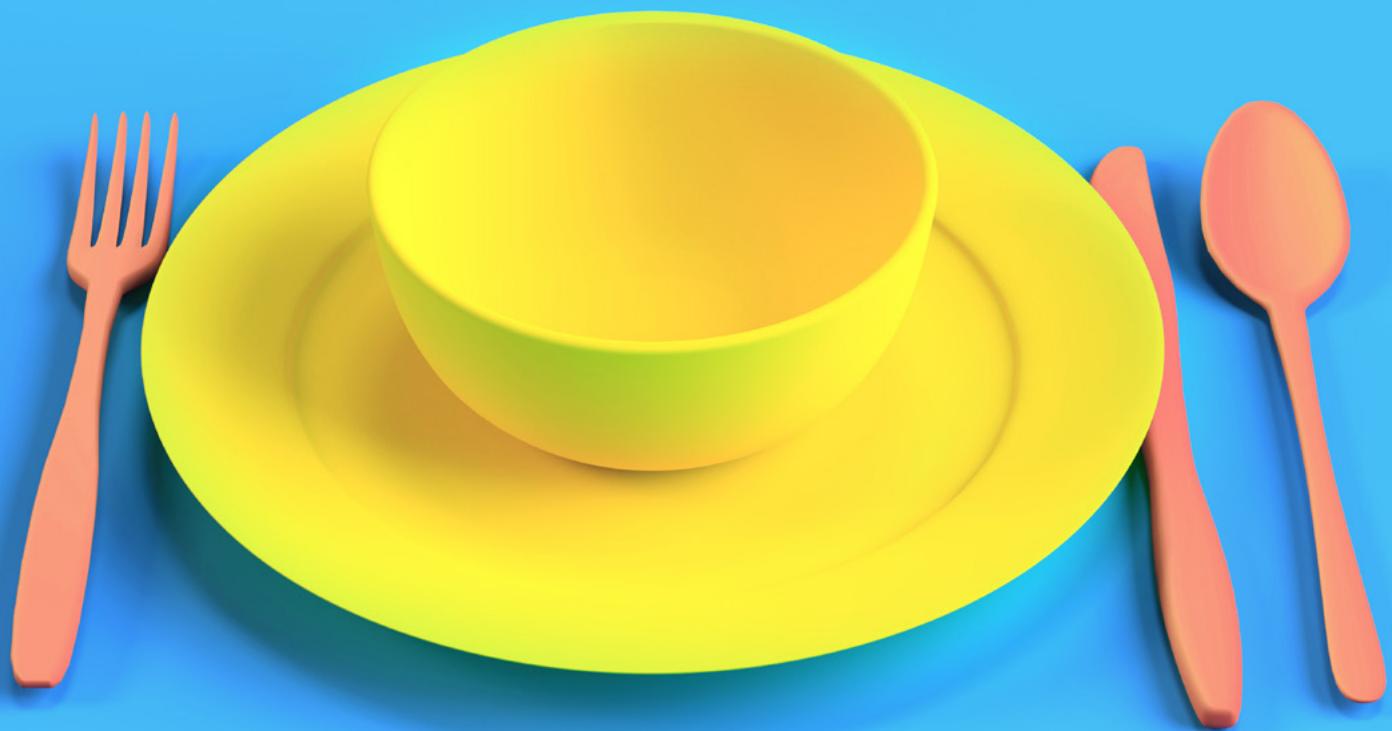


Serving up success

How service providers can seize the
digital transformation opportunity.



 **NetApp**

So, 2020 didn't go quite to plan...

The Covid-19 pandemic has shaken the world, causing plans laid down for 2020 and beyond to be accelerated, revised, or scrapped completely.

It's also meant planning that not so long ago could be filed under 'nice to have' could be found as the centerpiece of business continuity during a period of unprecedented disruption.

Take digital transformation.

From supporting remote working, to finding new ways to connect with customers, and reacting rapidly to a bewildering range of business and customer needs, digital was the star of the show in 2020 – and 2021 will be no different.

If the past 12 months have suddenly highlighted the importance of IT agility, one of the knock-on effects is companies moving to increase their cloud usage and getting to grips with the full potential to use the cloud. Sounds good, right?

