

BT AND NETAPP: BETTER TOGETHER



THE VISION

BT's vision is to be the world's most trusted connector of people, devices, and machines by 2030.

THE STRATEGY

To achieve its ambitious vision, BT is concentrating on three core strategies that drive innovation and progress:

1. Build the strongest foundations
2. Create standout customer experiences
3. Lead the way to a sustainable future

These strategic initiatives will empower BT to accelerate growth through technology that is not only cutting-edge but also responsible, inclusive, and environmentally sustainable.

TURN YOUR STRATEGY INTO SUCCESS



Build the strongest foundations

To build the strongest foundations, BT must phase out legacy systems and embrace a modern, modular IT architecture. This transformative step will position the organisation as a leader in FFTH, mobile, and 5G technologies. Furthermore, BT acknowledges the importance of effective data management in addressing security risks associated with data growth, while leveraging AI to extract actionable and valuable insights.

NetApp plays a crucial role in enabling these objectives by providing robust data security and guaranteeing recovery in the event of ransomware or cyberattacks, providing much-needed peace of mind. NetApp® solutions streamline operations, break down data silos, and allow applications to run seamlessly across hybrid environments, eliminating inherent complexities. With embedded intelligence, NetApp also accelerates AI workloads, enabling BT to generate insightful outcomes swiftly and securely.



Create standout customer experiences

BT is committed to creating standout customer experiences by enhancing both customer service and overall engagement. This focus aims to drive improvements in Net Promoter Scores (NPS) and build stronger customer loyalty. Additionally, the organisation prioritises delivering smarter, differentiated solutions that play a key role in achieving superior customer outcomes. By combining exceptional service with innovative offerings, BT seeks to distinguish itself, ensuring lasting satisfaction and meaningful engagement.

NetApp complements these efforts by enhancing application uptime, reducing customer churn, and lowering operational costs. By delivering reliable performance, NetApp enables the creation of superior products and drives improved customer satisfaction scores. Furthermore, through built-in integration with public cloud services, NetApp empowers BT to develop highly differentiated solutions, fostering innovation and elevating your offerings in a competitive marketplace.



Lead the way to a sustainable future

To lead the way to a sustainable future, BT is committed to achieving carbon neutrality, with an ambitious target set for March 2031. This goal is underpinned by a notable 61% reduction in emissions compared to the 2017 benchmark. Alongside this, the organisation is dedicated to cutting global energy consumption by embracing sustainable practices, paving the path toward a more environmentally responsible and energy-efficient future.

NetApp can contribute to achieving these sustainability goals with solutions specifically designed to reduce power consumption and lower CO2 emissions. By leveraging advanced energy-efficient technologies, NetApp optimises system operations to minimise unnecessary energy use. Additionally, tiering enables intelligent data placement so that only the most active workloads utilise high-performance storage tiers, reducing energy demand. Combined with powerful analytics, these solutions provide actionable insights to continuously monitor and refine energy consumption, making it easier to adopt sustainable practices and drive meaningful environmental impact.

NETAPP BACKS THIS UP WITH GUARANTEES

Ransomware protection

- Stay ahead of cyber criminals with robust security measures so that the business can recover in the event of a Ransomware attack—[GUARANTEED*](#)

Availability

- Achieve six-nines data availability for mission-critical applications—[GUARANTEED*](#)

Storage efficiency

- Get market-leading 4:1 storage efficiency—[GUARANTEED*](#)



* Terms and conditions apply.

Learn more about how NetApp can [accelerate BT's data modernisation journey](#).



Contact Us

About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions 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 CloudOps solutions 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. www.netapp.com