SOLUTION BRIEF

FREE UP HIGH-PERFORMANCE CAPACITY (AND YOUR CAPEX BUDGET) WITH NETAPP CLOUD TIERING

Retain all your data without breaking your budget

Whether driven by GenAI, RAG, or compliance requirements, organizations have recognized the untapped business value and regulatory advantages of holding onto their data for longer periods. This trend to preserve data has introduced new challenges for storage administrators.

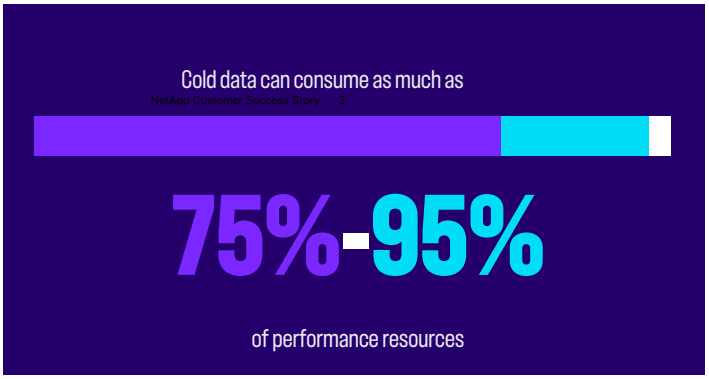
According to IDC, two out of five enterprise leaders say that most of their company's stored data is used only once—leaving organizations with large amounts of infrequently accessed data to manage. Despite limited use, this data can consume a substantial amount of primary, high-performance storage resources, straining capital expenditure (capex) budgets and derailing storage forecasts and planning.

What if you could have the best of both worlds—cost-effectively and transparently retaining infrequently accessed data in case you need it, without overwhelming high-performance storage capacity? You can with NetApp® Tiering.

MARKET TRENDS

THE LONG-TERM IMPACTS OF HOLDING ONTO INFREQUENTLY ACCESSED DATA

Compliance mandates, corporate retention policies, and cutting-edge technologies like GenAI and retrieval-augmented generation (RAG) have compelled organizations to retain data longer. And although holding onto data is crucial for these initiatives, retaining infrequently accessed ("cold") data creates management burdens for storage administrators.



Overextending high-performance capacity
Cold data can consume as much as 75% to 90% of high-performance resources, straining your storage infrastructure and adding unnecessary complexity as hot and cold data compete for resources. IT teams are left managing access, security, and maintenance across vastly different data types—all while ensuring that performance doesn't suffer.

Capex budget stress
To address the shortages in high-performance capacity, storage administrators often find themselves submitting uncomfortable budget requests for unplanned storage purchases.

Storage planning complexity
As cold data is held onto longer, it can quickly exceed storage capacity growth projections, overwhelm resources, and put budget forecasts into question.

Organizations need an efficient, cost-effective way to store cold data while enabling quick access to the data when necessary.

CUSTOMER STORIES

DISRUPTIONS TURNED INTO OPPORTUNITY: SEE NETAPP CLOUD TIERING IN ACTION

Oil and gas company seeks more capacity amid a capex freeze

An American multinational oil and gas corporation needed more storage for its SAP environment. Unfortunately, there was a capex freeze due to decreased oil prices during COVID. With cloud budget available, the NetApp team quickly produced an alternative solution leading with NetApp Cloud Tiering.

1 **Capacity relief**
NetApp Cloud Tiering was used to offload stale data from an existing NetApp AFF A-Series system to low-cost object storage, freeing up capacity for the company's SAP workloads.

2 **Opex options**
By using its cloud budget for the Cloud Tiering subscription and object storage, the company was able to address its growing storage demands without overextending its capex budgets.

3 **Budget boost**
Not only did the company sidestep any unplanned capex expenditures and lengthy procurement cycles, but it was able to spend down its committed cloud budget.

