E-BOOK

The enterprise application: Humble workhorse or sexy beast?

NetApp

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Enterprise apps need love too

Creating extraordinary customer experiences begins with data because today's customers are connected. They want information at their fingertips, a painless purchasing experience, and quick and easy support.

To take advantage of exciting next-generation social, mobile, cloud, and analytics technologies, organizations must reinvent themselves. But at the center of this transformation—the beating heart of your business—is the decidedly less sexy SAP, Oracle, or Microsoft SQL database that makes it all come together. We're talking about the humble, underappreciated enterprise application.

Your customers might take your enterprise applications for granted. In fact, they probably never think about them. But if those applications are slow, unavailable, or compromised, you're sure to hear about it.

Modernizing your infrastructure is essential to keeping up with customer expectations and providing more flexible, responsive, and resilient operations for your enterprise applications and databases.

Let your apps shine

NetApp elevates the humble enterprise application, letting it shine like the glorious star it really is within a modernized infrastructure. Our unified hybrid cloud approach lets you keep on maximizing performance and efficiency of traditional workhorse applications while aligning business and IT initiatives.

NetApp removes the barriers between on-premises and cloud environments, letting you seamlessly and securely store, use, and manage your data wherever it lives. Use any of the major public clouds to optimize costs, protect data, and scale, just the way your business needs. And simplify data management for hybrid and multicloud resources.

Easier digital transformation, anyone?

Here comes the glow up

As you modernize your current infrastructure, you want to make choices that future-proof your business. Modernizing with NetApp® solutions means you can:

- Connect to more clouds, in more ways. Respond faster and offer users a menu of choices that include both on-premises and cloud services.

- Consolidate all your applications on a single, highly efficient data management infrastructure and monitor and manage your data across your hybrid cloud.

- Power the most demanding workloads, including AI, ML, analytics, and enterprise applications with ultra-low latency and blazing-fast throughput.

SAP®

"NetApp helps us because the easier it is to deploy software, the faster it is for the customer to get their business processes activated."

Lalit Patil, Chief Technology Officer, SAP HANA Enterprise Cloud

→ **Check out the full story**

Not today, ransomware

Protect your data and your business with nonstop availability, data protection, and data security. NetApp enables you to:

- Meet the strictest SLAs with integrated data protection and compliance solutions that eliminate both planned and unplanned downtime and meet strict regulatory requirements.

- Simplify hybrid cloud backup and recovery. If a ransomware attack occurs, roll back to any point in time to enable zero-data-loss protection for an entire system or for selected files.

- Leverage previously unusable backup data for test/dev, QA, analytics, and more.

IG Italgas

"Sometimes we're asked to quickly provide a database clone for problem determination or to test procedures and batch operations. With Azure NetApp Files, we can back up or clone a database in seconds through snapshots."

Giuliano Caglio, IT administrator for Cloud Services and Infrastructure, Italgas

→ **Check out the full story**

Stop complexity in its tracks

Improve data management, everywhere, for scale, efficiency, and cost control. NetApp lets you:

- Enable the same storage efficiency technologies that you use on premises for deduplication, compression, and compaction to save space and cost in the cloud.

- Get guaranteed effective storage capacity and efficiency ratio based on your specific workloads.

- Consume 15 times less power, and make your storage footprint 37 times smaller.

