

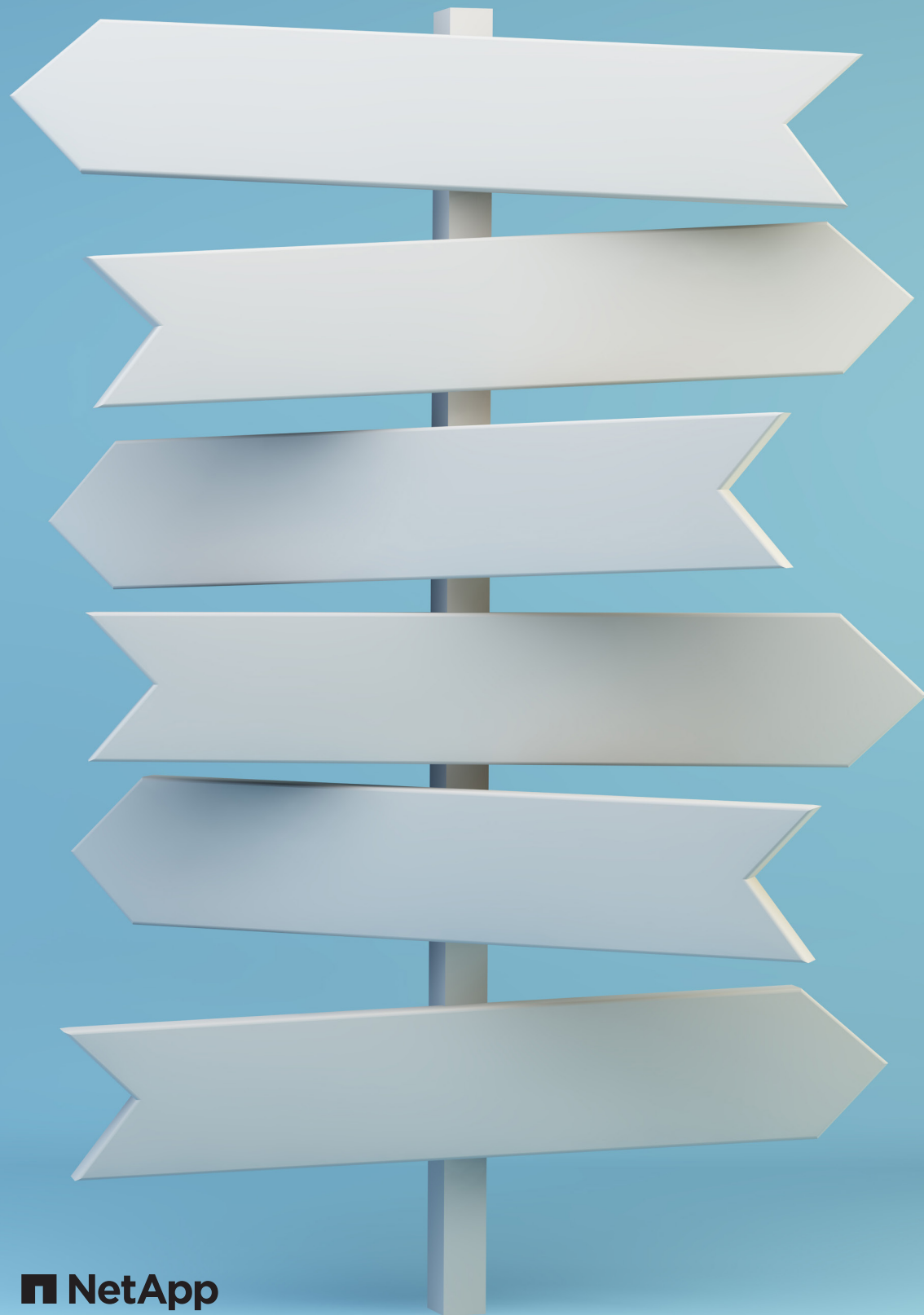
E-BOOK

# Sit back and enjoy your ride to the cloud

Let NetApp Professional Services take the wheel







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# Destination: The cloud

The cloud is the place to be

A growing demand for “anywhere operations” is driving many organizations to accelerate the adoption of public cloud services.



