



NETAPP KEYSTONE OUR COMMITMENTS

Buy with confidence. Optimize with ease. Grow your cloud.

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Need smart storage? NetApp Keystone delivers a radically simplified purchase experience and efficiency, performance, and availability—guaranteed, in writing. Seriously, check out our fine print; you'll find it right there in the terms and conditions. And NetApp combines AI-powered predictive insights with expert-level support, predictable flat pricing, and seamless universal data management—so you can buy with confidence, optimize with ease, and grow to a hybrid cloud environment. From start to finish, we've slashed the risk and amped up the innovation, giving you the best possible return on your storage investment.

"We can fit a whole lot more into less space, with much better performance." —CI ENGINEER, FINANCIAL SERVICES FIRM

BUY WITH CONFIDENCE



EASY BUTTON PURCHASES

Simple Ordering & Quoting Process

Doing business with NetApp has never been easier. Simplified product and support offerings, faster time to order, easy-to-understand quotes, and a digitally-enabled engagement experience that spans the purchase journey.



EFFICIENCY GUARANTEE

Risk-Free Storage Solutions

The industry's most effective efficiency guarantee. Your risk-free ticket to more storage, more value, and more efficiency.



PERFORMANCE & AVAILABILITY GUARANTEES

Performance & Uptime You Can Count On

We know the importance of fast IOs and 100% data availability for your most demanding workloads. Get predictable, blazing-fast speed from every app, even at peak demand, and storage systems that keep running all day, every day.

OPTIMIZE WITH EASE



SMART HEALTH CHECKS

Handy Dashboard for Easy Tracking

Keep tabs on storage usage, data reduction ratios, node utilization, and data availability—all in one easy-to-use dashboard. Check your Support Value Report to confirm we're meeting our efficiency, performance, and availability guarantees.



AI-POWERED INSIGHTS

Smart, AI-Powered Recommendations

AI-powered Active IQ assessments trigger proactive parts delivery, predictive alerts, and recommendations for optimal storage setup and configuration. You get maximum performance and efficiency, with less downtime.



FLAT AND PREDICTABLE PRICING

Pricing That Won't Go Up. Ever.

Our support pricing won't increase. Period. It's that simple.

GROW YOUR CLOUD



SIMPLE SCALING

Renew and Grow Your Clusters Forever

NetApp's unique scale-out cluster architecture ensures that you always have the latest technology. Instead of replacing controllers, simply add next-generation storage systems, making your clusters faster and larger as needed, when building out your private cloud.



CLOUD-ACTIVATED

Evolve to the Cloud When You're Ready

Whether backing up to the cloud or deploying your first workload, NetApp delivers a seamless, universal data management experience. Bonus: the first 10TB of cloud tiering are free, so you can cut your storage costs without compromising performance, efficiency, or protection. Win-win-win.



SMARTER FLEXIBLE CREDITS

Smart and Flexible Future Purchases

Active IQ product recommender + flexible credits = super-smart cloud investments. Use your Flexible Credits as a budget-friendly way to invest in intelligent, recommended future additions, upgrades, a whole new infrastructure strategy for your on-premises cloud, or migrate to the public cloud.

WHY CUSTOMERS LOVE NETAPP KEYSTONE

76%

think a NetApp solution would increase IT stability and predictability

68%

think a NetApp solution would increase IT service delivery speed

80%

say they need storage that is compatible with their cloud goals

73%

agree that vendor relationships matter as much as technology

Source: Enterprise Strategy Group, Survey, September 2019, N=200 respondents.

100%

DATA
AVAILABILITY

3:1

DATA REDUCTION
RATIOS FOR ALL
WORKLOADS

3-year

HARDWARE
WARRANTY

WORRY-FREE
DATA
MIGRATIONS

“Nearly half (47%) of IT organizations waste too much time verifying whether new technology can do what it says it can do. That is unacceptable. NetApp Keystone addresses the entire storage experience, offering transparency, next-level insights, and guaranteed capabilities along with flexible consumption options to aid businesses transitioning to as-a-service procurement.”

— SCOTT SINCLAIR, SENIOR ANALYST, ENTERPRISE STRATEGY GROUP

NETAPP KEYSTONE GIVES YOU:

FREEDOM

The freedom to shift your data to where you want it, when you need it.

COMMITMENT

The commitment of endless storage innovation at a predictable cost.

CONTROL

Control of your storage investment, today and in the future.

LEARN MORE ABOUT NETAPP KEYSTONE AND OUR COMMITMENTS »



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