



Solution Brief

NetApp Private Storage for Cloud

Serving your business-critical data needs across multiple industry-leading clouds

Key Benefits

Quick and Easy Multicloud Access

Connect to many clouds, switch any time without moving your data.

Own and Control Your Data

Maintain complete control of your data on dedicated, cloud-connected NetApp® storage.

Harness the Power of the Cloud with Proven Enterprise Storage

Get cloud compute elasticity with the performance, availability, and efficiency of proven enterprise storage.

The Multicloud Challenge

Thanks to continuous innovation from cloud providers, companies are faced with a dazzling array of continually evolving choices. The savings from infinite, elastic, affordable public clouds are impossible to ignore. Major cloud providers continually add capabilities and lower the price points of their offerings.

In today's rapidly changing business environment, how can you tell which clouds and cloud types are right for your organization now and in the future? Wouldn't it be great to use a public cloud for more workloads, even those with sensitive data and compliance requirements?

Quick and Easy Multicloud Access

Instead of searching for one cloud to meet all your needs, why not opt for a more flexible solution that lets you choose the right clouds for business at hand. NetApp Private Storage (NPS) for Cloud is a cloud-connected storage solution that brings your data in close proximity to the cloud. You get the freedom and flexibility to run your application or workload on cloud compute while maintaining complete control of your data on your own dedicated NetApp storage systems.

Expand your cloud choices

Choose from an expanding global network of cloud service providers, including:

- Amazon Web Services
- Google Cloud Platform
- IBM Cloud
- Microsoft Azure

With the NPS for Cloud approach, your NetApp storage is located in Equinix cloud-connected data centers, next to major networks and in close proximity to all major clouds. Establishing secure, dedicated, high-speed connections to all those clouds is quick and easy. Dedicated connections in Equinix outperform and bypass the internet.

Match your clouds to your workloads

With access to multiple clouds, you can match clouds to your workload and choose the right mix for business at hand. For example, you might decide to run a development workload in Amazon Web Services or an analytics application on Google Cloud Platform, but prefer to use Microsoft Azure as a disaster recovery target from your existing on-premises Microsoft infrastructure.

Eliminate lock-in and costly data migrations

NPS for Cloud eliminates time-consuming, costly data migrations by centralizing your data in an Equinix cloud-connected data center outside of each individual cloud provider. With NetApp patent-pending technology, you can have a single storage environment simultaneously connected to multiple clouds, allowing you to turn off connectivity to one cloud and spin up connectivity to another in minutes—without having to move your data.

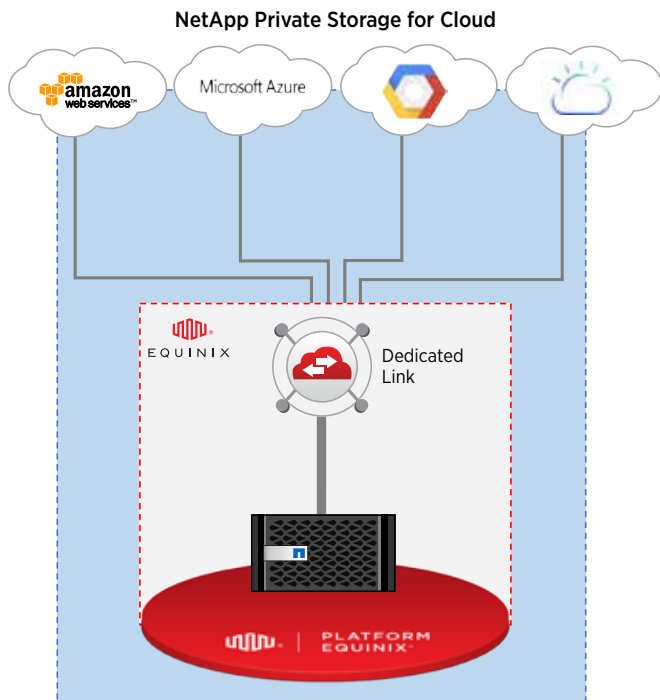


Figure 1) NetApp Private Storage for Cloud

Maximize your cloud buying power

As major competitors continue to innovate on price and feature set, the NPS for Cloud approach puts you in the driver's seat to get the service, capabilities, and price you want from your cloud providers.

Maintain Complete Control for Data Compliance and Sovereignty

When you control your storage, you can meet the strictest possible data compliance, privacy, and sovereignty requirements because you know where your data lives at all times. With advanced data protection features such as NetApp SnapLock® technology and NetApp disk encryption, you can achieve compliance standards in even the strictest industries.

Move your data any time

NetApp makes it easy to move data between clouds on any NetApp data management infrastructure, including public, private, and hybrid clouds. You can change your mix of public and private cloud resources to meet dynamic business needs or move data back on premises any time you want. NetApp SnapMirror® technology enables data movement to NetApp on premises.

Gain world-class physical security for your data

Placing NetApp storage in Equinix gives you unmatched physical and environmental security for your data.

Protect your critical applications

Your business-critical applications benefit from NetApp Integrated Data Protection features such as space-efficient NetApp Snapshot™ copies for backup and rapid recovery.

The Hybrid and Multicloud Approach

Private cloud services let companies retain control, but they do not offer the low-cost commodity compute power and scalability of public cloud services. And public cloud services, although they provide great flexibility and scalability, require putting your data into the hands of external providers. No single cloud type is just right.

NPS for Cloud is innovative because it blends public and private resources to give you the benefits of both.