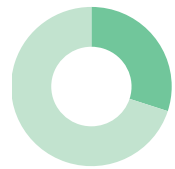
**41%**

of enterprise workloads will be run on a public cloud platform by 2020.<sup>1</sup>



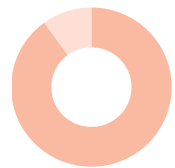
**61%**

of enterprises cite cost-cutting initiatives as their top reason to move to the cloud.<sup>1</sup>



**30%**

of all IT budgets is allocated to cloud computing.<sup>1</sup>



**90%**

of enterprises expect cloud usage to exceed prior plans due to COVID-19.<sup>2</sup>



# Hold on tight—this could be a bumpy ride

The road to the cloud is different for everyone. For many, the road is unpaved, poorly marked, and strewn with potholes. Getting to the cloud (and staying there) is easier said than done.

The decision to shift data management to the cloud is easy. But to be successful takes more than just dropping your data workloads off in the nearest cloud storage platform.

In the race to the cloud, going too fast can actually put the brakes on getting where you want to be. Performance, cost efficiency, agility, and security challenges all jockey their way to the front of the pack.

## Roadblocks to the cloud



Unexpected cloud costs can impede cloud adoption.



Inadequate integration into existing operations and processes can create compliance issues for businesses.



Vendor lock-in and limited or inexperienced resources for migrating to the cloud can slow down migration.



Inconsistent workload performance, increased user complexity, and disruptive migration processes can impact business operations.





# When to call for help

When it comes to cloud, expectations and reality are often miles apart. To meet your expectations and to unlock the best of cloud, you may need to enlist the help of cloud specialists—NetApp Professional Services.



## Is it time to call for help?

- |                              |                             |   |
|------------------------------|-----------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are your cloud costs under control?   |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are your cloud costs unpredictable due to ever-changing cloud environments?   |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are you getting the same security and compliance in the cloud as you get on premises?                                   |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are you able to move large amounts of data to the cloud securely and efficiently?                                       |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are you able to easily move your data back and forth between clouds and from the cloud to on premises?                  |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are you getting the application performance and storage efficiencies you had hoped for from your cloud solution?        |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are your internal resources able to focus on getting your cloud platforms deployed as quickly as your business demands? |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Are your internal resources capable and available to take on the responsibility of running your cloud environment?      |

If you answered “No” to any of these questions, help is on the way.

# Map your route

It takes more than just speed and fearlessness to win the Indy 500. It takes a strategy. A plan that, when executed properly, results in success. The same is true for cloud migrations. You need to know where you're going and how to get there before you hit the road.

Too many organizations jump into implementing new cloud infrastructures without ever tying their technology investment to the needs of their business. Limited visibility into current infrastructures and no clear data storage and data management strategy for cloud result in silos that increase complexity for users and reduce the benefits that organizations can realize in moving to the cloud.

With NetApp Professional Services you can shape a holistic cloud strategy based on its value to your business. This strategy establishes the right cloud model for data management, breaking down silos that impact data efficiency, performance, and protection. And it integrates with all three major cloud providers: AWS, Azure, and Google Cloud.



## NetApp Professional Services can help you build a complete cloud strategy

### Strategize

Identify and compare specific cloud technology options based on the business value they bring to your organization.

- [NetApp Data Fabric Value Consulting](#)

### Plan

Use your actual data for cost/performance analysis to determine the best service levels for cloud.

- [NetApp Cloud Design Workshop](#)

### Architect

Design a cloud architecture to consistently deliver predictable performance, cost, and agility.

- [NetApp Data Architecture for Cloud](#)





## Leave your worries behind

The cloud is supposed to be a place where the living is easy. And it can be, if you get there with exactly what you need to stay awhile.

