

# Give your customers a single, connected experience

Manage end customer data more effectively, wherever it lives.



For businesses like yours and ours that live and breathe connectivity, it can be surprising that many enterprise businesses are only now migrating their workloads to the cloud. They might be grappling with ageing, unstable infrastructure or fragmented data across multiple locations – but the goal is always the same; to save time and money.

To make the most of these opportunities, we can provide Telefónica Tech with an all-in-one hybrid multicloud managed service that gives your customers control, continuity, and agility across all their data in whichever cloud it's stored.

# 92%

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

[SOURCE](#)



## Pivoting for profitability

No one likes being caught on the back foot, but 2020 demonstrated that however prepared you are there's always room for the unexpected. The rapidly shifting customer needs of the last two years have shown how important it is for service providers to be flexible to changing demands.

Being able to provide a robust but adaptable framework for data that can scale deployments up and down to meet low-latency requirements is key, as is ensuring predictable service level performance and adherence to data compliance regulations.

It's why service providers that are embracing cloud data management are seeing the biggest boost in profitability.

[SOURCE](#)



# 69%

of organizations want to accelerate their cloud deployments, but admit they need expertise and help to do so.

[SOURCE](#)

## A unified infrastructure

At NetApp, we can strategically partner with Telefónica Tech to manage customer data more effectively from a single platform. We'll help you build a modern hybrid multicloud service that unifies your end customers' infrastructure, breaks down silos, and makes data available and usable wherever and whenever your end customers need it — regardless of platform.

## How we deliver agility and continuity



### Powerful data fabric

We build a bespoke platform that creates a single data experience for end customers, eliminating individualized data management. Alongside this, our relationships with hyperscalers means we can help you to manage your cloud storage more efficiently and effectively.



### Privacy and predictability

Our privacy default approach provides extra value to your end customers. With NetApp as your partner, they will maintain constant control, improve data privacy and ensure sensitive data is stored only where it needs to be.



Case study

“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*

**By working with NetApp to build its data fabric, Concerto Cloud Services was able to:**

- Overcome the constraints of its previous environment by using NetApp Private Storage co-located in Equinix IBX data centers with direct connectivity to Amazon Web Services (AWS) and Microsoft Azure.
- Roll out a single, infinitely scalable replication target for two data centers in less than two days with Cloud Volumes ONTAP in AWS.
- Replicate full delta copies of data from either of its Equinix co-location data centers to its Cloud Volumes ONTAP instance in AWS.
- Offer customers an industry-leading four-hour standard SLA for disaster recovery with no planned downtime.
- Align customer workloads across multiple storage platforms.
- Move customer workloads from one performance tier to another on-demand.
- Cater to the rapidly shifting data demands of their customers' seasonal workloads.

[SOURCE](#)

## Ready to see what our partnership can do for Telefónica Tech's customers?

[Find out more](#)

### 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 environment and the worlds biggest 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.