

# SIMPLIFY ONTAP BACKUPS WITH BACKUP AND RECOVERY



## Simple, high performance, cost-efficient data protection

Enterprises depend on their data to operate successfully, as such reliable data protection is crucial.

Recent survey data underscores the fragility of legacy backup strategies in today's digital landscape. **67% of companies reported significant data loss, and 35% attributed these losses directly to inadequate backup processes.** Even more alarming, recovery delays often exceed **three days**, a timeframe that can prove fatal for business continuity.

These findings highlight a critical gap in the data protection market: traditional backup solutions are failing to meet modern demands for resilience and speed.

This eGuide delves into the modern challenges of data management and showcases how NetApp Backup and Recovery addresses these with unmatched simplicity and efficiency.

# MARKET TRENDS

Organizations face an explosion of unstructured data, leading to complex backup operations and challenges in meeting recovery objectives. Traditional solutions often fail to keep up with the demands of 24/7 operations.

As organizations grapple with exponential data growth, hybrid cloud adoption, and increasingly stringent compliance requirements, the tolerance for downtime has evaporated. Yet, many enterprises remain tethered to outdated architectures that are slow, complex, and costly to maintain.

The market is shifting toward platforms that simplify operations, reduce recovery times from days to minutes, and ensure data integrity across on-premises and cloud environments. Organizations that embrace this evolution will position themselves for resilience in an era where data is critical to the business.



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## Data Explosion

Unstructured data is growing exponentially, creating billions of files to manage. This growth demands scalable and efficient backup solutions.

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## Backup Windows Shrinking

Traditional full backups increase backup windows, making it difficult to adhere to recovery point objectives (RPOs) and recovery time objectives (RTOs) in a 24/7 operational environment.

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## Infrastructure Strain

Increased data volumes and shrinking backup windows place a strain on infrastructure and resources, making it challenging to maintain efficient and reliable backups.

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Understanding these challenges underscores the need for advanced backup solutions like NetApp Backup and Recovery, designed to address scalability, efficiency, and security comprehensively.

# CUSTOMER STORIES

## Cost Efficient Data Protection

A large financial institution implemented NetApp Backup and Recovery to handle its extensive data protection needs, achieving significant improvements in backup and recovery times.

**1**

### Improved Efficiency

Backup and Recovery uses block-level incremental-forever technology to achieve backup windows that are 100 times faster than standard NDMP backups, enabling it to deliver timely and efficient backups at PB scale. These efficiencies allowed the customer to meet their RPO/RTO goals.

**2**

### Cost Savings

Backup and Recovery is built-in to all ONTAP systems so there is no need for additional hardware, software licenses, or media gateway. Only pay for what's protected and use the lowest-cost storage tiers available. Customers typically find NetApp Backup and Recovery is 1/3rd the cost compared to backup vendors.

[See your potential saving with this TCO calculator](#) →

**3**

### Security

Backup and Recovery backups are resilient in protecting against ransomware attacks. Communications are protected end to end and at rest with AES 256-bit encryption. Backups are immutable and indelible, and they are locked and monitored. Attempts to corrupt the data raise alerts.



“Backup and Recovery has transformed how we manage data protection. Our backup windows are now 100 times faster, even at petabyte scale, which helps us consistently meet RPO and RTO targets. Activation took minutes, and ongoing operations are simple and automated.”

IT Manager, Large Financial Institution



## Advanced Security and Compliance



“We were so impressed by the simplicity and performance of NetApp Backup and Recovery that it was immediately considered as our main tool for data protection. With Backup and Recovery, I am very confident that our business is protected.”

Noah Brunn, Senior Manager, Information Systems Operations and Infrastructure at Arc'teryx

Arc'teryx, a leading outdoor equipment company, adopted NetApp Backup and Recovery for its simplicity and performance in data protection.

# 1

### **Simplified Operations**

Backup and Recovery integration with ONTAP systems eliminated the need for additional infrastructure, streamlining data protection. The intuitive operations meant there was no need for specialized personnel, even for managing PB-scale environments.

