

# NETAPP BLUEXP

Unified control of your storage and data services to support an intelligent data infrastructure, across your hybrid multicloud



## THE PROBLEM

Managing on-premises and cloud infrastructure always presents challenges. To manage environments across diverse landscapes, customers must use different frameworks, services, and technologies. But this reduces the agility that companies expect and require, and it's resource intensive and complex to manage properly.

- Disparate environments and frameworks
- Management inconsistency
- Disconnected resource management
- Specialized skillsets required
- Complex, manual, expensive, risky

## THE SOLUTION

To successfully manage on-premises and cloud environments, customers need a unified approach that reduces complexity, risks and resource overhead.

NetApp® BlueXP™ provides unified control of storage and data of your intelligent data infrastructure, wherever it lives. With powerful AIOps, integrated data services, and flexible consumption of resources, it delivers the speed, simplicity, and security required to thrive into today's highly complex world.

- Seamless management wherever data lives
- Achieve operational simplicity
- Reduce skills set dependency
- Protect, defend and optimize data
- Centralized control of OpEx investments

## NetApp BlueXP makes managing your on-premises and cloud environments easy



**1** Deploy, discover, manage, and optimize storage regardless of location.



**2** Leverage common policies, processes, procedures, and toolsets, across on-premises and cloud.



**3** Automated workflows, intuitive wizards, and an intelligent UI reduce complexity, time, risk, and bridge skills gaps.



**4** Integrated services maximize data protection and cyber resilience while minimizing costs.



**5** Flexible consumption of resource investments unlocks control, investment protection, and ROI.

Unified control with seamless management, AIOps intelligence and automation, services, and investment management.



## Where NetApp adds value



### Seamless on-premises and cloud storage management

- Discover, deploy, manage, and optimize storage
- Deliver common policies, processes and procedures
- Consolidate disparate management toolsets
- Secure access, connectivity, and orchestration
- API support for 3rd party integration



### Automate, standardize and simplify

- AIOps-driven intelligence, actionable insights
- Workflow automation streamlines operations
- Improve system health with recommended actions
- Troubleshoot and address with guided remediation
- Audit user and data level activity, detect anomalies, and act



### Maximize protection and cyber resilience while minimizing costs

- Protect ONTAP® data against everything from user errors, to data corruption to adverse events
- Utilize full spectrum protection, disaster recovery, and archival
- Identify and address data sensitivity, access, and risk profile issues
- Orchestrate workload-centric ransomware protection
- Solve capacity challenges by tiering inactive data



### Get single-pane visibility your wherever data lives

- Unified operations with an intelligent, intuitive SaaS UI
- Connect to data and storage securely
- Gain centralized view of on-premises storage
- Centralize visibility across 1<sup>st</sup>- and 3<sup>rd</sup>-party cloud storage
- View relationships across environments



### Reduce skills gap dependency

- Apply AIOps-driven insights and automation
- Simplify operations with an intuitive wizard-driven interface
- Easily upskill staff with common toolsets and processes
- Storage and data managed the same everywhere
- Enable generalists to perform specialized tasks



### Unlock control, investment protection, and ROI of OpEx

- Centralize control of flexible consumption spend
- View ROI in real time
- Manage cross-marketplace subscriptions
- Protect infrastructure investments
- Manage Keystone subscription currency

## Only NetApp offers

### Complete on-premises and multicloud portfolio

NetApp's comprehensive on-premises and hyperscaler integration strategy enables you to easily run workloads in both public clouds and private data centers. BlueXP enables you to manage your intelligent data infrastructure, providing unified control across your storage and data, wherever it lives.

### Industry-leading unified control plane

BlueXP provides unified control of storage and data services to support an intelligent data infrastructure, across your hybrid multicloud. With powerful AIOps, integrated data services, and flexible consumption of resources, it delivers the speed, simplicity, and security required to thrive in today's highly complex world. BlueXP delivers the promise of real hybrid multicloud integration and management.

### Silo-free unified control

BlueXP delivers control by managing complex workloads and eliminating infrastructure silos across your on-premises and cloud environments. It has the embedded AIOps intelligence in your data infrastructure management to ensure new levels of performance, productivity, and monitoring. BlueXP helps keep your business running with built-in protection, security, optimization, and mobility, while increasing sustainability visibility. And it enables you to manage, protect, and monitor your flexible investment resources centrally.

### NetApp's approach to simplicity, security, savings, and sustainability

**Simplicity.** Deliver simplicity by managing complex workloads and eliminating infrastructure silos across apps, data, and clouds.

**Smarts.** Embed intelligence into your data infrastructure to enable your AI workloads—for new levels of productivity and innovation.

**Security.** Keep your business running with built-in security, rapid recovery, and infrastructure observability.

**Sustainability.** Power more sustainable operations with energy-efficient technologies, tiering, and analytics.

**Savings.** Make your on-premises and cloud infrastructure spend go further.

*“With NetApp BlueXP, we are able to manage the whole solution in one place with a nice and easy to use management interface. So, it's easy to apply and it's also simple to use for our responsible operation guys at the racetrack now.”*

*Freidemann Kurz, Head of IT, Porsche Motorsport*

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*“The movement of workloads from the private cloud to our public cloud was time consuming. Scientists couldn't do anything with the data, until we migrated it. We needed a hybrid, multi-cloud data fabric to move data to any cloud from any cloud.”*

*Scott Hunter, Global Infrastructure Services Director, AztraZeneca*

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### Frost & Sullivan names NetApp Company of the Year in the Global Hybrid Cloud Storage Management Industry—2024

*“BlueXP delivers seamless management across storage with integrated environment health and analytics, protection, optimization, and mobility. It enables customers to create consistent and common policies, procedures, and services across all infrastructures under management, replacing the complexity of administering hybrid multicloud environments”*

*Karyn Price, Industry Principal, ICT*

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## Additional resources

[BlueXP overview >](#)

[BlueXP capabilities >](#)

[BlueXP technical documentation >](#)

[BlueXP solution brief >](#)

[NetApp wins Frost & Sullivan's 2024 Company of the Year award >](#)

[Demo: Take a look at BlueXP >](#)



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### About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities.