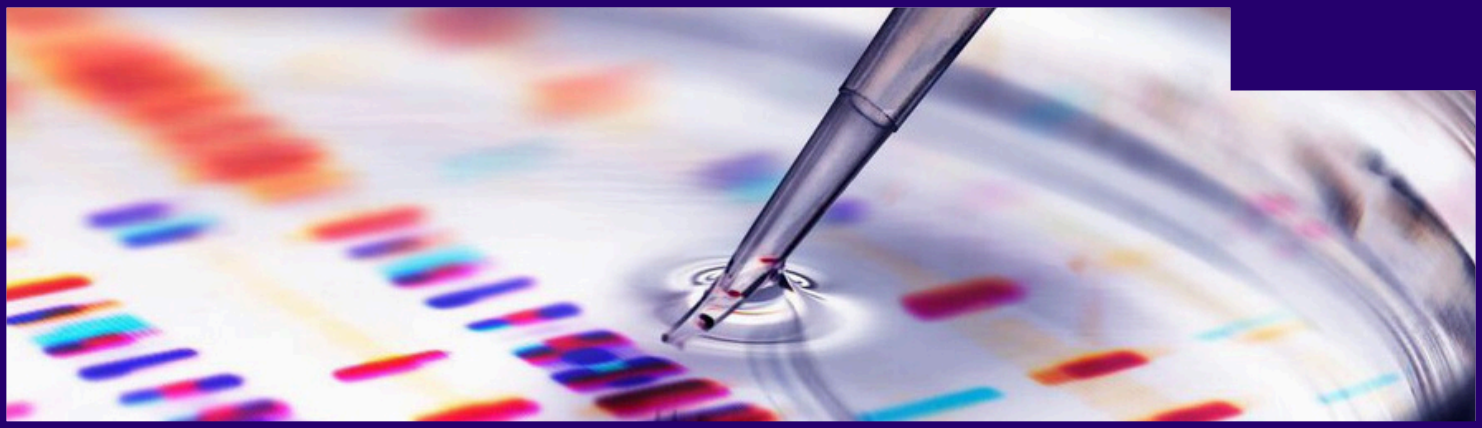
Global financial institution extends data retention without expanding its storage footprint

When an international banking organization extended its data retention guidelines to 15 years, it encountered a significant buildup of cold data. Constrained by limited data center space, the organization turned to NetApp Cloud Tiering to migrate cold data to cloud object storage.

1 **NetApp, everywhere**
This organization trusted NetApp at every step of its cloud journey, adopting Cloud Tiering to seamlessly offload its data to the cloud provider's object storage of choice.

2 **Ease of operations**
Offloading massive quantities of cold data to cloud object storage was a seamless process. And quick retrieval of the data is still possible when access is required.

3 **Data center modernization**
With a significant amount of cold data removed from its data center footprint, the organization was able to leverage this newly freed-up space to invest in new high-performance NetApp systems to support future growth.



Health foundation reduces flash storage costs transparently

An international health organization grappling with escalating volumes of aging data—particularly images, videos, and measurement files—sought a solution to effectively manage data. By selecting NetApp Tiering and offloading cold data to NetApp StorageGRID® object storage, the organization was able to regain high-value storage resources and support a multitude of new data projects.

1 **Transparency supports productivity**
With transparent tiering occurring in the background, IT and user productivity remained unaffected, creating a smooth user experience.

2 **Data retrieval is a snap**
When the need to access the cold data arises, NetApp Tiering—powered by the FabricPool technology in NetApp ONTAP®—promptly retrieves the data, enabling instant access and minimizing time wasted waiting for data.

3 **Control data center expansion**
With a substantial percentage of flash storage capacity freed up by NetApp Tiering, the organization is now more strategic when planning for future data center growth.

HOW NETAPP HELPS

Reclaim your high-performance storage resources with NetApp Cloud Tiering

Powered by FabricPool technology, Cloud Tiering seamlessly transfers cold data from primary storage to cost-effective alternatives. Reclaim up to 70% of your primary storage footprint and bid farewell to running out of high-performance resources.

NetApp Cloud Tiering lightens the capacity burden of cold data sprawl with a simple and automated approach. With NetApp Tiering, putting cold data in its place has never been easier.