When implementing and integrating new cloud solutions, one size does not fit all. Over- or underprovisioning in the cloud, due to the lack of right-sized workload capacity and performance, can significantly increase cloud costs, wasting your money and resources.

Moving your workloads and the data that accompany those workloads is one of the most challenging and impactful tasks IT organizations face in moving to the cloud. Do you lift and shift, lift and optimize, or take a more transformative approach and modernize your applications?

NetApp Professional Services has deep expertise in NetApp® cloud solutions and in leading public cloud providers (AWS, Azure, and Google Cloud). They can quickly and cost effectively implement and integrate NetApp cloud solutions into your environment. Data migration is smooth and secure. With NetApp Professional Services, you can take full advantage of your technology investment and get the performance, cost efficiency, and security that you need.

## NetApp Professional Services can help you get to the cloud quickly and confidently

### Implement and integrate

Quickly and cost effectively implement and integrate NetApp cloud solutions into existing processes and tools.

- [NetApp Cloud Insights Implementation Service](#)
- [NetApp Cloud Volumes ONTAP Deployment Service](#)
- [NetApp Multicloud Acceleration Service](#)
- [NetApp Implementation for Virtual Desktop Service](#)
- [NetApp Global File Cache Implementation Service](#)

### Migrate

Smoothly, securely, and cost-effectively enable large-scale data migrations, to and from any public cloud.

- [NetApp Multicloud Acceleration Service](#)
- [NetApp Data Migration Services for cloud](#)



### Did you know?

Organizations waste **30% to 35%<sup>2</sup>** of their cloud spend. Engaging with cloud experts can help prevent this waste.



# Are we there yet?

The journey to the cloud never truly ends (kind of like a cross-country road trip with small children). Continuous optimization of your cloud environment is key to staying on top of your system requirements and keeping current with your business needs.

Failing to optimize your environment can lead to cost overruns, performance degradation, capacity shortages, and security issues.

By providing ongoing and point-in-time optimizations, NetApp Professional Services can keep your cloud environment running at peak performance, maximum cost efficiency, and optimal security.

NetApp Professional Services can also take on the responsibility of running your cloud environment so your IT team can focus on more strategic projects. They can take action on your behalf to deliver real-time, day-to-day administration. And they can react quickly to changes and adjustments, respond proactively to issues based off key metrics and thresholds, and monitor and manage your cloud environment 24/7 so you don't have to.



## NetApp Professional Services can help you maximize operational efficiency in the cloud

### Optimize

Identify limitations and instabilities in your current environment to quickly optimize performance and capacity.

- [NetApp Performance Assessment](#)
- [NetApp Cloud Insights Performance Dashboard](#)

### Update

Reevaluate and refresh your current cloud architecture strategy and design to meet your changing business needs.

- [NetApp Cloud Design Workshop](#)

### Manage

Simplify the management of NetApp Cloud Volumes ONTAP® while optimizing cloud storage stability, efficiency, and availability.

- [NetApp Cloud Volumes ONTAP Managed Service](#)
- [NetApp Data Protection and Security Assessment](#)



# Turn on cruise control

With the right planning and expertise on your side, getting to the cloud doesn't have to be a wild ride.

NetApp Professional Services is the secret to your success in the cloud. It's like cruise control for your cloud environment—you can just sit back and enjoy the ride.

Learn more about NetApp Professional Services for the cloud at [cloud.netapp.com/professional-services](https://cloud.netapp.com/professional-services).

Wherever you are on your cloud journey, NetApp Professional Services can help. Contact your local NetApp representative to get started today.

1 Hosting Tribunal, [Cloud Adoption Statistics for 2021](#), August 2021.

2 Flexera, [Cloud Computing Trends: 2021 State of the Cloud Report](#), March 2021.



## 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.

To learn more, visit [www.netapp.com](https://www.netapp.com)



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