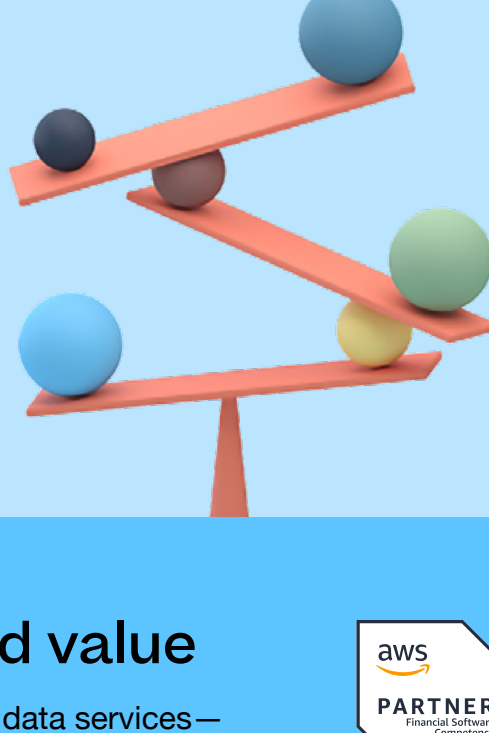


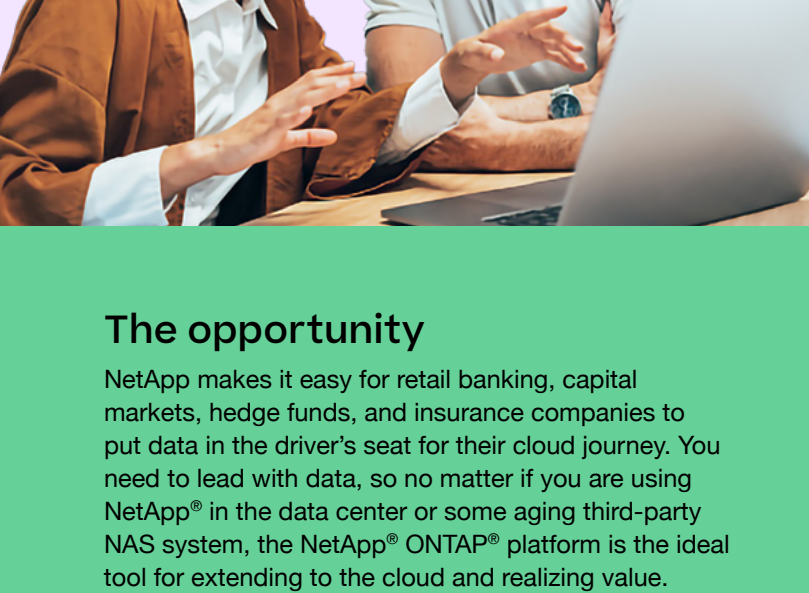
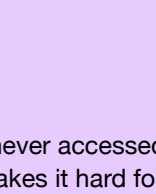
TACTICAL BUYER'S GUIDE

# Bring stability to your unstructured data and increase its value



## Extend and migrate to grow cloud value

Extract value from your unstructured data with enterprise-grade data services—all nestled in a native AWS experience.