But not so fast...

For many service providers the good news is that this is a chance to enhance existing customer relationships and create new ones. But doing that in a crowded market, while offering

differentiated services that have to deliver at the level and experience customers expect – and demand – is easier said than done.

Customers won't tolerate a drop in service quality; they want a provider who gives them the integrity and stability they can rely on. And with uncertainty lurking around every corner, cyber-attacks on the rise, and privacy regulations constantly changing, they want products and solutions that are strong, proven, and flexible.

But service providers still struggle to offer a holistic customer experience and operational excellence. Are they putting customers first all the time? Because really, they shouldn't just satisfy the customer; they should be making them demonstrably more successful. Today more than ever, they need to enhance their business and over-deliver.

So, in fact, the actual truth is quite inspiring. These are uncertain times, but service providers are in a position to provide a priceless service to customers: helping them adapt to new realities and demands and be successful today and into the future.

Now, that's an exciting opportunity.



What to expect

We're going to look at four key areas and the challenges they present. Check here to see what's being covered and then read on to get the detail.

And throughout this white paper, look out for the boxes explaining where NetApp products and services can help and support.



Business continuity

What's the number one thing service providers' customers need to do? Keep their business running. Whatever comes down the highway – regulatory scrutiny, compliance, exposure to risks – they need to rest assured continuity and privacy is taken seriously and won't affect their profitability.



Agility and efficiency

Collecting and analyzing data more efficiently can help service providers gain a real competitive advantage. That could mean using AI (artificial intelligence) or ML (machine learning). It could be deployments that easily scale, a hybrid cloud managed service as a single solution, or investments in automation and visibility.



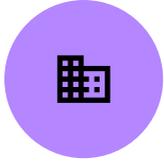
Data management

How do service providers manage ever-growing amounts of customer data? How do they track, manage, and monetize it? And how do they put that customer data in the right place, at the right time for the right cost - quickly and easily.



Customer experience

How do service providers make sure they meet customer demands across everything from consolidated billing and financial simplification, to customized and highly available services, seamless experiences, and of course, profitability?



A safe pair of hands

The growing challenges of business continuity.

Laws and regulations worldwide are increasingly focused on protecting the privacy of sensitive data. That's good news for all of us. But that doesn't mean it's always easy to work with.

In fact, it means organizations have to be able to afford, implement, and manage consistent, unified policies to distributed IT resources.

It means that for service providers with a mixture of legacy and new platforms, the explosion in data could lead to more complications.

It means dealing with an increasing number of global and regional privacy regulations, each with differing compliance requirements.

It means service providers can be heavily scrutinized – or even penalized – if their customers' data is breached on their watch.

And it means that to effectively comply, service providers can't take a legacy approach to secure their customers' data. They need strong, reliable tools that improve data security and privacy.

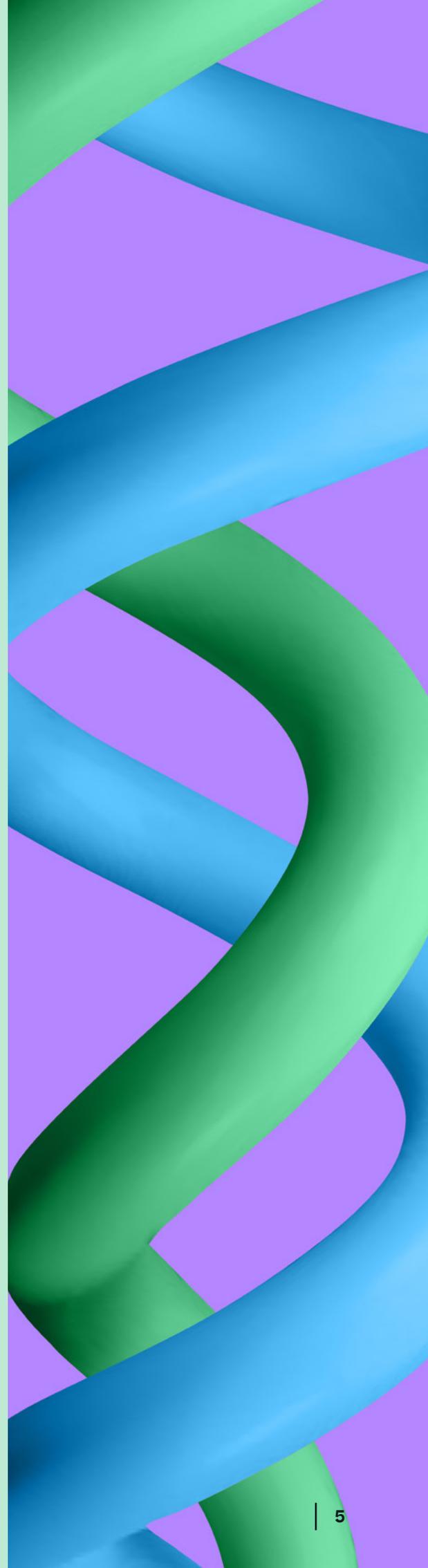
So, it's no longer enough to just say they're compliant; service providers need to be able to ensure their customer is compliant. Customers are relying on service providers to manage their data and make sure they stay compliant and secure, even across changing regulations.

