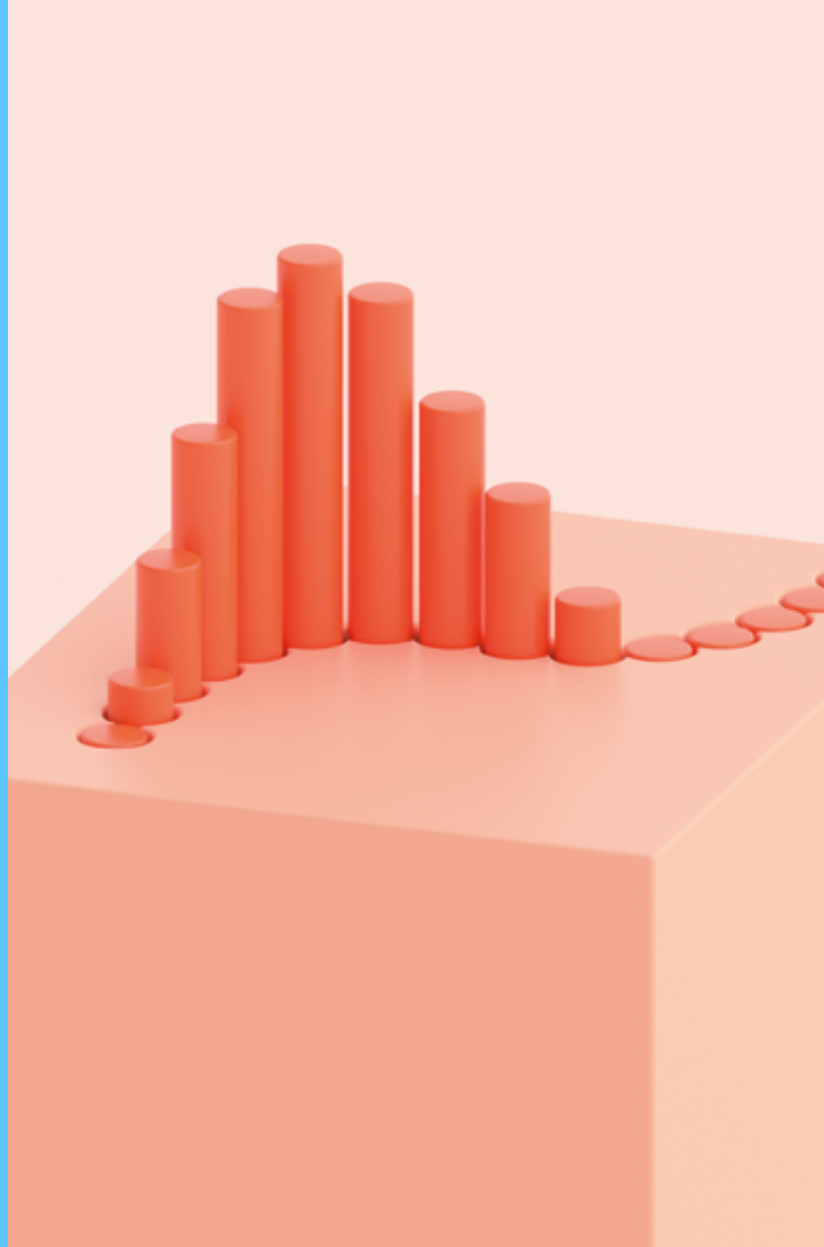


SOLUTION BRIEF

# NetApp Keystone Flex Subscription: Get the value of public clouds without the risk

Gain multicloud scale and  
agility while maintaining  
control of your data



## The challenge

As organizations become more digitized, customers, employees, and partners want more control over—and access to—digital services. The pace of change in business and IT is relentless. To stay on top, you need a hybrid multicloud strategy that keeps your on-premises infrastructure agile and high performing, with the ability to leverage the cloud on-demand.

There is still one important question to ask - where is the best place to store my data – on premises or in the cloud? If you want control of your data, then on premises is the right choice. However, the data center isn't designed to handle the additional infrastructure, and you can't build it at the speed your business requires. And, your IT staff wants to get out of the data center business and use the latest technologies to regain data center space as they need it.

What about the cloud? Public clouds offer attractive elasticity and cost efficiencies, which can speed up innovation throughout your business. However, running workloads in public clouds presents management complexity and risk, such as:

- Data privacy and control. Compliance and sovereignty laws can be complex to navigate.
- Security and control. Public clouds can make your data vulnerable, and you need a cybersecurity safeguard.
- Multicloud choice. It's great to have access to multiple clouds, but inconsistency between clouds can make management and scale a challenge.

## NetApp Keystone Flex Subscription, powered by Equinix

To confidently address these risks and challenges, NetApp has integrated our storage-as-a-service offering, NetApp Keystone Flex Subscription, with Platform Equinix®.