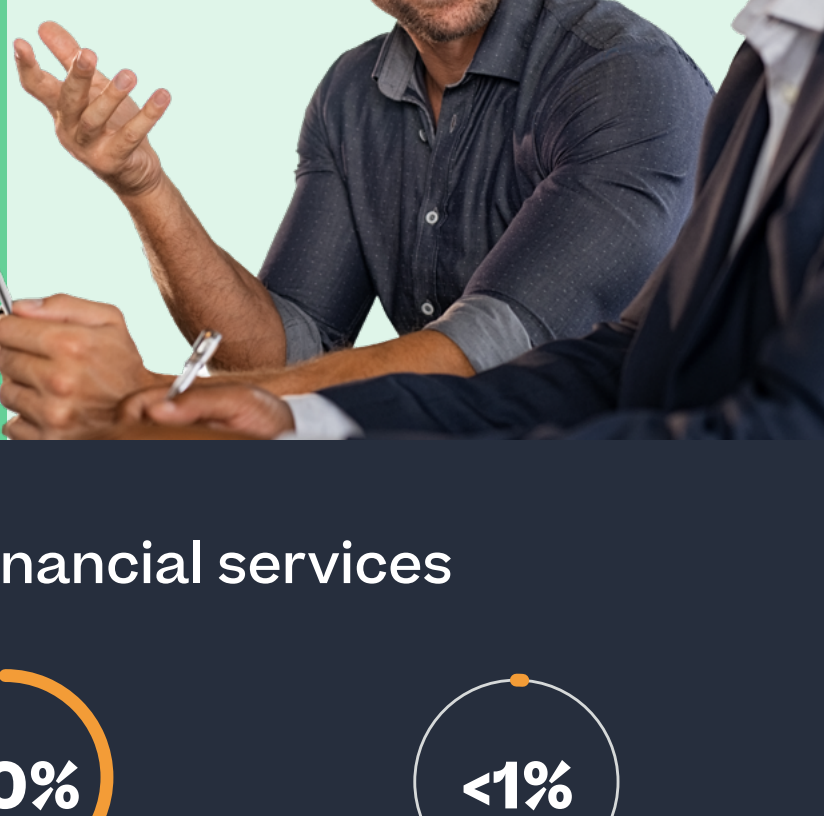
### The challenge

After it's been created, 68% of data is never accessed again.<sup>1</sup> That much unstructured data makes it hard for traditional financial service industry (FSI) companies—saddled with cumbersome legacy systems—to compete with nimble neobanks. Speeding up digital transformation plans is an easy decision. But not all paths to modernization are equally profitable. Some result in repatriated workloads and can decrease the value of a precious commodity that's untradeable: customer trust.

### The opportunity

NetApp makes it easy for retail banking, capital markets, hedge funds, and insurance companies to put data in the driver's seat for their cloud journey. You need to lead with data, so no matter if you are using NetApp® in the data center or some aging third-party NAS system, the NetApp® ONTAP® platform is the ideal tool for extending to the cloud and realizing value.

Self-directed or fully managed, ONTAP can smoothly lift and shift both Linux (NFS) and Windows (SMB) workloads into the hybrid AWS Cloud. Even unstructured data with complex security requirements can be easily extended without changing code or refactoring. It's a snap to migrate mission-critical workloads to AWS using the familiar file storage workflows, orchestration, and data protection capabilities you use today on premises.



