# The road to cloud travel guide

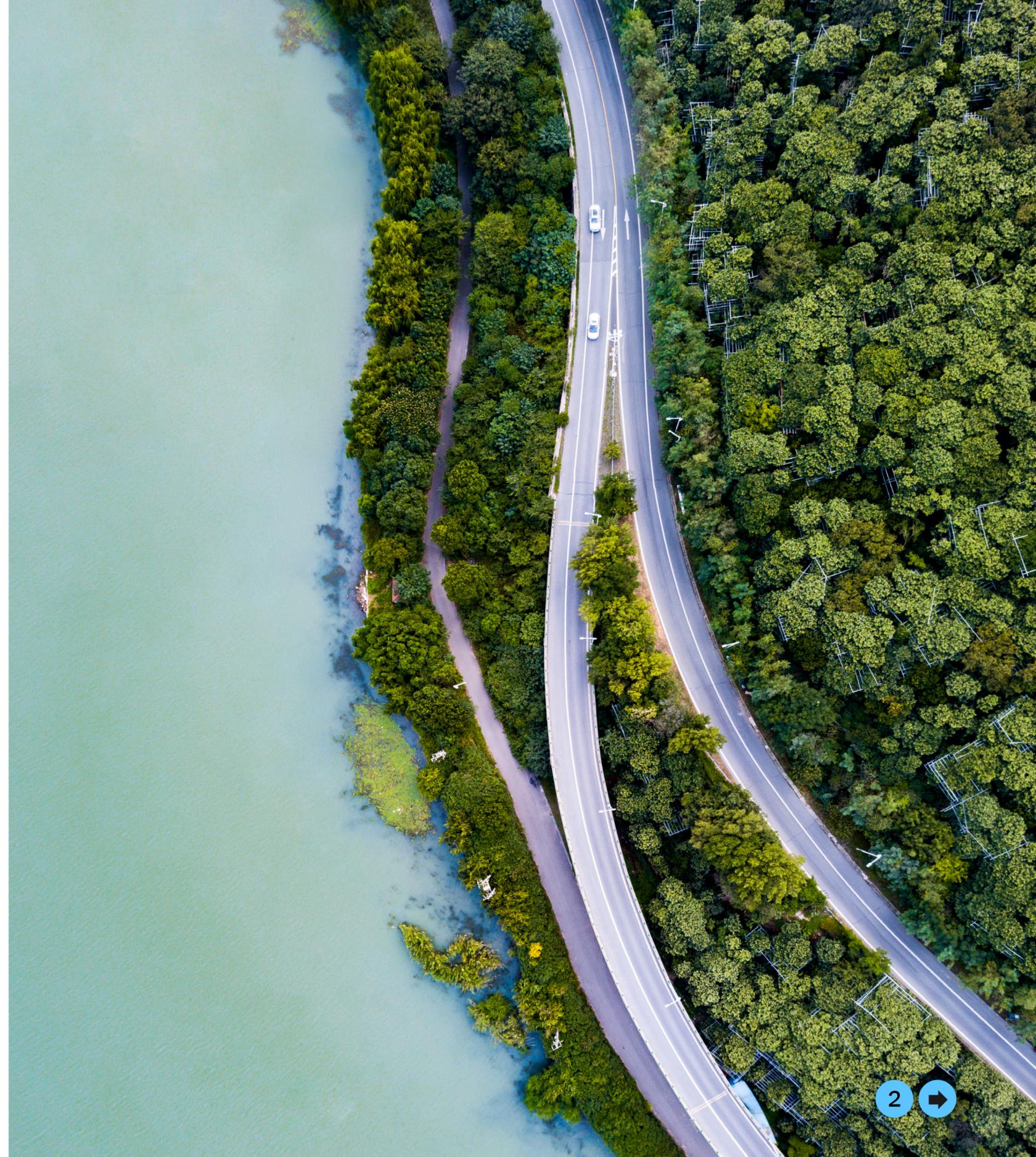Leave your box-to-box road trips behind.
It's time for a new destination.

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# Let's hit the road, Jack

The car is packed; your out-of-office message is on. It's time to hit the road. But you've been down the box-to-box migration route <u>one time too many</u>, and it's lost its charm. This time, let's take the road to cloud.

- Charting an optimal course to hybrid and cloud environments introduces all kinds of new storage challenges. And if you're not careful, the traditional, hardware-focused storage providers like Dell will box you into costly, complex models that hamstring your efforts. It's a little like entering a 5k charity fun run without training. NetApp® can't fix the annoying injury you got in that run. But we can provide a fast, smooth, and comfortable transition to all things cloud.

- Just because you're familiar with your current vendor, that doesn't mean they're right for the cloud. After all, enabling secure, fast access to data in hybrid and multicloud environments is much more complicated than managing storage in existing data centers. In private, hybrid, and multicloud environments, getting data to the right places at the right time—while protecting it and keeping costs in check—takes specialized technology and expertise. Yet vendors like Dell still approach storage from a hardware-centric perspective, because that's the business they're in.

- But this is your journey, not Dell's. You're done with the box-to-box route. We can help you build a data fabric that provides consistent capabilities across on-premises and cloud environments. Get back in the driver's seat and take control of your data by defining a long-term, cost-effective, easy path to cloud.

# Is the toll road always the best option?

It's tempting to look for an easy button or a linear path to the cloud. Dell, for example, claims to simplify the process for its customers. But what does this look like in practice?

