

# NetApp Financial Analyst Day 2017



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# Delivering Next-Generation Data Center

Dave Wright

Vice President and General Manager, SolidFire Product Group



# IT Imperatives Driving NetApp Product Development

Modernize  
storage and data  
management

Build a next-  
generation  
data center

Harness the  
power of  
hybrid cloud

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# Digital Technologies Are Transforming Businesses

Be faster, global, mobile, social, digital, and on-demand all of the time



Delivering  
real-time insight  
to respond faster



Engaging  
customers with  
personalized  
experiences



Improving  
business  
operations and  
processes

# Why Traditional Architectures Fall Short

Overly complex

Limited cloud integration

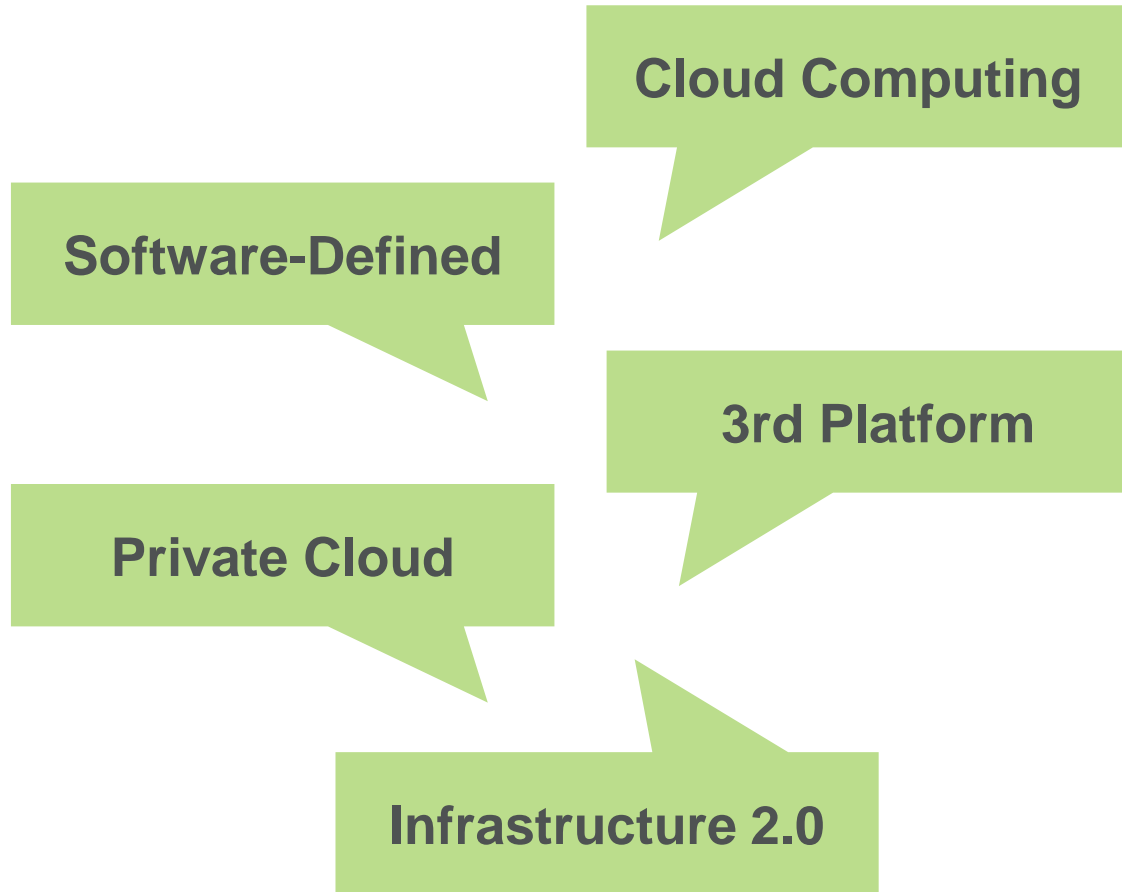
Costly to run and manage

Limited scalability

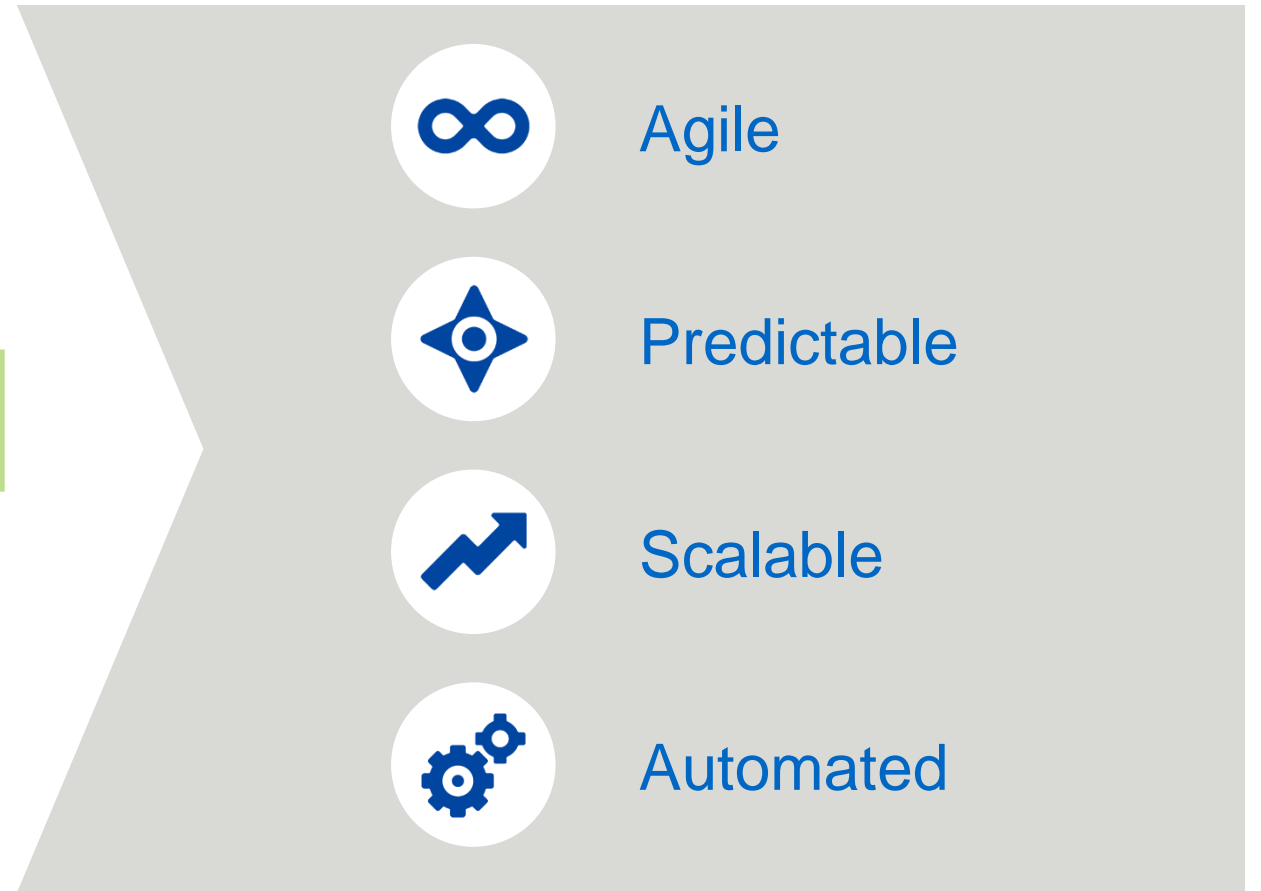
Manual and custom-scripted operations

# A New Approach Is Needed

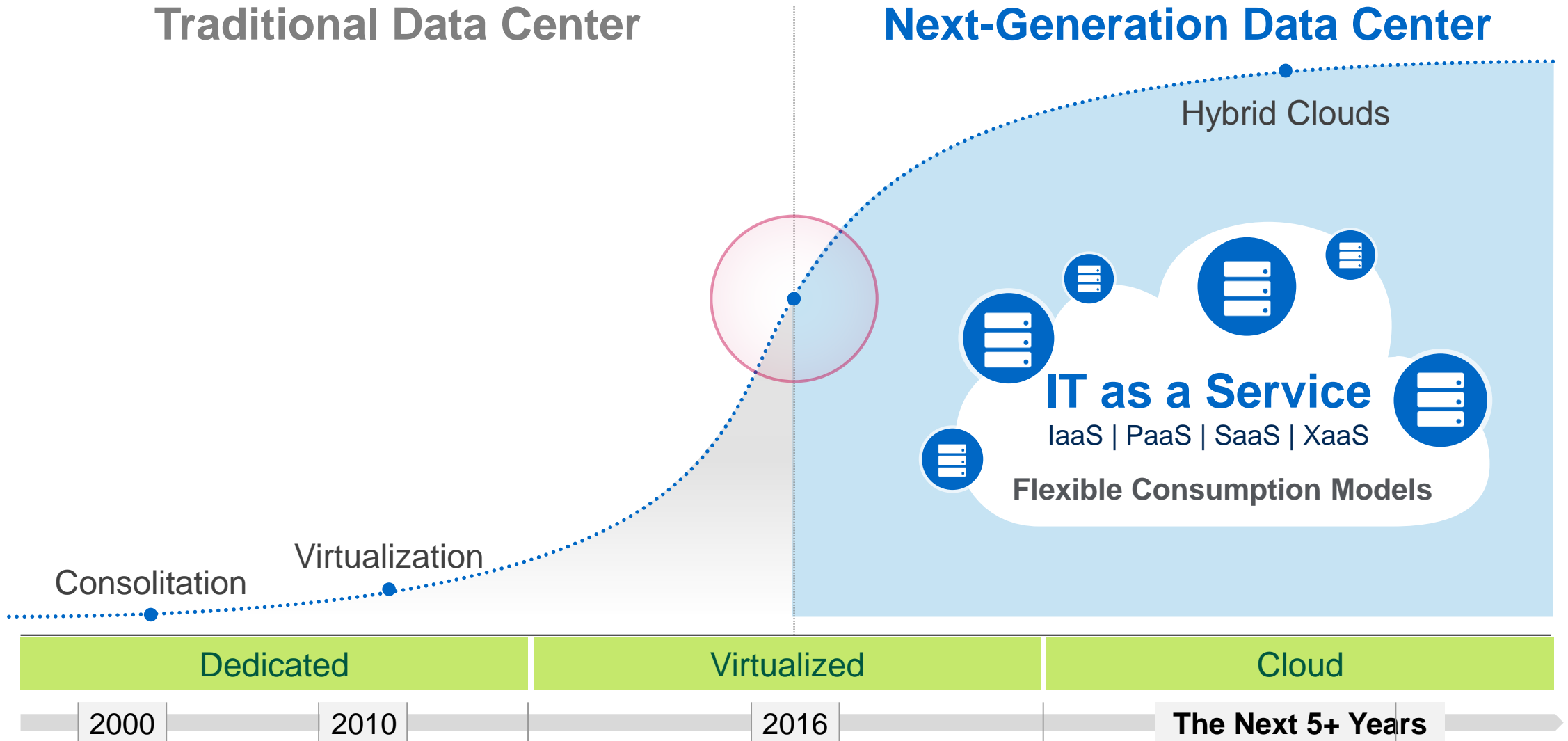
The cloud is changing customer expectations



