
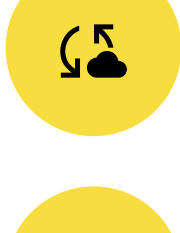
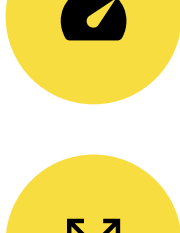


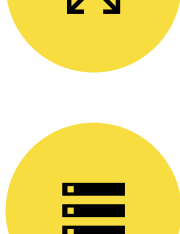
TACTICAL BUYER'S GUIDE


How NetApp unlocks the potential of your hybrid and cloud-native workloads in Google Cloud

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NetApp® and Google Cloud created the ultimate toolkit of integrated services so you can migrate, build, and manage your enterprise-scale Linux, Windows, and iSCSI workloads with ease.
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Extend your mission-critical applications from on premises to Google Cloud while retaining the efficiency and optimization you expect in the data center.
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Meet uptime and availability with a 99.99% SLA. Use simple and fast replication across regions and get highly durable daily backups with incremental forever data protection.
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Combine NetApp's ONTAP enterprise-grade data services with the agility and scalability of Google Cloud for a ubiquitous data experience across your hybrid cloud.
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Proclaimed market leader by top analysts—Gartner,¹ GigaOm,² and IDC³—NetApp is the choice for block and file storage in hybrid and cloud-first environments.

The problem

About 87% of enterprises have a hybrid cloud strategy.⁴ If you're in that camp, you're actively working to build a cloud-based infrastructure that can support your ever-growing hybrid and cloud-native workloads. You require a data platform that provides the scale, performance, and manageability demanded by your mission-critical applications. You need to maintain compliancy, security, and accessibility as your business (and data footprint) grows. And you're under pressure to shrink your carbon footprint without shrinking profit margins. In other words, you could really use a complete data solution in Google Cloud.

The opportunity

NetApp ONTAP® delivers industry-leading block and file storage with multiprotocol support for Windows and Linux: everything needed to migrate your storage-heavy applications, databases, and DevOps environments to the cloud. You can natively run cloud workloads and swiftly lift and optimize legacy apps into Google Cloud—all without refactoring code or redesigning processes (while still optimizing costs). Whether as a self-directed or fully managed service, it's a snap to extend and migrate to Google Cloud with all the familiar file storage workflows, orchestration, and data protection capabilities you have on premises.

Benefit summary


Activate enterprise mode on Google Cloud without redesigning your code, recalibrating your processes, or restructuring your teams.


Where NetApp adds value


Use case	NetApp approach
Run file shares on Google Cloud	<ul style="list-style-type: none"> Rapidly deploy file services on Google Cloud with your choice of a fully managed or self-managed storage service Access data over SMB, NFS, or both at once: Windows and Linux environments get concurrent access to the same files on the same volume Easily scale capacity, optimize resource use, support remote access workers, and dramatically improve user productivity
Migrate enterprise workloads to Google Cloud	<ul style="list-style-type: none"> Migrate your most performance-intensive workloads—Windows, VMware, SAP—into the cloud with no code changes Scale storage and performance to gain true infrastructure flexibility Orchestrate your cloud environment from a single pane of glass
Data protection for cloud workloads	<ul style="list-style-type: none"> Rest assured with high-availability or replicas of your volumes across regions Recover from data loss with NetApp Snapshot™ copies—while keeping storage consumption in check Gain visibility and know exactly who (or what) accessed sensitive files to pinpoint potential policy risks Quickly implement key services around data protection, governance, optimization, and security
Cost-effective disaster recovery for VMware infrastructure	<ul style="list-style-type: none"> Effectively eliminate backup and replication windows and accelerate data recovery Enable backup and disaster recovery for on-premises VDI environments such as Horizon and Citrix Shrink infrastructure costs with integrated data protection that uses zero compute when idle
SAP file shares	<ul style="list-style-type: none"> Take advantage of inherently highly available file services that do not require software clusters Accelerate protection and application development/testing with snapshots Shrink deployment times and accelerate SAP migrations


NetApp offers

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Complete cloud portfolio
NetApp's comprehensive, enterprise-grade portfolio of data services brings data center-like storage, management, and automation to Google Cloud. It's pretty simple—much like the implementation of our key data services.
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Complete data storage and management suite
Enabling cloud storage as a service means that you can take everything NetApp is known for—scale, performance, availability, manageability—wherever your data leads you.
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A simplified path to the cloud
Google NetApp Volumes is a fully managed file storage service in Google Cloud, providing high-performance enterprise-grade storage with multiprotocol file support for file sharing, applications, and remote data replication. Run demanding workloads and lift and optimize enterprise apps into Google Cloud—without refactoring code or redesigning processes.
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Cross-region replication
Region-wide outages and natural (or unnatural) disasters happen. But guess what? You'll save significantly in data transfer costs when it does. Full and incremental-forever replication means the amount of data required to replicate across the regions is kept to a minimum (while keeping data availability to a maximum).
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Deep integration with Google Cloud
The world-class data management goodness of NetApp is now available in a first-party service from Google Cloud. Google Cloud NetApp Volumes provides seamless integration in Google Cloud and VPC networking, supporting Identity and Access Management (IAM) permissions, Cloud Logging, and integrated billing. Support comes directly from Google, not a third party. Did we mention that a relentless focus on your success lies at the heart of our partnership? You're right.

dentsu

See the case study

“NetApp cloud technologies have been a huge enabler in achieving our strategic and transformational goals, providing the agility and speed necessary to deliver our cloud journey.”

Chris Fry, Director, Global Programme Delivery, dentsu

Additional resources

Google Cloud data management solutions from NetApp	Google Cloud NetApp Volumes	Cloud Volumes ONTAP for Google Cloud
VMware on Google Cloud	Windows on Google Cloud	Cyber-resilience solutions

About NetApp

NetApp is a global, cloud-led, data-centric software company that empowers organizations to lead with data in the age of accelerated digital transformation. The company provides systems, software, and cloud services that enable them to run their applications optimally from data center to cloud, whether they are developing in the cloud, moving to the cloud, or creating their own cloud-like experiences on premises. With solutions that perform across diverse environments, NetApp helps organizations build their own data fabric and securely deliver the right data, services, and applications to the right people—anytime, anywhere.

¹ NetApp blog, [NetApp Is Recognized as a Magic Quadrant Leader—Again!](#) Sept. 19, 2019.

² GigaOm report, [Data Storage for the Hybrid Multicloud Era](#). Jan. 25, 2022.

³ NetApp blog, [IDC: A New NetApp on the Rise](#). March 23, 2020.

⁴ CIO, [It's a Hybrid World: Discover your Optimal Cloud Strategy](#). June 3, 2021.