Public cloud benefits with the performance of dedicated enterprise storage

The NPS for Cloud approach gives you the elasticity and flexibility of on-demand public cloud compute with the performance and availability of dedicated enterprise storage. When you connect your data in Equinix to major public clouds with a dedicated high-speed connection to cloud compute, your compute will feel local, while your data remains secure and protected in a colocation facility. Your enterprise applications will get the high performance and low latency they need. With NPS for Cloud, you leverage high-throughput, direct connections with latency as low as 1ms round trip and gain a 98% faster cloud import compared to SFTP standards.¹

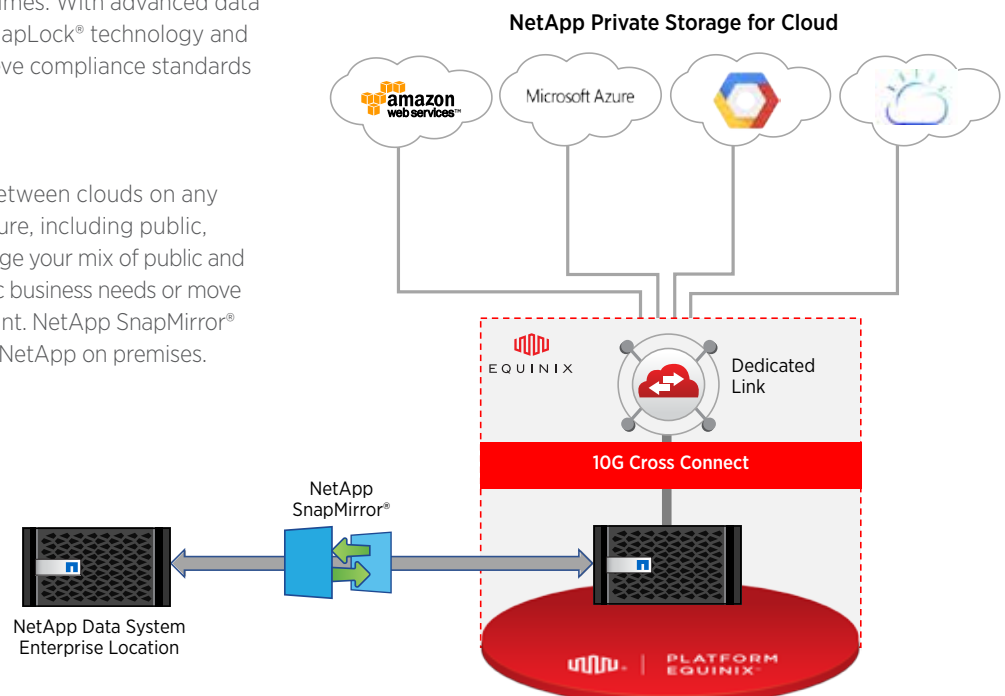


Figure 2) Hybrid cloud architecture with NPS for Cloud

1. Source: Silverton Consulting Lab Validation Report: Multi-Cloud Data Mobility and Performance, 2016.

Common Use Cases

USE CASE	DESCRIPTION
Use cloud compute for enterprise workloads	Reap cloud elasticity with the speed, reliability, and availability of NetApp storage for enterprise workloads such as Oracle Database and Microsoft SQL Server. You can match compute resources to utilization and avoid the large capital expenditure (capex) investments required for peak, unforecasted, or seasonal workloads.
Enhance value of your data with cloud analytics	Take advantage of endless cloud compute for your data analytics needs while driving higher performance with lower resources on NPS.
Accelerate innovation and time to market with DevOps in the cloud	Gain speed and agility for development and testing with on-demand cloud compute and the performance of dedicated storage. Then run in the cloud or deploy on premises.
Deliver disaster recovery in the cloud	Deploy cost-effective single or multiregion, multicloud disaster recovery by activating your cloud only in test and failover scenarios.
Use temporary cloud resources for data center migration and consolidation	Maintain operations in the cloud as old data centers are decommissioned; then keep using the cloud or move your data to a new data center.
Adjust your capex-opex spending throughout your SaaS lifecycle	Pay as you go for cloud compute; then repatriate data to your NetApp based data center as you grow.



Your NetApp systems are physically deployed in racks located within a cage in an Equinix data center. The minimum is two nodes for high availability.



Take Advantage of the Experience of Industry Leaders

With NetApp Private Storage for Cloud, you can move your business to the cloud with confidence by applying the experience of industry leaders in storage and cloud computing. NPS for Cloud supports the largest public cloud providers, such as Amazon Web Services, Microsoft, Google, and IBM Cloud, so you have choice when moving to the cloud. Over 1 billion end users rely on cloud services built on NetApp; 77% of Fortune 500 companies have built their storage infrastructure on NetApp.

About Amazon Web Services

Amazon Web Services offers a complete set of infrastructure and application services that enable you to run virtually everything in the cloud, from enterprise applications and big data projects to social games and mobile apps. Learn more at www.aws.amazon.com/.

About Equinix

Equinix connects more than 4,500 companies directly to their customers and partners inside the world's most networked data centers. Today, businesses leverage the Equinix interconnection platform in 32 strategic markets across the Americas, EMEA, and Asia-Pacific. Learn more at www.equinix.com/.

About Google Cloud Platform

Google Cloud Platform lets you build and host applications and websites, store data, and analyze data on Google's scalable infrastructure. Learn more at cloud.google.com.

About IBM Cloud

IBM's cloud platform has grown rapidly to become one of the largest open, public cloud deployments in the world. Based in open standards, it features over 150 tools and services spanning categories of cognitive computing, blockchain, DevOps, security, the Internet of Things, and more.

About Microsoft Azure

Microsoft is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. The Microsoft Azure cloud offering lets Microsoft customers leverage their existing skills. Learn more at www.microsoft.com/.

About NetApp

NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. Learn more about NPS for Cloud at www.netapp.com/nps. #DataDriven