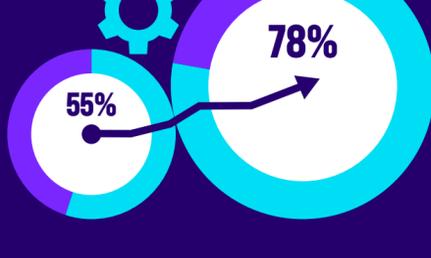
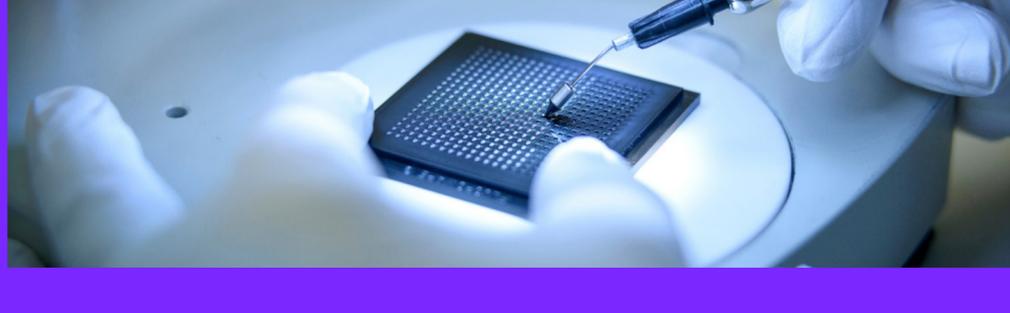


# AI WITHOUT DATA MOVEMENT: SCALABLE PERFORMANCE FOR CLOUD-READY ENTERPRISES

Is your cloud data foundation keeping pace with the demands of AI and machine learning?



**78% OF ORGANIZATIONS NOW USE AI IN AT LEAST ONE BUSINESS FUNCTION, UP FROM 55% JUST A YEAR EARLIER.**

Source: <https://www.netguru.com/blog/ai-adoption-statistics>

## THE PROBLEM

Organizations across every industry are embracing artificial intelligence, yet most are constrained by legacy infrastructure that cannot support the speed and scalability AI requires. AI and machine-learning workloads rely on enormous, shared datasets that demand high throughput, low latency, and immediate global availability. For many enterprises, scattered data silos, limited performance, and costly duplication slow innovation before it begins. Each new AI initiative brings the same challenge—how to train, test, and deploy models without moving terabytes of data across fragmented architectures. The result is stalled momentum, mounting operational costs, and unrealized opportunity in one of the most transformative technological eras to date.

## THE SOLUTION

Azure NetApp Files provides high-performance, enterprise-grade file storage built for the data-intensive demands of AI. As a native Azure service, it combines the simplicity of cloud management with the proven durability and scalability of NetApp technology. Deep integration with Azure AI, Microsoft Fabric, and advanced data services allows organizations to train, fine-tune, and deploy models using existing data without replication or re-architecting infrastructure.

Azure NetApp Files offers the performance and reliability needed to handle parallel training and inference tasks, maintain consistent throughput for GPU-based clusters, and keep sensitive data within Azure's secure, compliant environment. By removing unnecessary data movement and duplication, Azure NetApp Files for AI minimizes storage overhead. Whether developing large-language models, supporting analytics pipelines, or optimizing hybrid workloads, it delivers the speed, governance, and integration that modern AI initiatives require without adding complexity to the cloud environment.

**By modernizing your data foundation, you can speed innovation, lower operational complexity, and extract value from data faster, saving time and money.**

Azure NetApp Files enables real-time insights, streamlines AI pipelines, and optimizes data science efficiency, all with the security and reliability of Azure.

## AI's scale is driving new demands

Enterprises globally identify infrastructure performance as one of the top three barriers to production AI. Azure NetApp Files for AI provides your cloud infrastructure to keep pace with your models.



The amount enterprises are projected to spend on AI infrastructure in 2025, a 67% surge from last year.

Source: [Virginia Tech News](https://www.virginiatechnews.com)



80% of enterprises miss their AI infrastructure forecasts by more than 25%.

Source: [PR Newswire](https://www.prnewswire.com)



46% of AI proof-of-concepts were scrapped before production in 2025.

Source: [beam](https://www.beam.ai)

## Unlocking scalable AI innovation in Azure

Azure NetApp Files delivers a unified data platform that removes barriers to deploying and scaling AI in the cloud, transforming how intelligent teams work.



