REGION FOCUS: WORLDWIDE

Executive Summary:
The Business Value of NetApp Cloud Volumes for Google Cloud

Dave McCarthy
Research Vice President,
Cloud and Edge Infrastructure Services, IDC

Megan Szurley
Senior Research Analyst,
Business Value Strategy Practice, IDC

As businesses seek to create and sustain competitive advantage, they are increasingly turning to data as a key source of differentiation. Most digital transformation initiatives are underpinned by a desire to become more data-driven — to maximize the use of real-time information to make faster, more accurate business decisions. This year 101ZB (zettabytes) of new data will be generated, crossing the threshold of 100ZB for the first time.

Simultaneously, businesses are increasing their use of cloud services to automate operations, deliver rich customer experiences, and create new products and services. While a majority of enterprise data still remains on premises, IDC is forecasting data in the cloud to realize a five-year compound annual growth rate of 36.3%. There is an increasing need to manage critical business data that spans a variety of infrastructure types in an efficient and cost-effective way.

IDC conducted research to explore the value and benefits for organizations using NetApp Cloud Volumes for Google Cloud to manage data via cloud storage while maintaining storage costs, performance, data protection, and security. Through a series of data-intensive interviews, robust benefits were discovered to determine the business value of NetApp Cloud Volumes for Google Cloud. **Read on...**

Business Value Highlights

- **457%** three-year ROI

- **$730,000** average annual savings per 100 usable terabytes

- **10.9 months** to payback

- **48%** more efficient infrastructure management teams

- **53%** more efficient disaster recover staff

- **11%** more productive development teams

- **15%** more productive compliance teams

- **30%** more efficient security teams

- **100%** less end user–impacting unplanned downtime

IDC's analysis found that interviewed organizations realized an average annual savings of $4.7 million and a three-year ROI of 457% from NetApp Cloud Volumes by:

- Drastically reducing the occurrence of unplanned outages, which reduced the impact of downtime from end-user and revenue perspectives

- Improving the productivity and performance of IT teams such as infrastructure management teams and disaster recovery (DR) teams through easier configuration, auditing, testing, provisioning, and scaling

- Enabling the organizations to foster an environment of higher end-user productivity and revenue growth through better performance, availability, and agility

Read the full white paper

 @idc   @idc   idc.com