

FACT SHEET

Think you know the future of storage? Think again

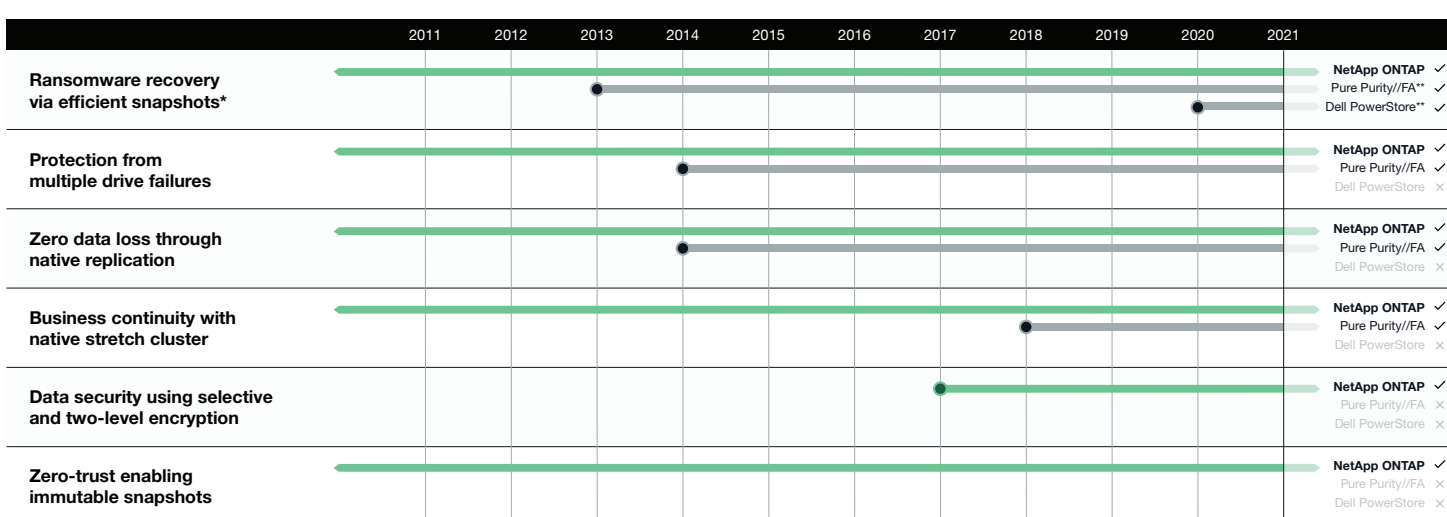
Legacy technology or market disruptor? Data innovator or imitator? Locked-in-the-box manufacturer or out-of-the-box storage and cloud pioneer? With all the market claims out there, it's difficult to discern hype from reality.

A legacy of innovation

NetApp is proud of its legacy of innovation. When it comes to data storage you have a choice. As a proven leader in modernizing and simplifying storage, **organizations across every industry work with NetApp to build their data fabric.** We can help you strategically address today's complex IT challenges and pave a path to the future.