# 2

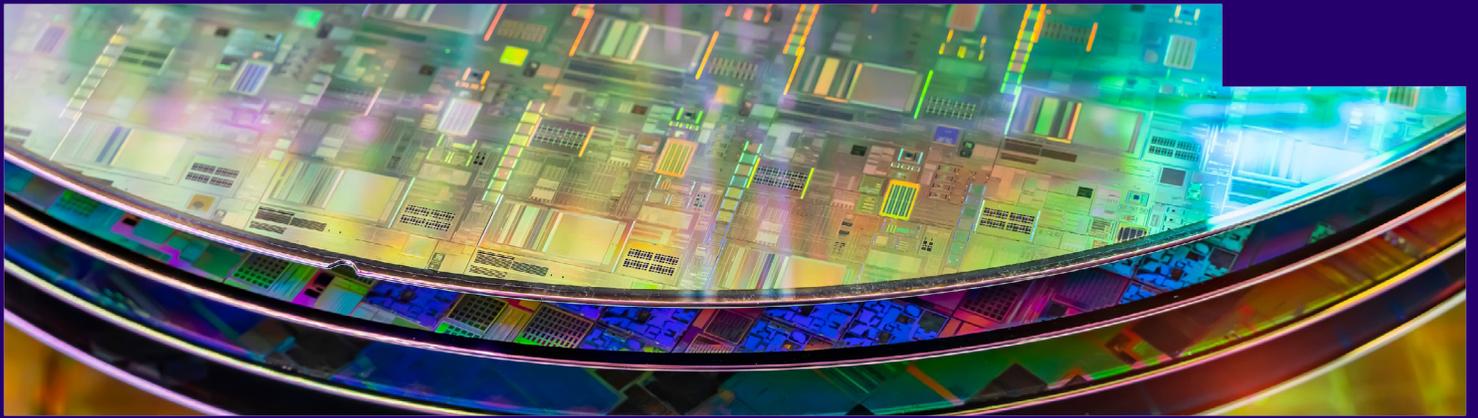
### **Reliable Performance**

Backup and Recovery provides very low RPO/RTO because it preserves the storage efficiencies of ONTAP, including deduplication, compression, and compaction, and backups are incremental forever. This means the amount of data transferred is low and contributes to reliable high performance and low-cost backups at PB scale.

# 3

### **Confident Protection**

Given the reliable performance and built-in security features of Backup and Recovery, the company was confident their business's data was protected from natural disasters, ransomware attacks, and other unknown threats.



## Quick and Flexible Recovery

A large computer manufacturer adopted NetApp Backup and Recovery for its simplicity and flexibility in quick recovery.

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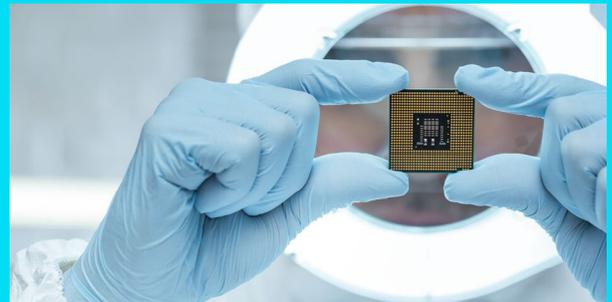
**1 Simplified Operations**  
Backup and Recovery creates a catalogue of backups. This allows the storage team to browse backups in a native file system experience to recover specific volumes and files. Admins can globally search for volumes and files by name, parts of the name, or path, across selected systems for instant recovery.

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**2 Reliable Performance**  
Backup and Recovery backups are incremental forever, which means restores are very fast and scalable. This allows NetApp to deliver timely and low-cost backup and restore at petabyte scale.

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**3 Confident Protection**  
On numerous occasions when discs were corrupted or user error occurred, the customer was able to be back up and running in minutes not days.



“When our storage system became corrupted, I expected days of downtime and headaches. Instead, the simplicity and speed of the backup and recovery process blew me away—we were back up and running in minutes, not days. It’s a game-changer for business continuity.”

Storage Administrator, Leading Computer Manufacturer

# HOW NETAPP HELPS

## Empowering Data Protection

NetApp Backup and Recovery offers comprehensive data protection integrated into ONTAP systems, eliminating the need for additional infrastructure and specialized training. This ensures simplicity, security, and scalability for businesses looking to safeguard their crucial data assets.