And when it comes to challenges like natural disasters, malware, and privacy restrictions, services providers must be ready to stand up and address them. After all, if their infrastructure goes down, so does the service they provide to businesses who face an existential struggle without it.

97% of companies have seen benefits – from a competitive advantage to investor appeal – from investing in privacy.

Public Technology, 2021¹

¹www.publictechnology.net/articles/partner_article/how-your-privacy-program-competitive-differentiator



In a nutshell

The genie's out of the bottle as far as privacy goes and there's no going back.

It's a growing concern for most customers that service providers must keep in mind when building a platform to meet and exceed their customers' data management needs.

To retain and gain new customers, service providers need a cloud and hosting platform robust enough to address these modern-day security roadblocks and demands. But it also needs to be flexible enough to tackle the security challenges of tomorrow.

Cater to these concerns, and service providers can differentiate, broaden their presence, and increase their market share. Everyone wins.

Enter NetApp

Putting compliance first

NetApp's privacy-by-default approach gives users constant control, makes data privacy and compliance easy, and means sensitive data is stored exactly where it needs to be. Business applications and cloud environments are always privacy ready.

Always available

NetApp helps service providers detect and protect themselves from security threats, and then respond and recover to guarantee continuous data availability. With high-level encryption and properly implemented data procedures, it offers constant protection and replication on public, private and hybrid cloud environments, for dramatically reduced recovery time from ransomware attacks. One service provider was even able to recover 100% of its data from 4,500 virtual machines within 14 days, safeguarding its \$3.5B revenue stream.



Feeling the need for speed

Adapting as fast as customers do.

If 2020 taught us all one thing (apart from the unmute button on Zoom), it's that adaptability is the name of the game.

