

Multicloud doesn't have to be multicomplcated

Get more out of cloud than you ever thought possible.

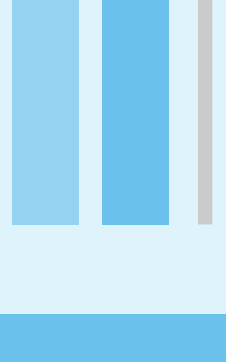


Say goodbye to “The Cloud” as you know it. It’s a hybrid, multicloud world, and we’re all living in it.

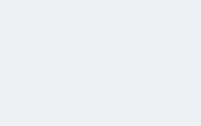
Cloud adoption keeps picking up steam, going from disruptive technology to unstoppable force.

Customers aren’t just migrating workloads to the cloud; they’re innovating in the cloud **faster than ever before**.

According to Forrester, the global public cloud infrastructure market will grow 35% in 2021—nearly 8% more than originally predicted.¹



92% of enterprises say that their IT environment relies on the cloud.²



Want to guess how many of those enterprises already rely on multiple clouds?

81% Use more than one provider.³

(The other 19% probably do too and just don’t know about it.)



Surprised?

There’s more where that came from.



Who’s using what?

In a recent Gartner survey, the majority of respondents using cloud services are using two or more cloud providers:⁴

19%

using 1 cloud



40%

using 2 clouds



23%

using 3 clouds



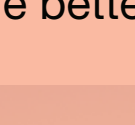
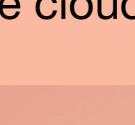
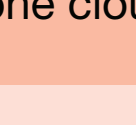
4%

using 4 clouds



13%

using 5+ clouds



Welcome to the hybrid multicloud world

If one cloud is good, more clouds are better.

More clouds mean more choice, less lock in. More innovation and access to cloud-native tools. And more resilience in the face of disruption.

But hybrid and multicloud is not a static destination. It’s dynamic and fluid. And it can get complicated quickly.



Hello, complexity.

In a recent IDC IaaS Survey, almost **60%** of respondents said that they have a largely unintegrated multi-cloud environment running various business-critical applications.⁵

40%

of organizations say that the cloud has not met their expectations.⁶



38%

of companies are still struggling to migrate tier 1 data and workloads.⁶



56%

see security as a concern.⁵



59%

are looking for ways to improve the efficiency and use of the cloud resources they currently employ.⁵

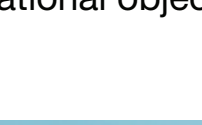


58%

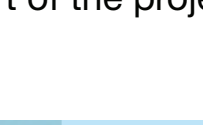
are primarily concerned with reducing costs in the cloud.⁶



Cloud is key to digital transformation. But **70% of digital transformation initiatives fail**.⁷ Why?



Organizations don’t set the right aspirational objectives.



Initiatives don’t get enough buy-in at the start of the project.



Teams don’t have the right skillsets.



When it comes to cloud, IT organizations often put storage infrastructure on the back burner.

Spoiler alert: The wrong infrastructure can lead to poor performance and big cloud bills. Two of our most unfavorable things.

Digital transformation?

You mean competitive advantage, right?

Data. Is. Everything.

Firms that have exploited data to their advantage claimed nearly half of all digital revenue in their sector.⁸

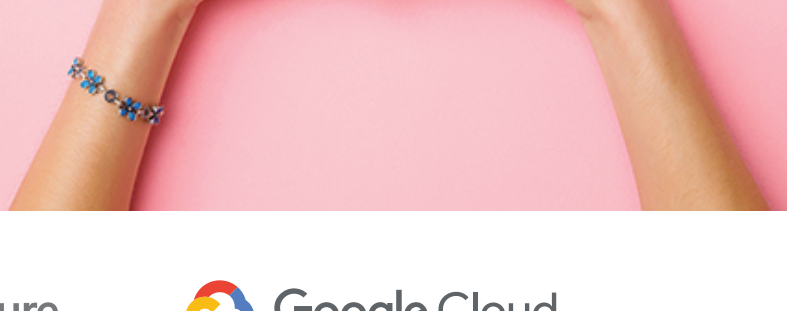
The NetApp® portfolio of cloud solutions offers you what no other company can: a no-compromise, high-performing cloud experience.

Whether your business is born and booming in the cloud, living in a hybrid world, or moving to a modern architecture, we can help take your cloud game to the next level.

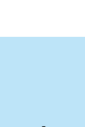
Are you ready to get more out of cloud than you ever thought possible?

NetApp unlocks the best of cloud.

But not just any cloud—every cloud, every workload, every application. We’re BFFs with the world’s largest public clouds to offer not only the highest performance but also unparalleled portability, so you can mix and match clouds to your heart’s content.



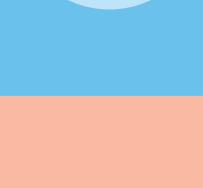
Microsoft Azure



Google Cloud

How does NetApp simplify migrating enterprise applications and data workloads to the cloud?

So glad you asked. We always say, “Think twice, migrate once.”



Your cloud strategy needs to be as unique as your business. We simplify moving even notoriously complex workloads that can be demanding and expensive. Sorry, troublemakers. We’re on to you.

Get full visibility into your entire infrastructure – in the cloud and on premises. Increase productivity. Scale quickly and easily. Gain efficiencies. And get ready to deliver a consistent, connected cloud experience like a boss.

A horror story in two words:

Unprotected data.



Traditional data protection approaches aren’t keeping pace with IT complexity and growing threats. But don’t panic yet.

We’ve applied decades of enterprise data protection experience so you can feel confident that your data is safe and sound in the cloud without sacrificing application performance. Our solutions address the full range of cybersecurity threats.

Want to swim in cloud cost savings like Scrooge McDuck?

Of course you do.



It’s easy to get blindsided by higher-than-expected cloud bills for inefficient cloud infrastructure and shadow IT. Say it with us: We want more cloud for less cost.

We have an entire toolbox ready to optimize resources, storage, and performance while bringing costs under control. What will you do with your savings? #fetchmyswimmies



Next step, cloud greatness

Your data is your business, and we help connect you to it on your terms. Are you ready to take your digital transformation to the next level? We are.

[Check out our cloud services for migration, data protection and optimization.](#)

[Take NetApp for a test drive.](#)