## Next-Generation Data Center

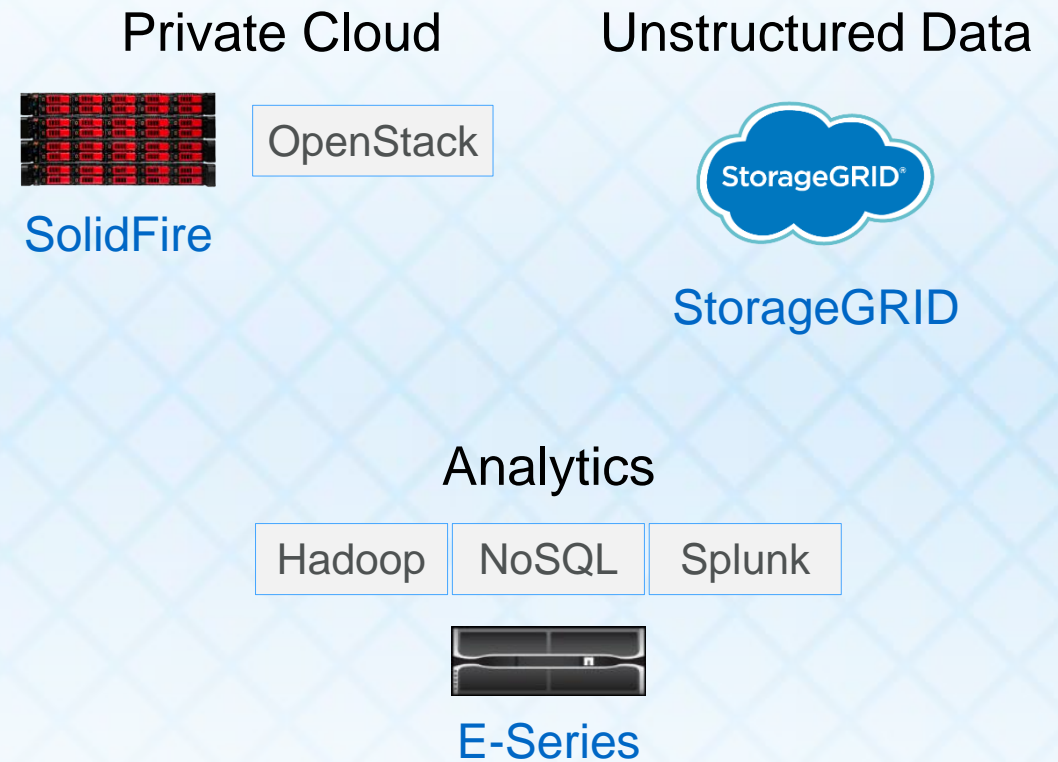
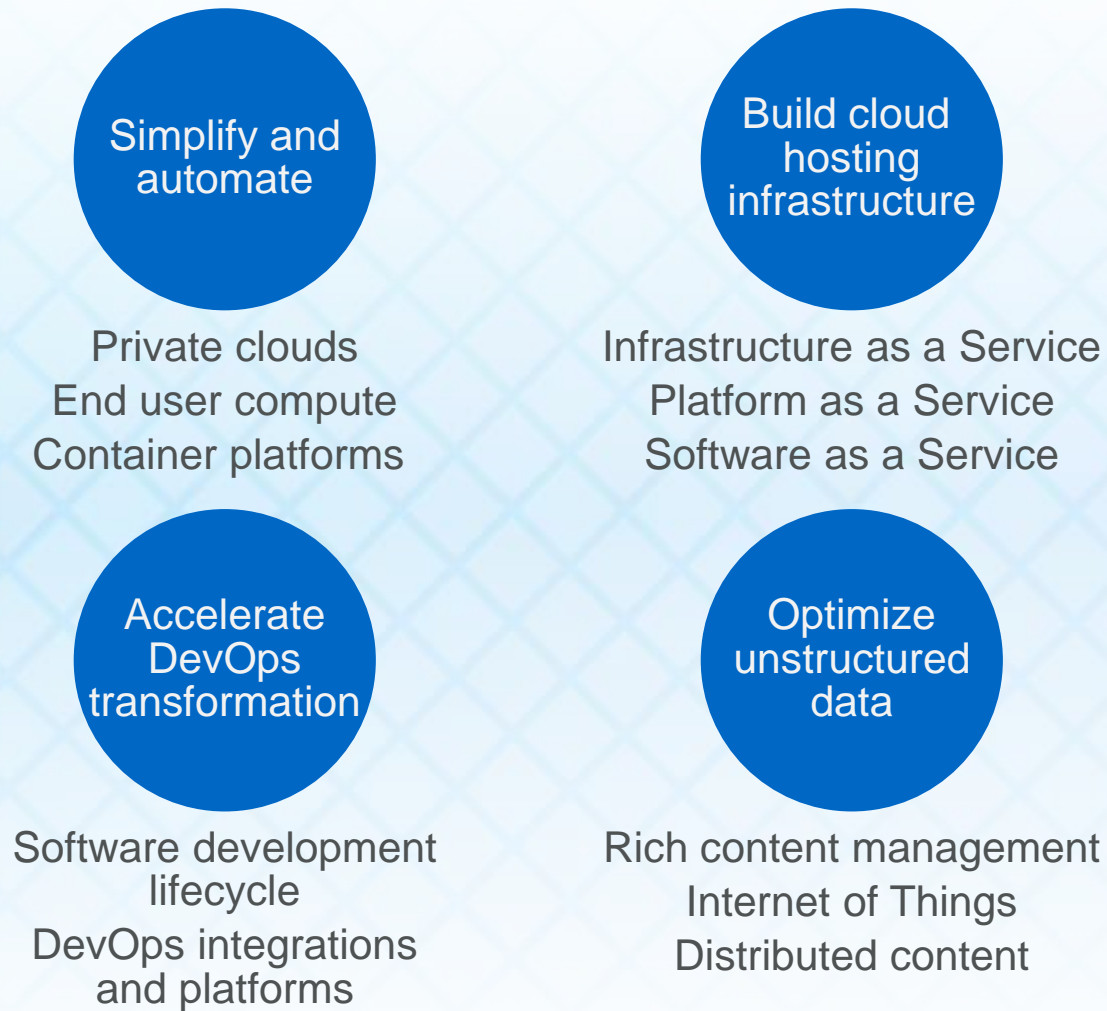