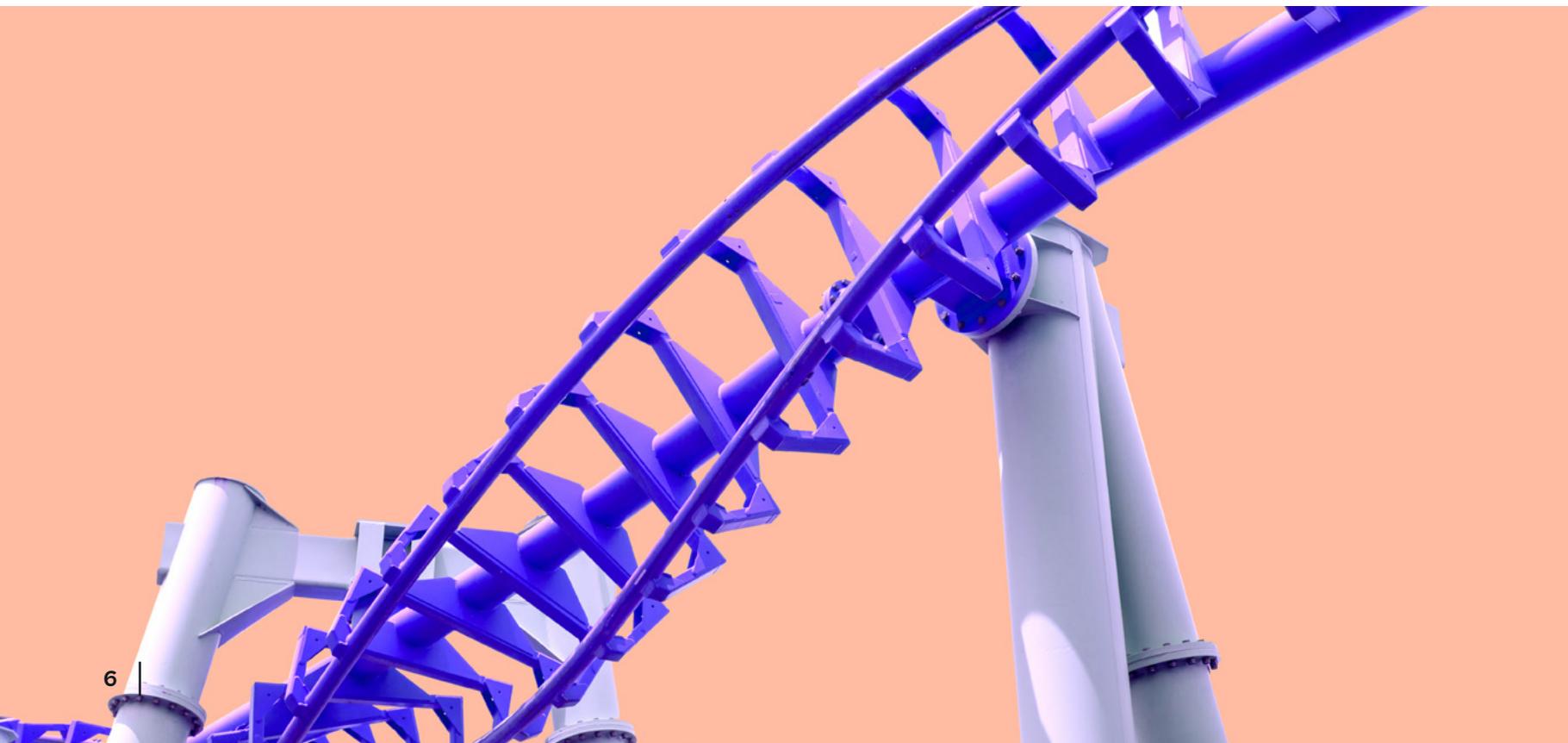
Business needs are rapidly shifting, and service providers need to adapt and provide support where they can to their customers.

So, when an existing (or potential) customer needs support or a service change, service providers want to be able to answer the call, scaling infrastructure up or down across on-premises and the cloud to manage demands.

That's because the service providers who can harness the power of the public cloud as part of a hybrid managed service are the ones most able to give customers the flexibility and scale they crave.

However, it's worth considering what that involves. Because with shrinking IT budgets, the top things customers want are value for money and flexible pricing models. They're thinking about long-term costs, they're considering what they'd like to have versus what they need to have, and they want to save money today.

What customers want is a service provider that can efficiently manage their data and save them money in the process. They want to avoid having to take a DIY approach when they don't have the tools to achieve what a service provider can.



In a nutshell

Service providers have a real chance to help customers navigate these difficult times, strengthen their business, and grow, by offering a combination of relevant technology and flexible services.

Customers want that flexibility at the moment because their specific needs are constantly changing. They want service providers to deal with issues proactively and to provide them with flexible, cost-effective solutions. So, the winners here will be the service providers who can spot these changes in advance and adapt with their customers.

Enter NetApp

Powerful data fabric

NetApp helps service providers deliver an agile data fabric to their customers with all their services wrapped around it. That means service providers can easily move customer data wherever and whenever it's needed, so changes can be made at the speed customers want. Customers win because they can deliver digital transformation initiatives faster – for less money.

Flexible business models

NetApp allows service providers to choose the financial model that works best for them and their customers.

Best of all, there's a choice of payment options including capex or opex-based solutions to fit cash flow, and even pay-as-you-grow subscriptions.

What's the deal with data fabric?