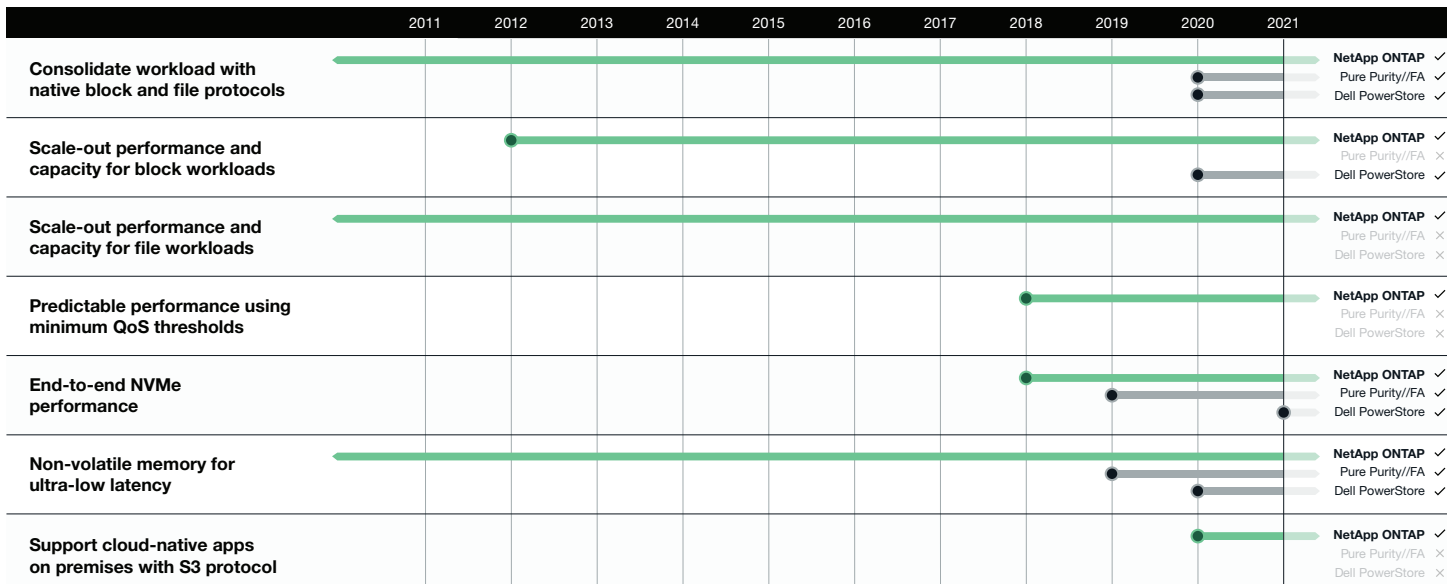
First in security and protection.

NetApp was first to bring security, data protection, and compliance features to market. That innovation continues today, delivering a unified architecture to protect your most valuable asset—your data.



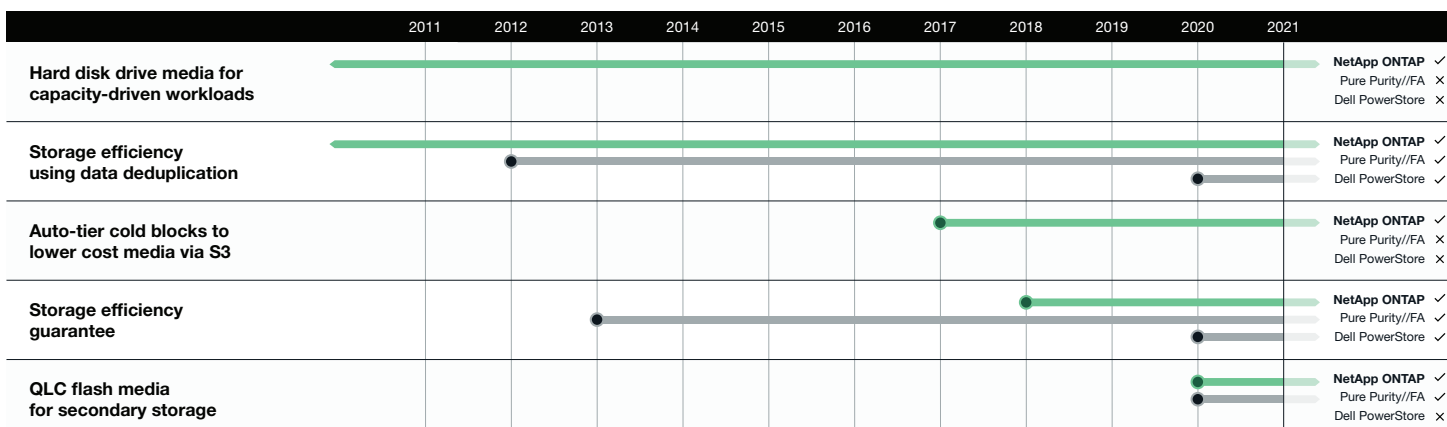
First in performance and consolidation.