> "Automating the tiering of data can quickly provide drastic operational cost savings."
>
> Rohit Agrawal
> Global Head of Cloud and Data Center
> Siemens Healthineers

1

Continuously available capacity

By automatically moving cold data to object storage, NetApp Cloud Tiering continuously replenishes valuable high-performance storage capacity so that there's always room for more data.

2

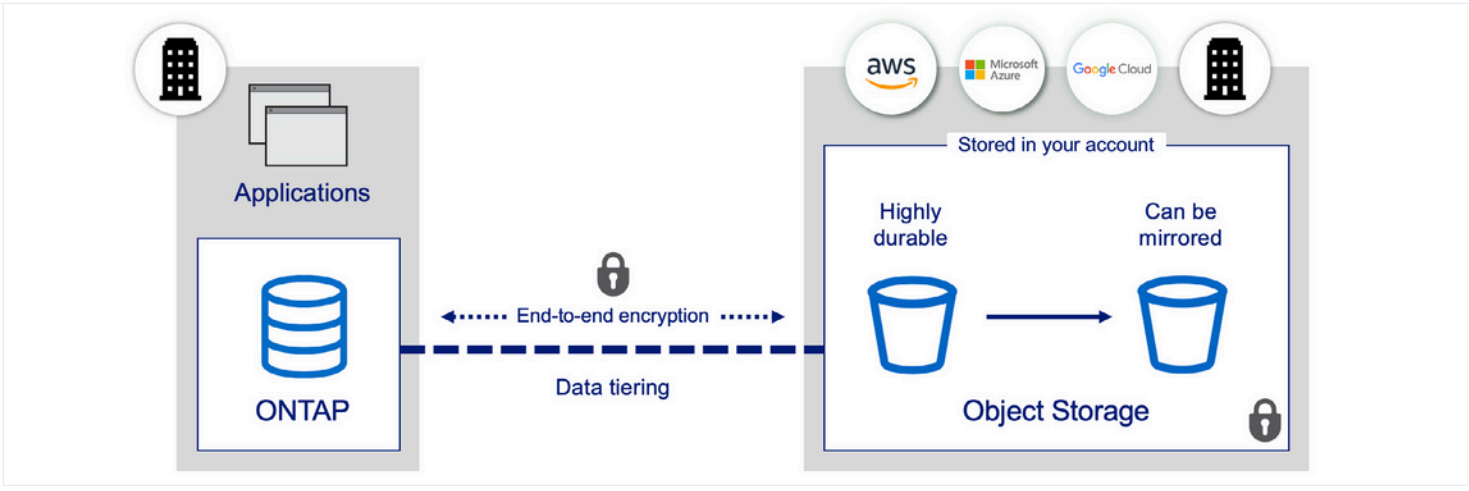
Budget friendly by design

Cloud Tiering places data on the appropriate storage tier, lowering overall storage costs and preventing unexpected high-performance storage purchases.

3

Transparently simple

Cloud Tiering is easy to deploy with guided steps and rule-based parameters. It operates transparently in the background, so cold data is offloaded and retrieved without disrupting the application layer.



NEXT STEPS

READY TO SAVE UP TO 70% OF YOUR HIGH-PERFORMANCE CAPACITY RESOURCES?

NetApp Cloud Tiering answers the question “How do I cost-effectively manage my infrequently accessed, cold data without overwhelming my high-performance resources?”

Ask yourself the following questions to see if Cloud Tiering is a good fit for managing your organization’s cold data.

- Are my storage budgets negatively affected by infrequently accessed data?
- Is my capex budget often drained by unplanned purchases to accommodate cold data?
- Do I have committed cloud budget that I need to spend?
- Can I efficiently retrieve cold data for GenAI, RAG, or analysis efforts?
- When considering a tiering solution, can I retain in-place storage efficiencies such as deduplication and compression?

If these questions resonate with your organization’s challenges, it’s time to explore how NetApp Tiering can help you optimize storage, reduce costs, and unlock value from your data. Take the next step with NetApp to transform the way you manage and harness your data.