Data fabric just means a single environment that helps manage data, usually made up of a unified architecture and all the services running on it. It's a buzzword at the moment because it makes maximizing the value of data easier, and can speed data transformation (essentially because everything is all in one place). It gives companies the ability to move an application in less than a week instead of months.

Getting Concerto Cloud Services in harmony with customers

The problem

Concerto is growing quickly. Every year, its data footprint more than doubles as customers transition their on-premises infrastructure to Concerto's cloud solutions and services.

This was great news. But it also brought some challenges.

Because in just trying to keep up, Concerto was routinely hitting the performance limits of its existing storage. That left Concerto constantly doing volume moves to make sure customers always had the performance they needed.

The fix

To overcome the constraints of its previous environment, Concerto chose NetApp Private Storage colocated in Equinix IBX data centers with direct connectivity to Amazon Web Services (AWS) and Microsoft Azure.

For data retention and disaster recovery (DR), Concerto chose Cloud Volumes ONTAP in AWS. It was able to roll out a single, infinitely scalable replication target for both data centers in less than two days.

Cloud Volumes ONTAP acts as a single point for DR across Concerto's production data centers. By using NetApp technology, Concerto can replicate full delta copies of data from either of its

Equinix colocation data centers to its Cloud Volumes ONTAP instance in AWS. That means offering customers an industry-leading four-hour standard SLA for DR – with no planned downtime.

With Cloud Volumes ONTAP as its DR target, Concerto has also reclaimed 50% of the storage in its data centers, eliminating duplicate capacity. The cost savings can be passed on to its customers.

By using Cloud Volumes ONTAP, Concerto can now align customer workloads across Amazon Elastic Block Store back-end storage platforms and its NetApp Private Storage. It's one seamless pool of storage resources. Cloud Volumes ONTAP allows Concerto to move customer workloads from one performance tier to another on-demand. Customers only pay for what they need.

It's a game-changer for customers with seasonal workloads, such as retail customers gearing up for seasonal sales or holiday shopping. It's also a big deal for financial departments grappling with their month-end, quarter-end, or year-end close, and universities working on spring or fall enrolment.



“NetApp is the only storage provider that allows us to take our customers’ environments, whether they’re in the public, private, or hybrid cloud, and bring them up within four hours.”

Eric Tuley, Director of Cloud Platform Operations, Concerto Cloud Services



Show me the data

Information management with an eye on the future.

Ever tried looking for a needle in a haystack? Us neither, but we're sure it would be a tough ask.

Which is a roundabout way of talking about the difficulties of ever-increasing data sprawl: when will it end? (Spoiler: Never, so now really is the best time to start dealing with it.)

Many businesses that were limping by on ageing infrastructure – unstable, limiting, complex and hard work to maintain – found a neat modern solution. They migrated some or all their workloads into the public cloud. That way, every day they would enjoy the luxury of exascale technology offering practically limitless resources with no capital expenditure. Super.

But the problem is that data keeps on growing and growing until storing isn't the big problem anymore. Instead, it's controlling data sprawl.

A staggering amount of new data – structured and unstructured – is produced every day, fragmented across different infrastructure silos and locations. So, when businesses want to locate, manage, and even monetize that complex data, it's a struggle to find it.

It's pretty much impossible for businesses – of any size – to keep up with it all. And yet every business needs to know where the data they need is.

So, businesses want flexible platforms that offer full data visibility. They want real-time access. They want to see those insights. They want specific data to be at their fingertips. But they don't want to break the bank.

2020 has only made data management more of a priority for them, which means service providers need to be on the front foot when it comes to it. And the potential rewards for getting it right are huge: a revenue boost and the reassuring ability to future-proof operations.

Because really, this is something customers expect of service providers now. Customers with on-site solutions might not be able to get an engineer visit in person. They might be shrinking or growing – fast – and need to be able to scale accordingly. And remote users expect to work wherever they need to.