## The state of financial services

82%

of firms are already running in hybrid cloud environments<sup>2</sup>

80%

of worldwide data will be unstructured by 2025<sup>3</sup>

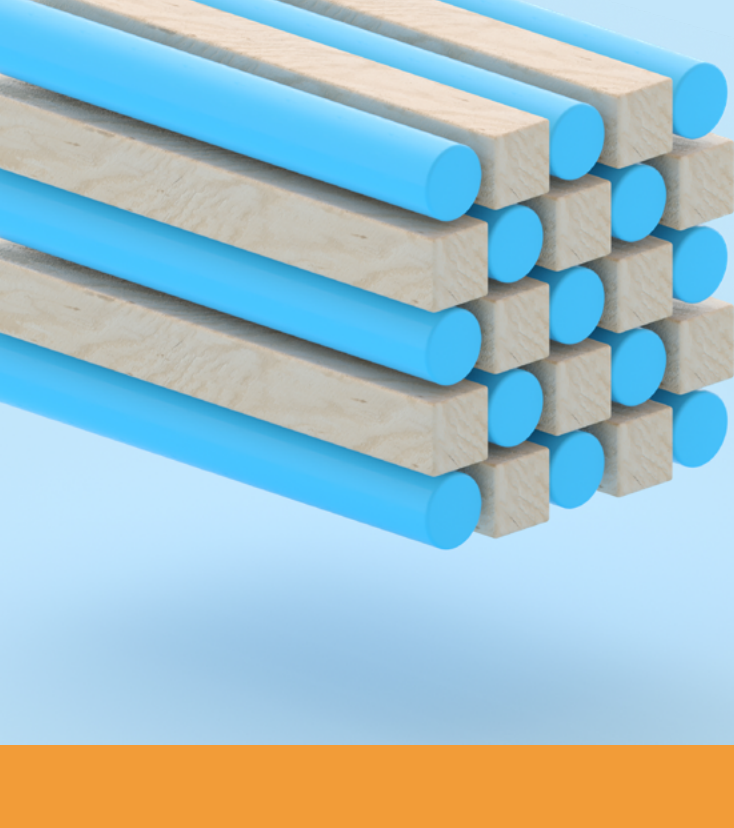
<1%

of unstructured data is analyzed or used at all<sup>4</sup>

## Seven reasons why financial institutions trust NetApp and AWS

- No more FUD**  
There's no fear, uncertainty, or doubt about financial data when you can automate and orchestrate your hybrid cloud data from the comfort of the AWS Management Console or [NetApp Cloud Manager](#).
- Hybrid cloud accessibility**  
Extending on-premises ONTAP data into the AWS Cloud is easy-peasy with [NetApp SnapMirror](#)® technology, and aging third-party NAS systems can migrate with [NetApp Cloud Sync](#) or your favorite migration tool.
- File share governance**  
Meet compliance standards for unstructured data by using the dashboard in [NetApp Cloud Data Sense](#) to locate personally identifiable information (PII). [Learn more](#) about the compliance programs for which Amazon FSx for NetApp ONTAP has been tested and approved.
- Meaningful insights**  
Gain infrastructure and app visibility across the entire infrastructure (on premises to cloud) with [NetApp Cloud Insights](#)—then identify apps poised to migrate to AWS.
- Low-latency access**  
Low-latency, mission-critical, on-premises workloads excel on AWS. [NetApp FlexCache](#)® enables bursting, and [NetApp Global File Cache](#) lets organizations access data from the edge.
- Customer-centric data protection**  
Meet uptime and availability SLAs with automatic SnapMirror replications and restore instantly with zero-impact NetApp Snapshot™ copies. Get highly durable, incremental-forever, block-based backups, daily.
- Access to everything**  
Integrations with AWS services run the gamut from Amazon Relational Database Service Custom to Amazon Elastic Container Service, AWS Lambda, AWS CloudFormation, and AWS Backup—it's everything but the AWS KitchenSink.\*

\*Not real, but probably in beta as we speak.



“Dow Jones has had to create and utilize data fabric. We're able to access data when and where we need it.”

[See the Dow Jones case study](#)



**Ramin Beheshti**  
Chief Product and Technology Officer,  
Dow Jones Group

## Unlock the best of financial services in AWS

The future of financial services is on AWS, and it's powered by NetApp.



NetApp ONTAP delivers the agility that you need to build new revenue streams, extract valuable insights from unstructured data, and protect customer data while staying ahead of the competition.

As the leader in block and file storage (Gartner® GigaOm® IDC<sup>7</sup>), NetApp allows organizations to use ONTAP on AWS just as they do in the data center. ONTAP provides automated data tiering to low-cost storage and supports a broad set of workload needs with NFSv3, NFSv4.1, SMB, and iSCSI protocols.

## Competitive edge

NetApp is the trusted leader in block and file storage according to the top analysts—Gartner, GigaOm, and IDC—and to over 9,000 FSI organizations. Now you can use ONTAP on AWS just as you use it in the data center, automatically tiering to low-cost storage and supporting workloads with NFSv3, NFSv4.1, SMB, and iSCSI protocols.



“We've got large amounts of cold data that haven't been touched for 6 months. It would save us a lot if we could seamlessly tier off that cold storage to object storage without any type of extra orchestration.”

[See what happens next.](#)



**Greg Weld**  
Senior Converged Infrastructure Engineer,  
FICO

## Extend the AWS experience from enterprise-grade to enterprise-great

The agility of AWS is now paired with the proven data management features of NetApp ONTAP software. ONTAP is available as a fully managed native AWS service to meet stringent demands for performance, data protection, and optimization.