### SIMPLE

Highly automated to take the complexity out of defining and implementing 3-2-1 data protection strategies. Browse backups in a native file system experience to recover specific volumes and files.

### OPTIMIZED

Block-level incremental forever technology to achieve backup windows that are 100 times faster than standard NDMP.

### SECURE

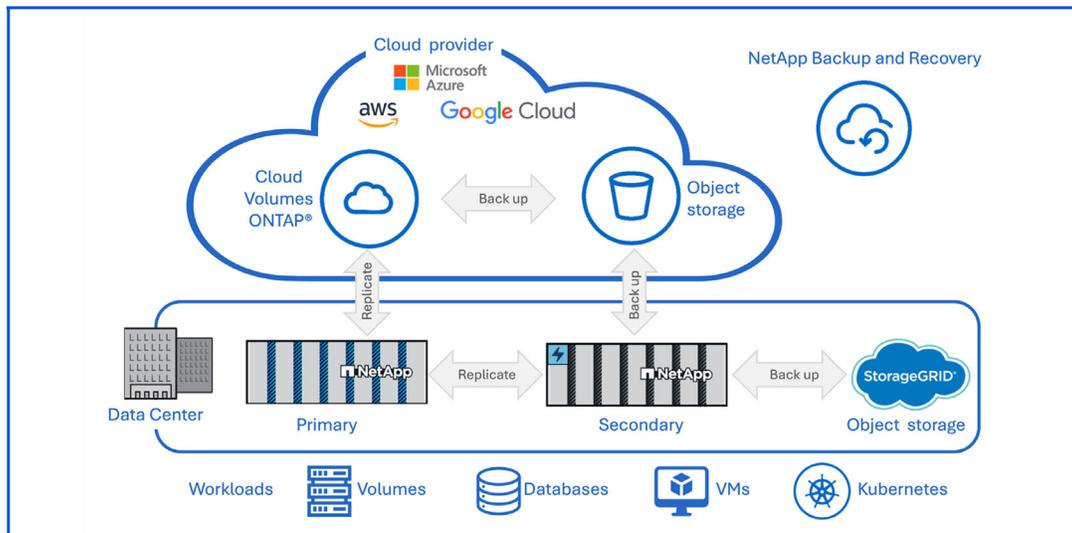
Data copies are independent and can't be modified. Backups are locked and monitored. Alerts are raised if someone attempts to corrupt the data.

### SCALE

Preserves the storage efficiencies of ONTAP, including deduplication, compression, and compaction and backups are incremental forever. This allows NetApp to deliver timely and efficient backups at PB scale.

### LOWER COST

Built-in to all ONTAP systems, so there is no need for additional hardware, software licenses, or media gateway. Only pay for what's protected and use the lowest-cost storage tiers available.



# NEXT STEPS



## Questions:

1. Have you ever worried about your growing backup data, longer backup times, and meeting your RPO/RTO?
2. Would you like a solution that not only saves you money on licensing but also reduces your overall backup storage footprint in the cloud or on-premises?
3. Do you have committed spend with your cloud provider? Did you know you can purchase Backup and Recovery through your marketplace and potentially burn down that commit?
4. What if you could eliminate your backup windows forever by protecting your ONTAP data with backups that take seconds instead of hours?
5. Would you like to be able to globally search through backups to recover specific volumes or files instantly?

## Actionable Steps:

1. Evaluate your current backup infrastructure and identify pain points.
2. Experience using Backup and Recovery with our guided demos.
3. Schedule a demo or free trial with a NetApp representative to see Backup and Recovery in action.
4. Consult with NetApp experts to tailor a solution that fits your specific needs.
5. Deploy NetApp Backup and Recovery to enhance data protection.
6. Regularly review and optimize your data protection strategy to ensure ongoing efficiency and security.

# SECURE YOUR DATA TODAY

Experience Backup and Recovery with these guided demos

- [Create a 3-2-1 data protection plan](#) →
- [Restore a corrupted volume](#) →

Take Backup and Recovery for a test drive with a Lab on Demand

- [Browse test drives](#) →

Visit our website or contact us for more information



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



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