## Key benefits

### Scalable storage

- Subscribe to NetApp® Keystone™ Flex Subscription, allowing you to pay-as-you-grow and align cost with your business growth.
- Get a cloud-like experience with a self-service portal and automate your capacity management.

### Performance

- Host Flex Subscription at Equinix® and take advantage of the low-cost compute power from any cloud with the ability to scale other cloud services with the lowest possible round-trip latency.

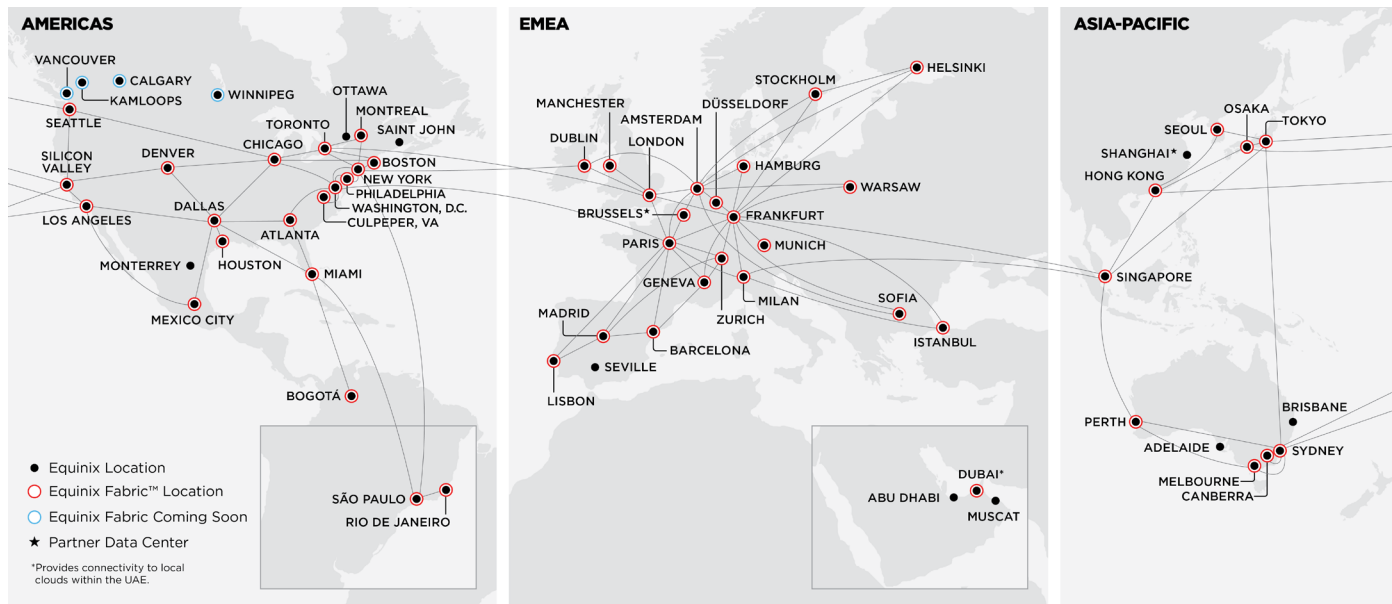
### Security

- Securely connect your data to the services layer of the leading cloud providers, including AWS, Microsoft Azure, and Google Cloud.
- Get greater than six 9's availability and outstanding physical and environmental security for your data from Equinix data centers.

### Hybrid and multicloud

- Match your clouds to your workloads.
- Eliminate lock-in and costly data migrations and expand your cloud choices.
- Take advantage of the flexible, on-demand global interconnection capabilities of the Equinix Fabric™.

Flex Subscription is a subscription-based pay-as-you-grow service that greatly reduces the complexity of storage management and consumption as your data needs change. Platform Equinix is the largest, trusted data center platform to place your digital infrastructure. You can create hybrid multicloud architectures by locating next to leading public clouds and networks. And, you can build instant physical and virtual connections on the industry's most reliable, secure, and sustainable platform, Equinix Fabric to enable low-latency performance.