From on-premises to the cloud, NetApp storage solutions deliver industry-leading performance. Scale up, out or to the cloud—any cloud.



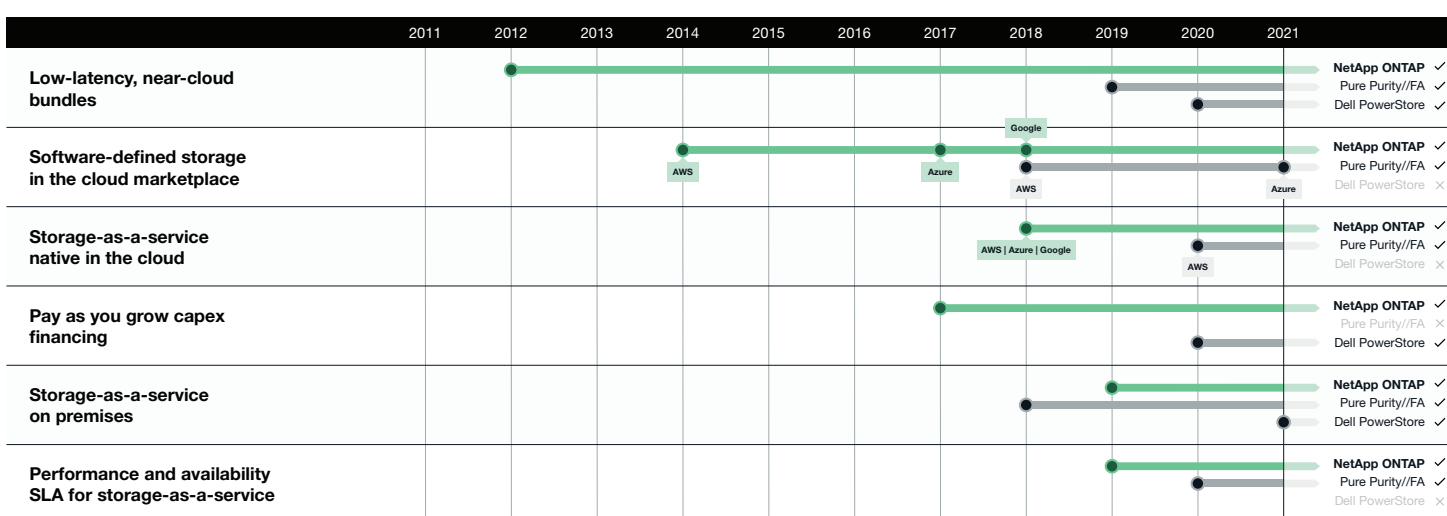
First in storage and cost efficiency.

Achieve industry-leading storage efficiency, backed by the NetApp guarantee. Right-size your storage and take charge of cloud spend.



First in cloud—every cloud.

NetApp® Cloud Services are second to none. Only NetApp provides data services that work across the biggest clouds, private clouds, virtual machines (VMs), and microservices.



First-to-market is a big deal. So is solution completeness. Selecting the right infrastructure is more than a box-checking exercise. **NetApp has a hard-earned reputation as one of the most trusted names in data storage**, with a robust portfolio of **protection, security, performance, consolidation, efficiency, and cloud.** Cut through the fiction and find a storage partner with a history of innovation, that can help you get more out of your data on-premises and in the cloud. If you're considering another vendor because you think they are innovating, you should be talking to NetApp.



[Choose NetApp →](#)

* Longer lines show a history of innovation

** Product names are abbreviated due to space constraints. Full product names are Pure Storage Purty//FA and Dell EMC PowerStore OS.