NetApp

Empower your customers to do more with their data

Your customers are connected. They want information at their fingertips, a painless purchasing experience, and quick and easy support. They expect speed. They're hungry for innovation that helps them beat the status quo and satisfy their customers. And they absolutely demand the highest levels of data privacy, security, and availability.

Creating extraordinary customer experiences begins with data. Organizations must reinvent themselves to unlock new value from their data in existing enterprise applications as well as next-generation social, mobile, cloud, and analytics technologies.

But many IT teams are saddled with aging infrastructure that is difficult to maintain. They struggle to keep up with constantly evolving business needs. Your customers need to do more with their data—and you can help them.

Get your customers cloud connected & cloud ready

46% of security leaders considered sensitive data leaving the perimeter as one of the top challenges of managing a remote workforce.[1]

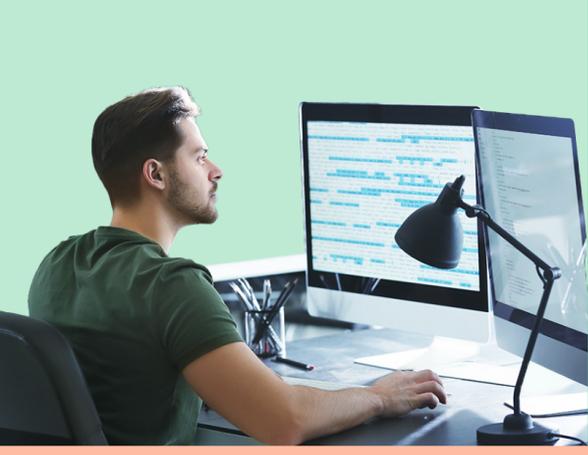**92%** of enterprises have either a hybrid cloud or multicloud strategy.[2]

Challenge

As you modernize your customer's current infrastructure, you want to make choices that future proof their business. You can help them more easily adapt to constant change and successfully evolve into a hybrid or multicloud environment.

Opportunity

Together we can help your customers:

- Move data and apps to where they run best
- Gain actionable intelligence from their data
- Save money by modernizing applications to run optimally in a hybrid environment

Optimize your customer's environment for performance & cost

Customer experience has overtaken price and product as the key brand differentiator.[3]

40% of people abandon a website that takes more than 3 seconds to load.[4]

Challenge

Many of your customers have limited resources and struggle to manage complex environments. A lack of visibility and insight into how to optimize their workloads can lead to slow deployment and sluggish service. Poor digital experiences will cost your customers sales.

Opportunity

Help your customers create:

- A better experience and higher satisfaction for their customers
- Greater productivity for their IT teams
- Increased competitiveness and growth

Give them the peace of mind that trusted data protection & security bring

The annual share of ransomware attacks experienced by organizations worldwide hit **68.5%** in 2021.[5]

70% of organizations believe that the increase in remote workers hinders their ability to meet compliance regulations such as GDPR and HIPAA.[6]

Challenge

Increased regulatory pressure and the ever-growing threat of data breaches and ransomware have elevated the importance of data privacy, data security, and data protection. Your customers must work hard to earn and retain the trust of their customers and ensure they are meeting compliance and reporting requirements.
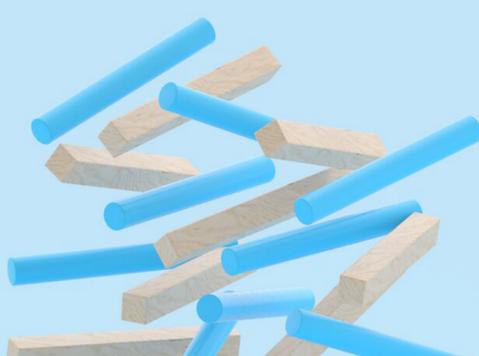
Opportunity

Help your customers maintain robust security by establishing:

- Built-in data protection with zero loss snapshots
- End-to-end encryption so data is always protected
- Compliance auditing

Help your customers do more with their data

[Learn more]

1 archTIS, "2021 State of Remote Work Security Report." https://info.archtis.com/2021-remote-work-security-report-1
2 Statista, "Enterprise cloud strategy worldwide from 2017 to 2020, by cloud type." https://www.statista.com/statistics/817296/worldwide-enterprise-cloud-strategy/
3 Walker, "Customers 2020: A Progress Report." http://www.walkerinfo.com/customers2020/
4 Neil Patel, "How loading time affects your bottom line." https://neilpatel.com/blog/loading-time/
5 CyberEdge, "2021 Cyberthreat Defense Report." (Accessed through Statista) https://www.statista.com/statistics/204457/businesses-ransomware-attack-rate/
6 archTIS, "2021 State of Remote Work Security Report." https://info.archtis.com/2021-remote-work-security-report-1