

# myBrand innovations put SAP in public and private clouds



NetApp® Cloud Volumes ONTAP® provides seamless management of SAP by a Dutch service provider.

For sheer ingenuity, the Dutch are hard to top. Elegant solutions to big problems are a way of life in the Netherlands. It's a country reclaimed from the North Sea, a country in which a quarter of the population lives below sea level.

myBrand, a Dutch service provider specializing in SAP, applies this tradition of creative problem solving to cloud services. Considering the importance of SAP and the complexity of SAP implementations in enterprises large and small, the trust that myBrand has earned is built on reliability, performance, and more than a little creativity.

As more of its clients turn to the cloud, myBrand has expanded and developed creative private and public cloud offerings that use the full complement of NetApp technologies.

## Recovery Point Objective = 15 minutes

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Pascal Ottens, solutions architect, myBrand

myBrand provides services to clients primarily in Europe. In addition to design and implementation services for on-premises SAP installations, myBrand has developed its own private cloud platform that hosts approximately 750 instances of SAP. The sweet spot for myBrand is clients with less than a terabyte of SAP data.

Pascal Ottens, solutions architect for myBrand, says that as clients look to the cloud for both strategic and cost-saving opportunities, the long-time NetApp partner is offering more solutions that add value beyond hosting.

### The world runs on SAP

Using SAP is a constant trade-off that involves taking full advantage of the capabilities of the applications while customizing instances appropriately for the demands of an individual business. Companies use the same enterprise applications differently, and therefore the data demands are different. myBrand depends on NetApp for both storage and storage management.

This trade-off applies to where the application and the data are hosted and how data is stored throughout its lifecycle. To respond to client demands, myBrand has continually diversified its offerings and expanded into cloud services. Migrations are their specialty – moving SAP enterprise applications instances between locations or to new versions, supporting mergers and acquisitions, and, increasingly, moving to public clouds.

“The biggest problem in migration – interfaces, interfaces, interfaces,” Ottens said. “With a combination of people and tools, we deliver service that relieves these problems.”

In addition to helping clients with on-premises services, the company has built a private cloud service in their own data centers. myBrand Private Cloud is built on Fujitsu FlexFrame hardware and the NetApp full

complement of storage and data management offerings, including NetApp MetroCluster, Snapshot™, and SnapMirror®. And to manage it all – NetApp Cloud Volumes ONTAP.

“A lot of people believe the cloud is offering them a lower total cost of ownership, but I believe that should not be the only business case,” Ottens said. “I think a large part of your business case for migrating to the cloud should be, ‘Can I consume services that I would not be able to consume on premises?’”



### Automation is key to value

myBrand clients benefit from the availability of their SAP data for performance, but also for backup and recovery when the time required for large backups is significant.

Backups and restarts, baseline monitoring, and tiering are automated processes. Considering the importance of these tasks, they aren’t difficult, just necessary. The automation afforded by NetApp is a cost saver, but preemptive management is the real value.

According to Ottens, “We don’t just lower the maintenance costs, we also do a lot of predictive monitoring and predictive problem solving, and that’s also done with NetApp because we use FlexFrame and Cloud Volumes ONTAP.”

With the myBrand Private Cloud offering, Ottens and his myBrand team can manage to rigorous service level agreements and give their customers confidence in the availability of applications and data.

“What we promise is near-zero data loss. In the case of an event, we can promise the customer [that they] are back within 4 hours without any data loss,” Ottens said. “NetApp helps myBrand deliver on our promise.”

### **myBrand Public Cloud on Azure**

Adoption of the public cloud for SAP has been lagging. The reasons vary, from existing investments in on-premises data centers to cost considerations. But for many SAP-dependent enterprises, public cloud is a great option. myBrand put its own spin on these processes and on automation too. They also put this solution on the Microsoft Azure public cloud, giving their customers choices and expanding the myBrand portfolio. myBrand offers the cost benefits and scalability of Azure with the manageability of the private option.

“Sometimes you just need to back up the data, you don’t have to have the hardware to do it,” Ottens said. “We have public and private, both run in the same way.”

Cloud Volumes ONTAP is the storage platform that allows myBrand to give clients choices. Performance metrics are a big selling point. According to Ottens, the company’s recovery point objective is only 15 minutes and the recovery time objective is less than 4 hours, even for a disaster recovery. With native storage in Azure, these metrics are difficult to achieve.

“The hours we need for maintaining those platforms are greater than the hours we need on the platforms of ONTAP systems and our own private cloud platform running NetApp because of the maintenance efforts or highly automated systems,” Ottens said.

The enabler is the single pane of glass that NetApp provides.

“Luckily, our customers don’t usually call us at 3 in the morning, but if they do, our people can handle their system blindly. Private or Azure, it’s the same commands, same documentation,” he said.

### **SAP on cloud? Child’s play**

Intertoys, a leading European toy retailer, is an example of an enterprise that has migrated its SAP instance to the public cloud on Azure with myBrand as its provider.

Intertoys has both retail stores and an online presence, and until recently they were part of a group of companies. A strategic business decision was made that required Intertoys to separate its SAP instance from an existing on-premises installation.



Costs were a concern for Intertoys, because the company has a small IT team and must tightly control costs as a spin-off entity. Eventually the company may move from SAP Retail to S4/HANA in the cloud. So it was myBrand to the rescue, for not just a migration, but for a future migration to public cloud.

The time pressure of migrating rapidly was also a primary factor in deciding to deploy on Azure. In a little less than 4 weeks, the entire system was migrated to Azure. The migration itself was accomplished over a weekend in just a few hours.

### **High availability is highly cool**

In a nifty move, typical of the innovative Dutch (and specifically myBrand), Ottens and his team have figured out how to use Azure for high availability. Everything SAP is running on Cloud Volumes ONTAP on Azure — the application, the databases, and the operating systems. With some tweaking, the company

has been able to position the data so that it doesn't hit the same data center for both the SAP production and backup and recovery instances. It's a way to create high availability — a simulated second location within a single cloud service provider.

### **Long history of innovation and cooperation**

For Ottens, a predictable technology partner is crucial for his operations and the long-term strategy of myBrand. A strong relationship with SAP. A strong relationship with Azure. A strong commitment to both on premises and cloud. These relationships inspire myBrand to build their own value on top of the technologies.

“The total cost of ownership is the way you use the tooling and the capabilities,” Ottens said. “When we need NetApp, they never duck a problem and are willing to accommodate us, get on a meeting to listen to us. As a partner they are reliable — and they deliver.”

### **Products**

[NetApp Cloud Volumes ONTAP](#)

[NetApp MetroCluster](#)

[NetApp Snapshot](#)

[NetApp SnapMirror](#)

[Fujitsu FlexFrame](#)



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### **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 environments and the world's biggest public 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. To learn more, visit [www.netapp.com](http://www.netapp.com)



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