With Amazon FSx for NetApp ONTAP, you get a consistent AWS cloud experience that delivers block and file storage, is integrated with all the AWS services, and is accessible to the complete NetApp suite of cloud data services—all from one ONTAP platform. That's what “enterprise-great” really means.

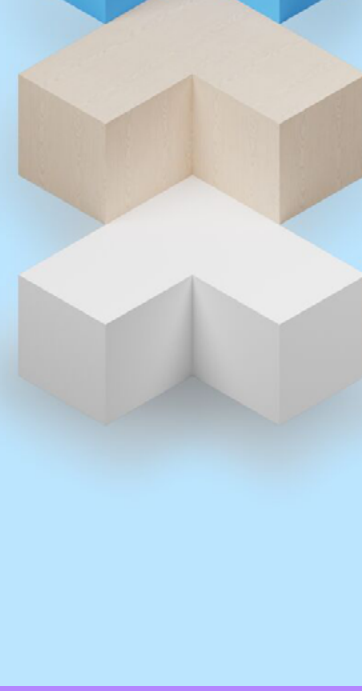
## Cut right to the pain points: extracting value from unstructured data

With increased competition and corporate social responsibility pressures, dealing with unstructured data must be the top priority. Accelerate productivity and innovation by mining unstructured data to discover unmet needs and make full use of valuable enterprise intelligence trapped on premises.

	Pain	Solution
<b>Economics</b>	Storing data on premises is inefficient.	Take advantage of multiprotocol access to file shares, user shares, department shares, home directories, etc.
<b>Analytics</b>	You're unable to extract meaningful insights.	Run cloud-native AI/ML apps with full support for microservices and containers in Kubernetes.
<b>Modernization</b>	You still rely on legacy systems.	Trust low-latency storage that meets the operational requirements of systems such as SAP, Oracle DB/RAC, Microsoft SQL Server, CRM, ERP, and VMware.
<b>Security</b>	Digital transformation needs immutable data protection.	Easily back up, archive, or replicate on-premises workloads to AWS Regions.
<b>Regulations</b>	You must stay ahead of threats and compliance mandates.	Use sophisticated AI tools that deliver proactive data intelligence and neutralize ransomware threats.

“[Migration] has been seamless for us. We don't spend time worrying about underlying resources since we moved to Ocean. It's a very big win for us because most of our apps are now stateless and we don't have to do hands-on infrastructure management.”

[See the ZestMoney case study](#)



**Ganesh Narasimhadevara**  
Director of DevSecOps and Platform Engineering,  
ZestMoney

## Licensing

With Amazon FSx for NetApp ONTAP, you don't pay for the resources you don't want. You pay only for the resources you use, with no minimum commitments, licensing costs, or upfront fees. You're billed by the second for your Amazon FSx for NetApp ONTAP file systems, and you're billed monthly for any separately licensed NetApp portfolio services that are enabled.

## Additional resources

<a href="#">Amazon FSx for NetApp ONTAP overview</a>	<a href="#">Book an assessment with an AWS cloud specialist</a>	<a href="#">Getting started</a>
<a href="#">AWS overview of FSx for ONTAP</a>	<a href="#">See pricing details</a>	<a href="#">View the user guide</a>

Sources:

- 1 Watts Innovating, [A Yottabyte by 2030, that's a whole Yotta CO2 emissions](#), August 23, 2021.
- 2 IDC, [Powering Financial Services Innovation with a Hybrid Multicloud Strategy](#), January 2021.
- 3 Data Management Solutions Review, [80 Percent of Your Data Will Be Unstructured in Five Years](#), March 28, 2019.
- 4 Cisco, [Internet of Things \(IoT\) Data Continues to Explode Exponentially. Who is Using That Data and How?](#), February 5, 2018.
- 5 NetApp, [NetApp is Recognized as a Magic Quadrant Leader, Again!](#), September 2019.
- 6 NetApp, [Three GigaOm Radars show NetApp as THE leader in unified enterprise storage for hybrid multi-cloud](#), January 2022.
- 7 NetApp, [IDC: A New NetApp on the Rise](#), March 2020.