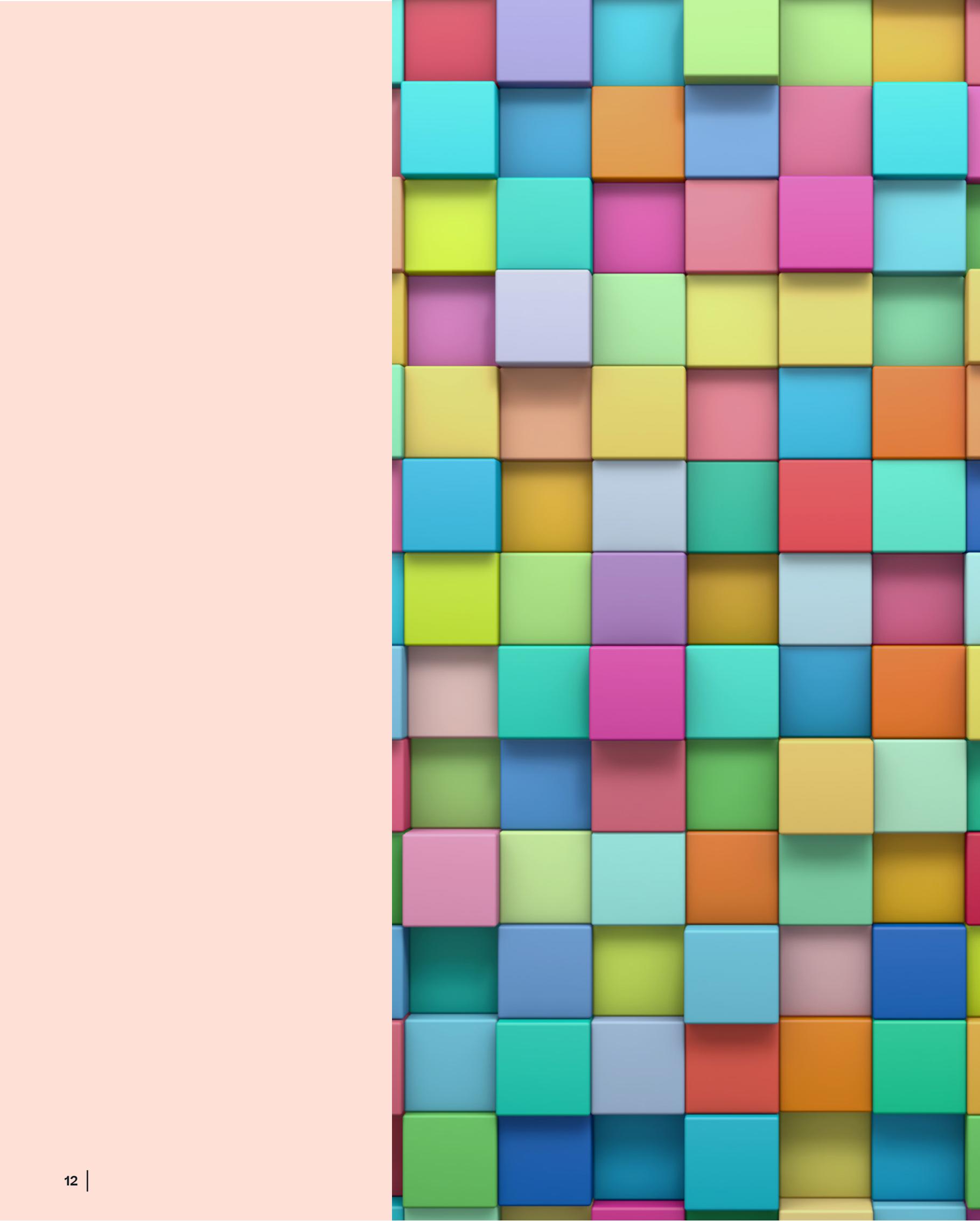
The only way service providers can help companies meet these challenges is with seamless data management wherever the data lives – across on-premise, public, private and hybrid cloud.



**92% of businesses say
their IT environment
now relies on the cloud.**

Forbes, 2020²

²www.forbes.com/sites/louiscolombus/2020/08/02/32-of-it-budgets-will-be-dedicated-to-the-cloud-by-2021/?sh=6653d2ea5fe3





In a nutshell

Service providers have a great opportunity to help customers get to grips with data sprawl and thrive in their new circumstances. Simply put, hybrid cloud data management – with the ability to better manage data stored in the public cloud – is smarter data management, giving service providers a simple way to boost revenue and keep customers feeling in control of their data.

