION WILL BE DISRUPTIVE



FACT: You already have NetApp in your environment, so you can integrate Backup and Recovery easily and with minimal risk. Backup and Recovery is the right backup solution for data stored on NetApp ONTAP® systems.

BACKUP AND RECOVERY IN ACTION: An educational board chose Backup and Recovery for these reasons:

- **Low-risk implementation.** The installation takes only a couple of clicks with no agents to install.
- **Simplicity.** The organization considered working with a third party company backups. However, as a NetApp native service, Backup and Recovery presented a better option for consolidating vendors and for having a single support contact for both storage and backup operations.

4

MISCONCEPTION: THE REQUIREMENT FOR AN ON-PREMISES BACKUP SOLUTION DISQUALIFIES BACKUP AND RECOVERY



FACT: Backup and Recovery is available both as a service and as a self-managed software, so backup data can be stored in offline and restricted on-premises ("dark site") backup environments.

BACKUP AND RECOVERY IN ACTION: A large petroleum company chose Backup and Recovery for these reasons:

- **Security.** NetApp dark site offers the highest security.
- **Scalability.** Backup and Recovery allows you to leverage NetApp StorageGRID®, which is built for extreme scale to handle large environments.
- **Cost.** With recently introduced Volume Price Breaks, Backup and Recovery is extremely low cost for very large datasets.

DON'T LET BACKUP MYTHS BECOME YOUR REALITY

Learn more about how NetApp Backup and Recovery makes it easy and cost effective to protect your ONTAP data.

[TCO and savings calculator](#)

[Backup and Recovery 3-2-1 guided demo](#)

[Backup and Recovery technical documentation](#)

[Backup and Recovery overview video](#)

[Backup and Recovery home](#)

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About NetApp

NetApp is the intelligent data infrastructure company combining unified data storage, integrated data services, and CloudOps, then harnesses observability and AI, to enable the best data management. As the only enterprise-grade storage services native embedded in the world's biggest clouds, our data storage delivers seamless flexibility and performance. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter where you are, with NetApp, www.netapp.com environment.

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