Dell's approach is to punt their entire cloud strategy to VMware. There's no path to the cloud other than through their license fee hell. It goes something like this:

**Dell PowerStore (running VMware) > vMotion VM+data > VxRail > vMotion VM+data > VMware Cloud in AWS**

You'll notice that although your virtual machine and its data volume are now in the cloud… you really haven't **gotten anywhere**. You're still stuck paying the VMware tax, plus the new cloud service tax, plus the various layers that you had to hop through to get there. Boom. You've hit an endless toll road, and you don't seem to be getting any closer to your destination. And what's worse? The toll road achieved its simplicity by limiting options. There are no exits, rest stops, or gas stations.

If you skip the toll road and take the real highway to cloud, your trip will go a lot more smoothly. We're all about collaboration, not lock-in. We believe that customers should choose the options that benefit them most—so we're not cutting out the extras and leaving you with the bare minimum. Instead, we'll bring the security and reliability of an on-premises data center into the public cloud. That means we can meet you where you are today, and plan for your data needs in the future… without constant stops to pay another toll.

# A quick stop at the Legacy Diner

No one likes delaying a road trip—but sometimes, you're too hungry to keep driving. On the road to cloud, you'll see an old-fashioned diner, the perfect stop to grab a bite.

Full warning to travelers: This diner is very much stuck in the early 2010s, with Carly Rae Jepson playing in the dining room, "Call of Duty" in the arcade, and visiting IT professionals worrying about how to manage a mobile workforce that's starting to bring personal devices to work. There's one grumpy old man who sits in the back booth every day, telling everyone how impressed he is with Dell's all-flash storage, data reduction, and simplicity… the same story he's been telling for years.

Unfortunately for the patrons of the Legacy Diner, those qualities are today's table stakes. All flash isn't disruptive anymore—it's ubiquitous. An obsession with simplistic proprietary hardware offerings isn't a road to differentiation. The path is now dominated by data centers and storage media. It's no wonder this guy stopped at the Legacy Diner and never finished the trip—he doesn't "get" cloud.

Don't take any travel tips from someone who doesn't understand where you want to go. We're a cloud-led, data-centric, software-first travel guide. We took the time to chart the best course to the cloud, and we recommend leaving the Legacy Diner in your rearview mirror as soon as you can. We do recommend the milkshakes, though.

# The view from the lookout

As you make your way along the road to cloud, you'll see a lookout. Do you like the view? Probably not. Dell's signs and markers are pointing back down the road, where you've already been.

Dell is promising customers like you a path to cloud… but first you have to complete another box-to-box migration. Hold on a second. The view is sunny over here, but you've seen this stretch of road before. So, why did you drive all this way? Your operational and capital expenditures (opex and capex) aren't too happy with you, and you've just run out of road trip snacks, too.

But turn and face the other direction in this lookout, and you'll see where you're going, not where you've been. The future is cloudy—volatility, uncertainty, and interruptions require all of us to be flexible, creative, and adaptive in how we do business. Cloud gives us tools to build global architectures that most organizations didn't have access to before. But when you've been your own data center and service provider, maybe for decades, integrating with the cloud isn't always straightforward or easy.

Don't fear some cloud cover. We help customers design and build their data fabric with a full range of tier 1 public cloud services, all connected to the data center. We partner with our customers to build their bridge to the future. Full steam ahead—no looking back.

# The road to cloud street fair

As you near the end of your journey on the road to cloud, we highly recommend that you stop by the local street fair. Here, you can explore, participate in activities, and shop for everything you need to set yourself up for <u>success in the cloud</u>.

Attractions include:

- **The status quo scavenger hunt**—discover the current state of your data, applications, systems, and services. You have to know where you are to know where you need to go.

- **Integration station**—a place to rapidly and securely synchronize your data, whether your data lives on premises, in the cloud, or both.

- **Backup and restore buttons**—in an accidental deletion, data corruption, or ransomware attack scenario, these buttons enable secure, rapid recovery of your data when it matters.

- **Workload organizers**—optimize the performance and utilization of your cloud workloads with a centralized environment for viewing and managing your on-premises, hybrid, and cloud storage.

- **Data fabric weaving**—bring your data fabric to life on any cloud, with operational efficiency, nonstop availability, and lightning-fast performance.

# Welcome to the cloud.
# It's been waiting for you.

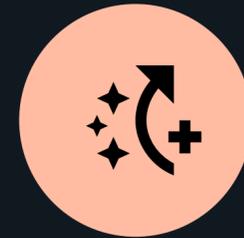Now that you're settling in, we'd like to offer <u>some tips</u> to make your new adventures in the cloud a success.

### Declutter
You don't need to carry the mess you built with Dell into your new environment. Keep what brings you joy and let go of things that no longer serve you. It's time to look at your data center and identify opportunities to optimize and modernize.

### Establish connection
You're in the cloud—and so is all your data! Being able to connect your enterprise applications and deliver a consistent experience is going to make you wonder why you didn't take the road to cloud sooner.

### Be flexible
Even though you've finished your road trip, you know you'll never be done adapting to new circumstances. Shifting traditional capex spending to an opex model will ensure business agility, so you're always ready for what comes next.

### Cultivate resilience
Hiccups and disruptions happen, no matter how carefully we plan. With a strong backup strategy and reliable data protection capabilities, your business will be resilient and back to innovating in no time.

### Enjoy the view
Look how far you've come. You got off the endless box-to-box loop and took control of your data, building a data fabric with consistent capabilities across your entire environment. Dell no longer dictates what your data storage options are. You do.

# Think twice, migrate once

**Did you like what you saw?**
Check out more guides and resources that help travelers navigate the road to cloud.

→ Dell vs. NetApp

→ Don't let cloud be an afterthought

→ How hybrid cloud environments are changing IT architecture priorities

→ How to achieve multicloud flexbility

→ Time to rethink your storage vendor?

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# About NetApp

→ **Learn more at [www.netapp.com](www.netapp.com)**



**About NetApp**

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services, and applications to the right people—anytime, anywhere.

**■ NetApp**