Implementing an architecture that uses the data fabric (see page 7) – a single, unified environment can remove the complexity that service providers battle. By integrating data management across clouds and on-premises, it makes managing customer data is easy. And it means visibility, insights, easy access, and easy control.

Building a data fabric also allows service providers to keep adding more value to data management services, making them more cost- and resource-efficient. And that's a win for service providers – and their customers.

Enter NetApp

Architectural simplification

A data fabric has software-centric architecture that cuts the chaos of siloed data management. That gives service providers the framework they need to create next-generation architecture from edge to core to cloud, with all the data end points managed in the same way.

Productization of services

NetApp's service provider program offers free training to help providers understand costs, ROI, the environment itself, and how to go-to-market. It's all the advice and support service providers need for greater data management services profitability, and reduced business risk when a new service launches.



The best relationships take time (and money)

Improving customer experiences with consistency.

The customer isn't always right, otherwise there wouldn't be return desks.

That said, the customer does generally know what they're looking for, which is why their experience is important. For service providers, that's traditionally been things from responsiveness and issue resolution, to being predictable and reliable. Invisible even.

But today's service providers need something more. Something slightly less tangible.

They need to understand how to keep customers engaged for the long-term. And maybe that's by reassessing them about security and compliance, but it could also be helping them to get more value from their products and services, or just being a consistent presence in communications.

Whatever it is, service providers need to find it and deliver it.

That's because delivering long-term engagement builds trust, and when customers trust businesses, they're more likely to want to work and plan together, share information, and give them the benefit of the doubt, even when something goes wrong. (That's right; a single failure doesn't have to overshadow everything.)

It's about meeting expectations, understanding how those expectations change over time, and examining how the market drives them.

So, what are those expectations? Customers want service providers to deliver always available and always consistent levels of performance. They want a single seamless experience across their IT environments. They want consolidated billing, financial simplification, and customized services.

And most of all, they want to be profitable.

But that's not always easy, especially when we consider many cloud environments. As popular as they are globally, they still suffer from a lack of reliability and occasional low availability of services – major issues. An outage can seriously impact systems, customer data, applications – and the credibility of the service provider.



**82% of businesses
will pay more for
a great experience.**

Salesforce, 2021³

In a nutshell

Service providers need a partner who can guarantee they'll meet customer expectations. That means a partner who can build technology that will lock in services and systems, response times, and performance.

Getting this right has major effects on almost every part of the business, boosting productivity and reliability to give them the edge on their competitors.

Enter NetApp

Connected experiences

NetApp provides one experience across any platform with seamless data movement between on-premises, private, and public clouds: Data is always in the right place at the right time for the right price.

Predictable experiences

NetApp gives service providers the ability to move data closer to the application and their customers. That means more consistent levels of performance and more control over critical profit margins. In short, it's predictability they can bank on.

³www.salesforce.com/form/pdf/state-of-the-connected-customer-3rd-edition/

Facing a future filled with optimism

Nobody said it would be easy to be a service provider.

But it is, more than ever, a vital, inspiring, even hopeful role to be in. And it's only going to become more so in 2021.

The service providers who will seize the future are the ones with the ability to provide a service that's reliable, consistent, flexible, and secure.

They're the ones who differentiate from their competition and gain new customers.

Most of all, they're the ones who will play a pivotal role in helping their customers adapt to new realities, new demands, and new challengers. Who will help them grow and thrive now and into the future.

NetApp: here for you

We're making life easier for service providers:

- A single experience across any platform, whether it's on-premises, private, or public clouds. It's goodbye silos, and hello seamlessly moving data.
- Constant availability, so you're always in control of how sensitive data is stored securely across hybrid environments.
- Data management services that offer more profitability and less risk when you launch new services into the market.
- The ability to make service changes at the speed customers dictate, while maintaining predictability and consistent performance levels.

Ready to start?

Get in touch with one of our experts today to chat about your options.

[Contact us](#)

Or, for more on how we can help you serve up success, [visit our website](#).