### High-performance, integrated data pipelines

Enable rapid model training, agile inference, and continuous analytics by connecting Azure AI services directly to production data with no need to move or delay data.



### Bring AI to your data—no data movement

Enable Azure AI and analytics directly on your existing, in-place datasets within Azure NetApp Files, avoiding time-consuming, risky data migration or duplication.



### Real-time access and governance

Support instant, compliant access for AI and machine learning while keeping sensitive data secure and under control, even across hybrid environments.



### Elastic scalability

Easily scale from small exploratory workloads to the largest enterprise projects, providing consistent cloud-based file services for all users and applications.



### Simplified cloud operations

Reduce administrative burden and accelerate AI deployment with fully managed integration, first-party compatibility, and predictive cloud performance.



### Durable and secure enterprise platform

Operate with certified compliance (FedRAMP High, DoD IL5), built-in resilience, and transparent cost management—ready for regulated industries and mission-critical projects.



### Optimized economics for AI workloads

Reduce the total cost of AI operations with data storage that works with you by eliminating data replication, minimizing transfer fees, and scaling only the capacity you need.

## L'Oréal accelerates global innovation with Azure NetApp Files

As L'Oréal expanded its AI-driven data to scale analytics and innovation without disrupting operations. By adopting Azure NetApp Files, the global beauty leader unified data management across 150 subsidiaries, achieving faster insights and streamlined collaboration.

**Result:** L'Oréal gained flexible performance for high-volume analytics, reduced operational costs, and strengthened its foundation for AI-based retail forecasting and personalization.



## FERGUSON

## Ferguson redefines agility with Azure NetApp Files

When building supplier Ferguson needed to support 14,000 remote employees across North America, it turned to Azure NetApp Files and Azure Virtual Desktop. The solution provided seamless access to critical applications and secure, high-performance data from anywhere.

**Result:** Ferguson completed its migration in a single weekend, maintaining 99.99% uptime, improving productivity, and enabling AI-driven supply-chain optimization and predictive analytics.

## Drive your AI future

Unlock AI innovation without infrastructure constraints.

→ Learn more at [www.netapp.com/azure-ai](https://www.netapp.com/azure-ai)

1 <https://www.netguru.com/blog/ai-adoption-statistics>  
 2 <https://news.vt.edu/articles/2025/10/eng-cs-ecce-data-center-cost.html>  
 3 <https://cloudsoda.io/mastering-storage-optimization-a-comprehensive-guide-to-ai-ready-data-management-in-2025/>  
 4 <https://www.prnewswire.com/news-releases/2025-state-of-ai-cost-management-research-finds-85-of-companies-miss-ai-forecasts-by-10-302551947.html>  
 5 <https://www.forum.org/stories/2025/10/closing-the-intelligence-gap-how-leaders-can-scale-ai-with-strategy-data-and-workforce-readiness/>  
 6 <https://www.quinnox.com/blogs/data-governance-for-ai/>  
 7 [https://beam.ai/ai-agent-insights/why-42-of-ai-projects-show-zero-roi-\(and-how-to-be-in-the-58-1\)](https://beam.ai/ai-agent-insights/why-42-of-ai-projects-show-zero-roi-(and-how-to-be-in-the-58-1))



Contact Us

### About NetApp

For more than three decades, NetApp has helped the world's leading organizations navigate change—from the rise of enterprise storage to the intelligent era defined by data and AI. Today, NetApp is the Intelligent Data Infrastructure company, helping customers turn data into a catalyst for innovation, resilience, and growth. At the heart of that infrastructure is the NetApp data platform—the unified, enterprise-grade, intelligent foundation that connects, protects, and activates data across every cloud, workload, and environment. Built on the proven power of NetApp ONTAP, our leading data management software and OS, and enhanced by automation through the AI Data Engine and AFX, it delivers observability, resilience, and intelligence at scale. Disaggregated by design, the NetApp data platform separates services, and control so enterprises can modernize faster, scale efficiently, and innovate without lock-in. As the only enterprise storage platform natively embedded in the world's largest clouds, it gives organizations the freedom to run any workload anywhere with consistent performance, governance, and protection. With NetApp, data is always ready—ready to defend against threats, ready to power AI, and ready to drive the next breakthrough. That's why the world's most forward-thinking enterprises trust NetApp to turn intelligence into advantage. Learn more at [www.netapp.com](https://www.netapp.com) or follow us on [X](#), [LinkedIn](#), [Facebook](#), and [Instagram](#). NA-1250-0126

