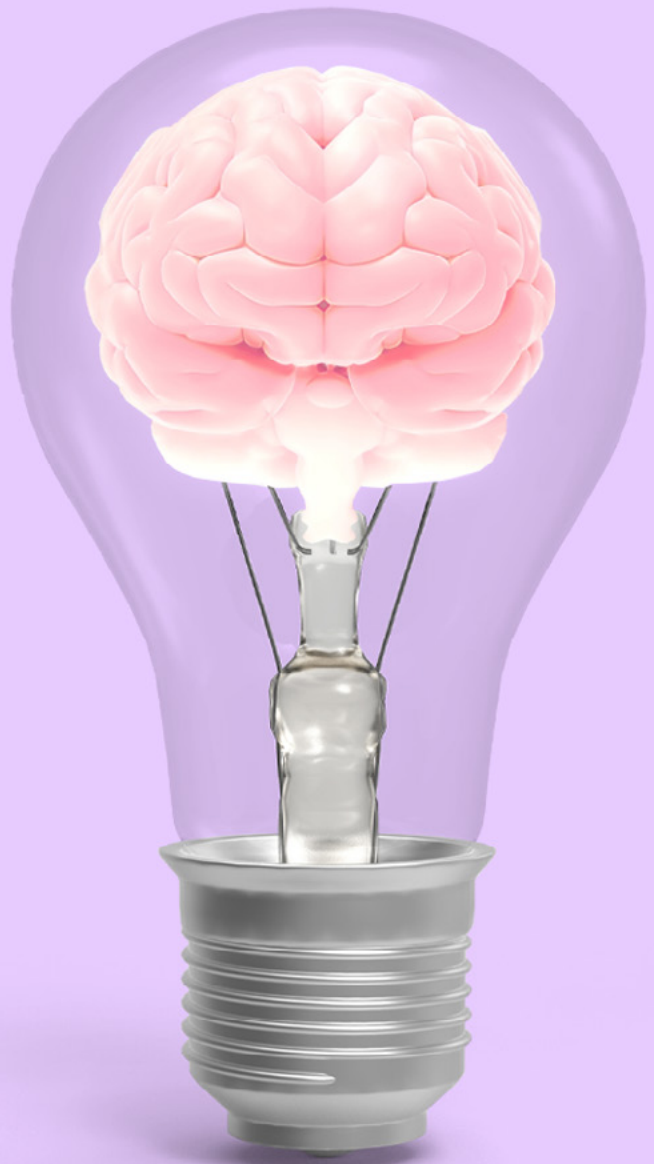# Become a cloud genius

Let NetApp bring expertise that moves NXP to the cloud faster and helps it optimize storage better.

NetApp

Overview

Cloud isn't new to the semiconductor industry, but uptake has been slow. This is surprising when you consider that cloud offers the reliable, seamless infrastructure manufacturers need to achieve their biggest business and operational ambitions.

Reduced time to market through faster chip design cycles, added IP protection, enhanced chip performance through updates and upgrades, improved data analytics that draw out important insights, optimized operations – the list goes on.

So, where does NXP fit into all this and how can NetApp help it get more from cloud?

The challenge

Henk Coenen, Head of NXP's Cloud Center of Excellence, was asked what the business needed to do to get serious about the cloud. His answer? Migrate as many of its applications to the cloud as soon as possible.

What are you doing about that? In the next five years, you plan to close your data centers and move operations almost entirely to the cloud. But this is a very complex process and one that can't be rushed. Add to this the fact you're wanting to connect all your IT environments, and it's enough to send anyone's brain into overdrive.

Oh wait, there's more. With semiconductor chip designs producing more data than we ever thought possible, NXP also needs to be able to handle these vast data volumes cost-effectively – without allowing cloud spending to spiral out of control. Could this be a case of NetApp to the rescue?

49%

Semiconductor executives that project more than half of their businesses will be in the cloud in a year

98%

Semiconductor executives who project this will happen in the next three years

Accenture, 2021

90%

Semiconductor executives who think their technology architecture is becoming critical to their organization's overall success

Source: Accenture, 2021

95%

Business and IT leaders who find cloud billing the most confusing element of using public cloud services

Source: TechNative, 2021

The solution

At NetApp, we have the experience and solutions that means we can confidently call ourselves cloud storage specialists. Here's what we can do to help NXP (in a nutshell).

Accelerate your cloud journey

We've married the convenience of Amazon FSx with the proven data management features of NetApp software to bring you FSx for ONTAP, a solution that meets your demands for cloud performance, compliance, and efficiency.

Get you consuming cloud resources smarter

We bring you a comprehensive suite of data services that enables NXP to flexibly scale capacity depending on demand, allowing you to automatically consume the required resource when and where you need it – easy.

Provide end-to-end visibility

We offer full-stack visibility of your infrastructure and applications, helping you monitor and troubleshoot resources. This lets you stay on top of rising cloud spending by identifying unused infrastructure and overprovisioned workloads.

Continuously optimize your infrastructure

We ensure your applications have their ongoing needs dynamically matched to the optimal cloud resources to deliver NXP maximum value for cloud dollars spent and freeing up your CloudOps and DevOps teams too.

Ready to master the cloud, NXP?

Find out how

NetApp