# Many Customers Are at the Turning Point

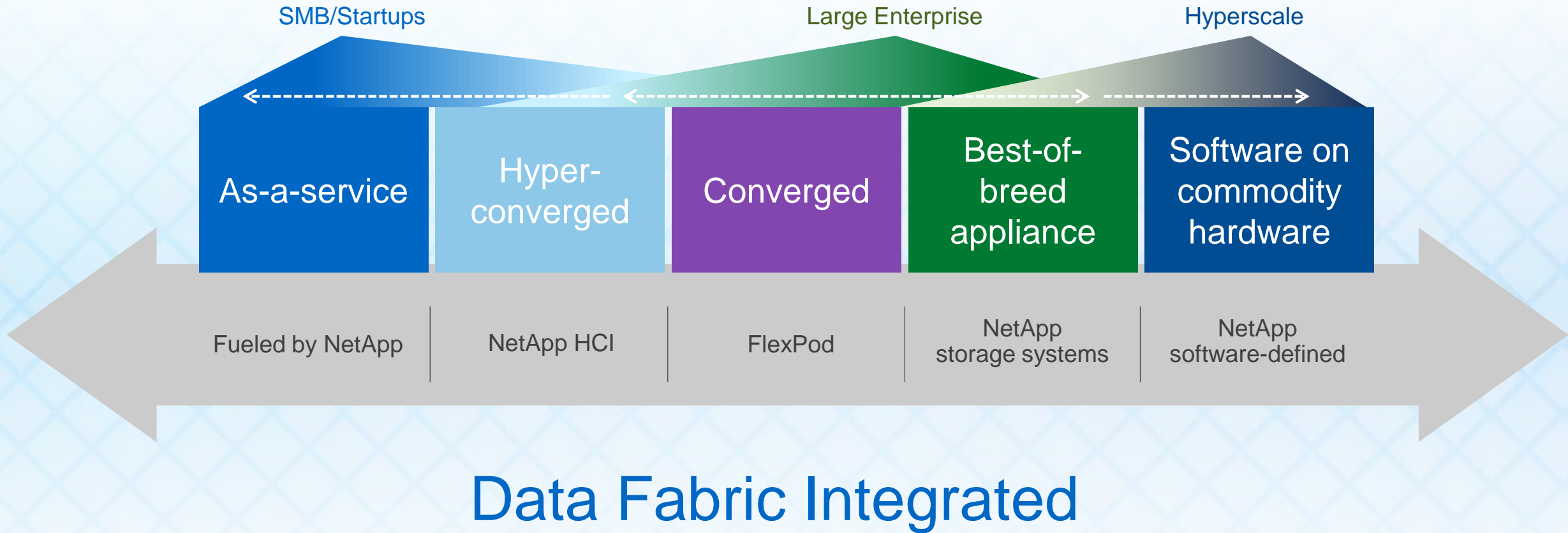


# A Next-Generation Approach

Next-generation webscale infrastructure to develop, deploy, and consume modern applications at cloud speed



# Next-Generation Delivery Choices



# Scale with Customer Growth

## Challenge

Data center performance and stability

## Why they chose NetApp

- High availability and system resiliency was critical
- Ability to scale easily in parallel with customer growth and to expand and contract cluster size
- Support diverse workloads with additional production applications and future OpenStack needs

High availability  
with scale-out  
and in-line  
efficiency

Deep VMWare  
and OpenStack  
integration

Guaranteed  
performance

“Storage has always been Ultimate’s  
biggest technology challenge.”

— Steve May,  
Senior Director of Cloud Operations  
Ultimate Software

# Predictable Performance and Capacity Gains

## Challenge

Remove the complexity of building and deploying cloud for customers.

## Why they chose NetApp

- Predictable performance and capacity gains
- Quality of Service eliminates performance tuning and protects against “noisy neighbors”
- Integrates fully into existing management and orchestration environments

Guaranteed  
performance  
for all 1&1  
customers

Reduced  
complexity

Easy scale out  
with better  
performance  
and more  
flexibility

1&1 is one a leading Web hosting providers with a range of products, including email solutions and high-end servers in 10 different countries including Germany, Spain, Great Britain and the United States.

“We take the complexity of building and deploying a cloud away from our customers and focus on giving them a first-class cloud experience.”

— Robert Hoffmann  
CEO  
1&1

# Helping customers build their next-generation data centers