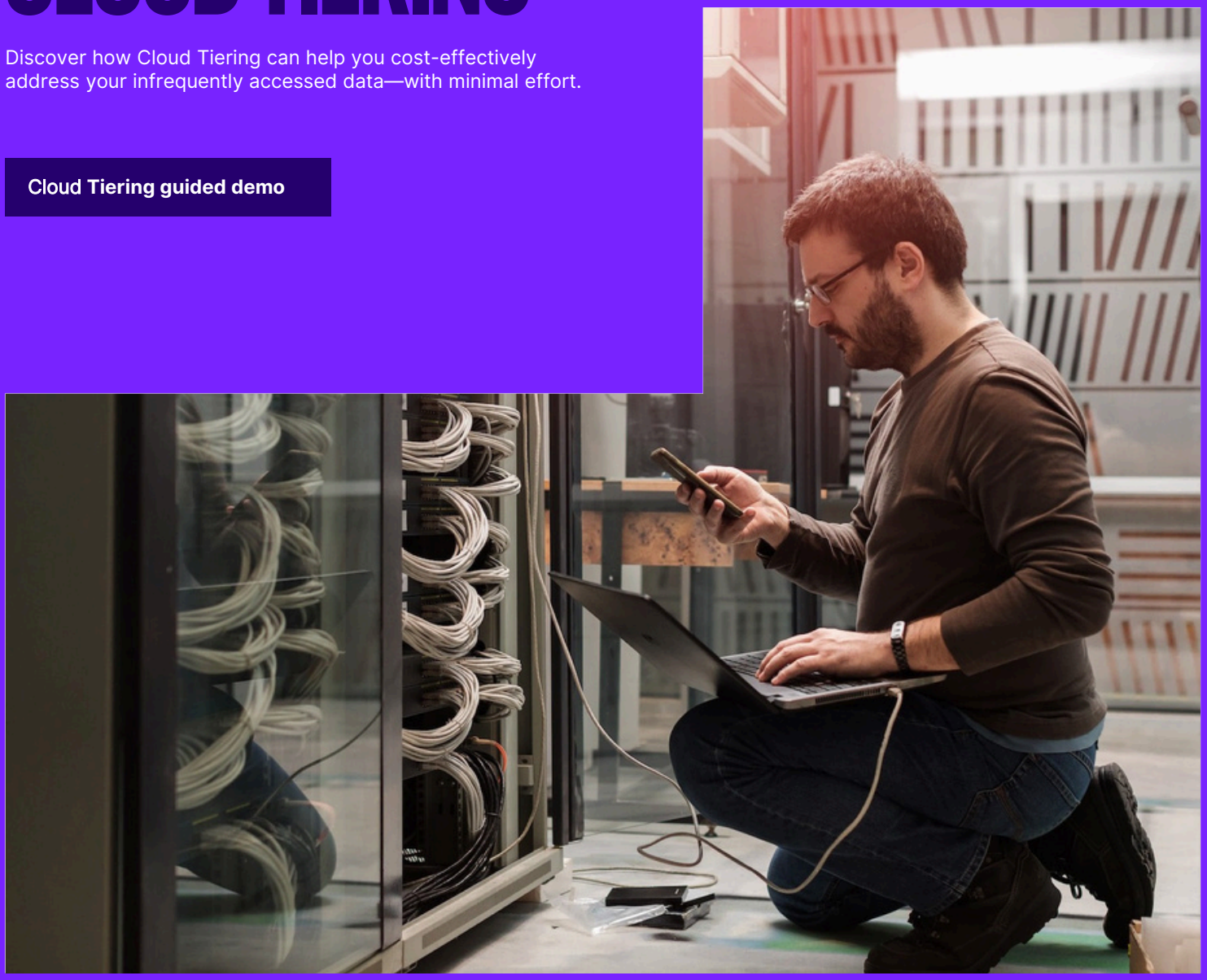
See how NetApp Cloud Tiering supports your intelligent infrastructure

Check out the NetApp Tiering page or see a demo today.

DEMO NETAPP CLOUD TIERING

Discover how Cloud Tiering can help you cost-effectively address your infrequently accessed data—with minimal effort.

Cloud Tiering guided demo



Contact Us

About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and operational workload services to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our operational and workload services provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. Learn more at www.netapp.com or follow us on X, LinkedIn, Facebook, and Instagram.

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