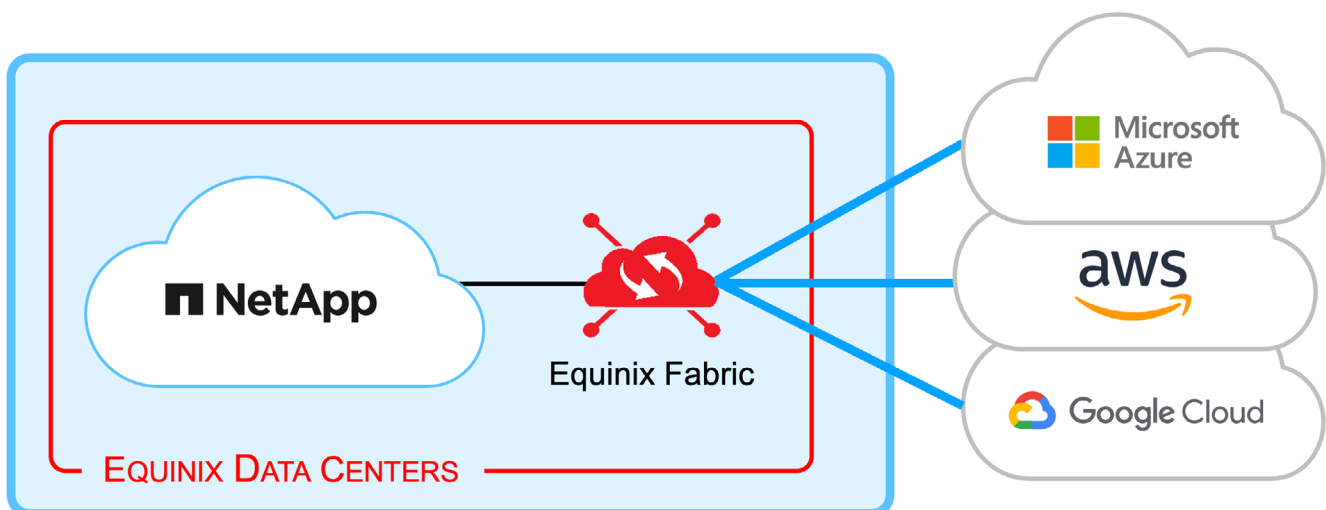


Equinix owns and operates a network of 220+ International Business Exchange™ (IBX®) data centers located in 63 major metros around the world.

Flex Subscription offers data storage services hosted in a NetApp-owned and managed area within an Equinix data center. It can take advantage of the flexible, on-demand global interconnection capabilities of Equinix Fabric. With Flex Subscription and Equinix, you have one vendor for infrastructure-as-a-service, and you get a single invoice for your storage consumption, space, power, cooling, and networking. You also get these benefits:

- Centrally locate data “next to” the leading cloud providers rather than “in” one public cloud, so it remains private. Data is close to public cloud services such as compute, databases, and analytics, with dedicated high-speed connections, resulting in low latency (< 1ms round-trip lag).

## NetApp Keystone Flex Subscription



Flex Subscription storage-as-a-service and Equinix colocation services under a single contract, invoice, and support offering from NetApp.

- Avoid oversubscribing and overprovisioning. Instead, you pay for space and other operational expenses as a percentage of your storage bill, which aligns with your storage usage.
- Get the control and governance that your enterprise is used to, along with capacity to grow as your business expands.

Flex Subscription data storage and Equinix colocation services provide a complete solution to optimize performance, scale storage, and keep data secure. Enterprises are adopting Flex Subscription and Equinix to gain a wide range of new and enhanced capabilities:

<b>Extending your data center</b>	When demand increases, or a new project requires data storage, you can easily expand and convert everything to an operational expenditure (opex) model. You spend less and save ordering and deployment time.
<b>Getting out of data center management</b>	In today's business, data is key. Enterprises want to do less day-to-day data center management—and put more of their energy into strategic business initiatives.
<b>Distributed compute and other services</b>	Because data is centrally located next to the public clouds, you get flexible compute, database, and analytics services.
<b>Disaster recovery/ backup site</b>	By relocating your secondary site to a colocation site, you can reduce data center overhead.

Flex Subscription data storage and Equinix colocation services simplify hybrid cloud operations and multicloud access. Typical use cases that can take advantage of cloud-adjacent storage include:

- **Hybrid multicloud access.** Centrally locate data next to all public clouds to maximize compute, database, analytics, and many other services, avoiding cloud lock-in.
- **Data compliance.** Comply with data privacy requirements and data sovereignty laws when incorporating public clouds into IT platform designs.
- **Disaster recovery.** Make your disaster recovery flexible by taking advantage of multiple clouds and the unparalleled global reach of Platform Equinix.
- **Data analytics.** Enable high-performance data analytics with the compute options and evolving services of public clouds.
- **Development testing.** Speed up development testing and innovation by providing on-demand, secure access to the public clouds your developers want to use.

### The power of leading technologies

With NetApp and Equinix, you get “cloud on your terms”—by using multiple industry-leading hybrid cloud services and maintaining complete control over your data.

- Realize public cloud flexibility with the performance, security, availability, and control of private storage and data management.
- Speed up innovation and business transformation by using a hybrid cloud.
- Securely connect your data to the services layer of the leading cloud providers, including AWS, Microsoft Azure, and Google Cloud.
- Seize new business opportunities by locating data at the digital edge.



Find out what else NetApp Keystone Flex Subscription can do for your business. **Click here.**

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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. [www.netapp.com](http://www.netapp.com)

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### About Equinix

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success. We enable our customers to access all the right places, partners and possibilities they need to accelerate advantage. With Equinix, they can scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value.