CONA SERVICES LLC

"2020 was a phenomenal year, with achieving cost savings, but also on the other side with important new business capabilities. Millions in savings but also millions of growth, based on the Azure NetApp Files environment."
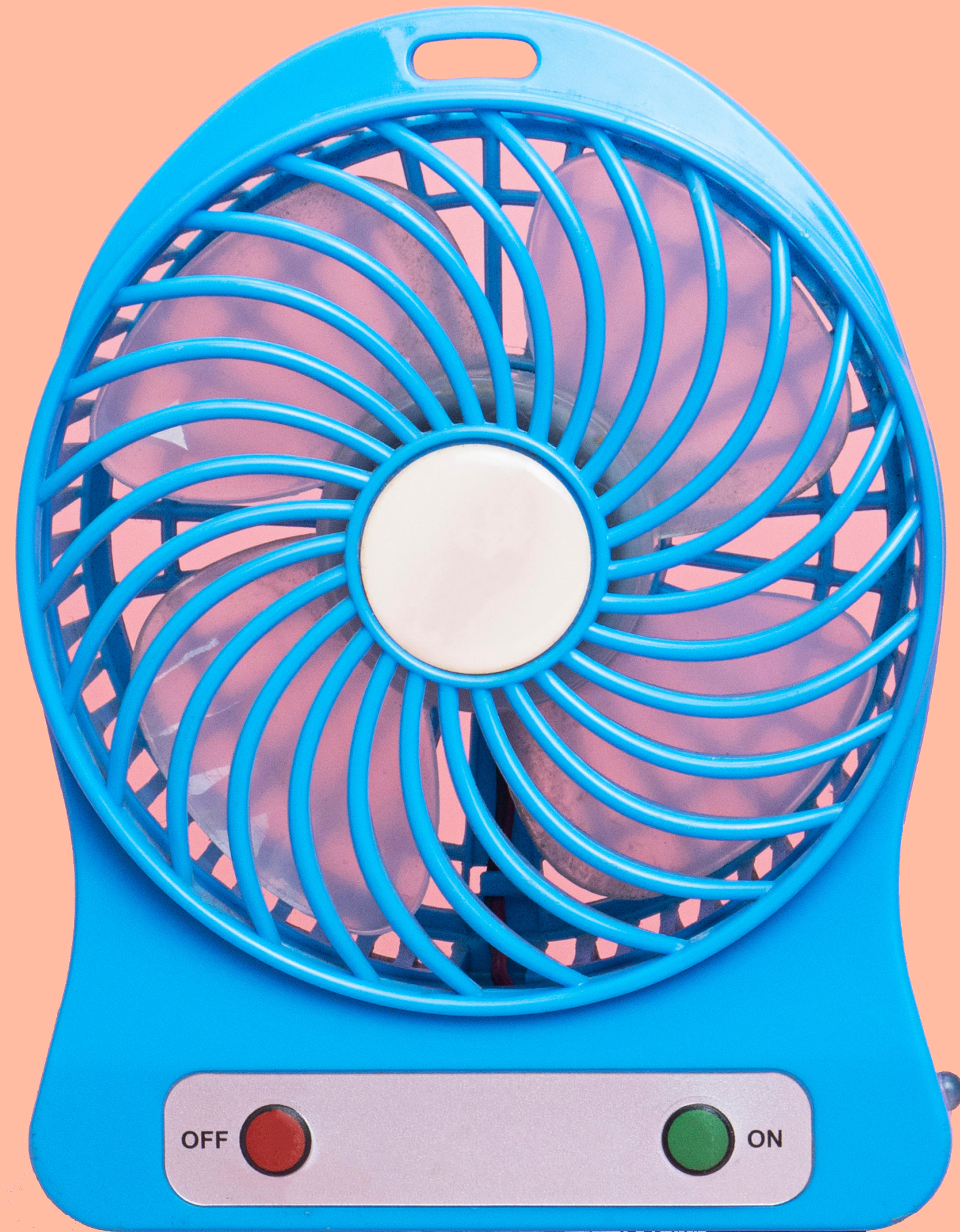
Reinhard Meister, CEO and President, CONA Services

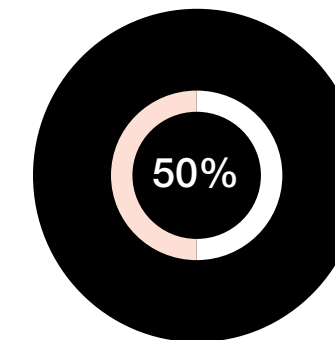→ **Check out the full story**
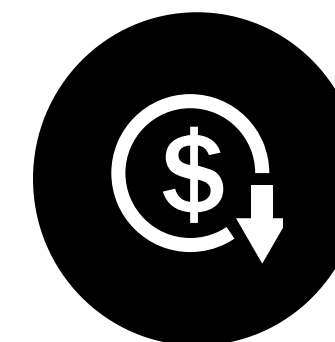
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Hybrid cloud:
So hot right now

Give your applications a hybrid cloud makeover. Together, VMware and NetApp empower IT organizations to run any application, across any location, from a single, unified digital foundation.

2 to 3 times
increase in performance

Up to 50% more
scale from existing virtualized environments

5 to 20 times
lower costs on premises or in the cloud

Go ahead and spoil your enterprise apps

Are you ready to simplify your infrastructure modernization and enable your enterprise applications to live their best lives? Discover how you can do more with your databases.

Get started with NetApp solutions for enterprise applications

→ **SAP solutions**

→ **Oracle solutions**

→ **Microsoft SQL Server solutions**

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.

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+1 877 263 8277