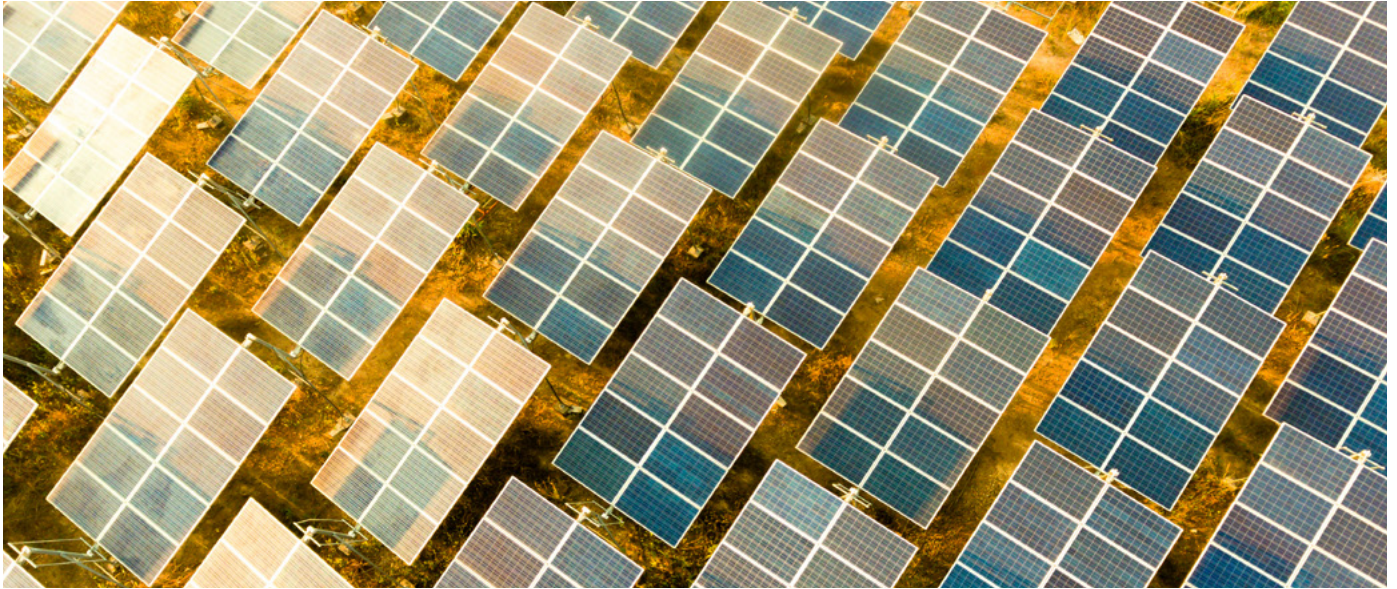


BROCHURE

# Data is like renewable energy

There are always new ways  
to harness it more efficiently.  
NetApp can help bp find them.





## Efficient, transparent, coherent

bp is at the heart of an energy sector that's changing profoundly. New technologies are unlocking new possibilities. Consumer and market demands are rapidly evolving. Energy portfolios are diversifying and fresh frontiers are being embraced.

And this is all taking place in a climate where digital innovations are disrupting numerous core elements of your business. Everything from AI to IoT-enabled equipment is creating a flood of data. How well you can take advantage of the insights it offers is a sink or swim question in a fiercely competitive market.

Serious stuff, then. But let's zoom out for a sec. We aren't here to give you the lowdown on your own business. It's inevitable that during digital expansion, bp will be juggling an array of new operational expenses and dealing with lots of unoptimized IT systems. Despite the costs however, data will be one resource you aren't going to be short of. And with the right expertise and tools, you can deploy it to fuel operational efficiency, improve IT performance and agility, and extract insights that drive profitability.

# 58%

**Energy businesses that identify boosting operational efficiency as a top priority for IT**

Source: [KPMG, 2021](#)

## Power to your people

It's never too soon to take steps to enhance operational efficiency. As digital transformations progress, it's only natural that IT spend will grow in line with increased needs. Gartner expects global IT spending to continue to rise by another 5.3% in 2022 after ballooning almost 9% in 2021<sup>1</sup>. The energy sector is no exception.

Building new digital capabilities and investing in the infrastructure required to handle quickly expanding volumes of data—and turn that data into actionable insights—is a strategic imperative for bp.

While initial infrastructure investment is unavoidable, implementing an infrastructure optimization plan can cut operating costs significantly. Besides avoiding over- and under-provisioning, planning can also help with project delivery, risk reduction, and service disruption prevention—some of the biggest potential cost sinks.

# 30-50%

## Potential IT infrastructure savings available through cloud technologies

Source: [G Core Labs, 2022](#)

But IT infrastructure planning for an organization as global and complex as bp isn't easy. Having full visibility into data costs is a challenge many struggle with. Some expenditures might come out of individual business unit budgets, while reporting costs reside with relevant corporate functions and cloud spend is managed by IT.

It can be messy, and it makes it a much harder process to correctly select and assign the right levels of resource to a workload or application. This goes double when application and workload infrastructure needs are unique and evolve over time.

However, the right storage platform can help automate processes and enhance visibility to match apps to their optimal supply, leading to fewer resources wasted and more return on cloud investment.



## How NetApp can help bp



### End-to-end visibility

From the cloud to the data center, NetApp provides you with full-stack visibility through a single management platform. No matter where your data lives, you can monitor, troubleshoot, and optimize all your resources and applications.

With total oversight, you can keep track of spend by identifying underutilized infrastructure and over-provisioned workloads so you can manage costs, ensure availability, and protect data as efficiently as possible.



### Continuously optimized infrastructure

Take the sting out of managing cloud infrastructure with automation. Spot by NetApp, automatically gives your cloud workloads the most scalable and available infrastructure at the lowest possible cost with the most efficient mix of instances and pricing models, eliminating wastage.

Alongside this, our storage-as-a-service solution NetApp Keystone can offer hybrid cloud at a highly competitive price point that is flexible to your needs with a customizable mix of payment, subscription, and usage-based services.

**Ready for cloud that offers efficiency without compromise?**

**Contact NetApp**

