

# Storage Lifecycle Program



Over the lifecycle of storage systems, constantly increasing data demands can overwhelm an infrastructure so that it no longer meets business requirements. Media density, power consumption, and maintenance costs on older systems can also become burdensome and decrease storage efficiency. To address these concerns, enterprises typically perform costly, disruptive, time-consuming system refreshes to acquire the latest innovations in controllers and storage media necessary to meet their new requirements. With the NetApp® Storage Lifecycle Program, the pain of a tech refresh is a thing of the past.

## Today's storage purchase becomes tomorrow's hybrid cloud flexibility.

When you're deciding on the best storage purchase for your business today, you probably don't know what your storage needs will be in the future. Rather than refreshing your on-premises storage, you may prefer to shift your investment to the cloud or to a storage-as-a-service (STaaS) option. The NetApp Storage Lifecycle Program enables you to flexibly and cost-effectively address your changing storage requirements.

## Take the pain and guesswork out of refreshing storage.

As the cornerstone of the [NetApp Advance](#) portfolio of programs and guarantees for future-proofing your storage environment, the subscription-based Storage Lifecycle Program delivers:

**Faster, simpler upgrades—indefinitely.** Receive a free controller upgrade every 3 years that includes controller update services.

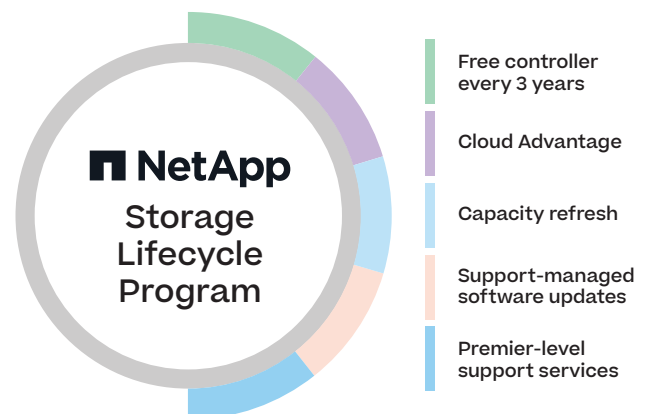
**Easily move to the cloud or to STaaS whenever you're ready.** With NetApp Cloud Advantage, you can apply credits toward NetApp cloud services or NetApp Keystone® STaaS instead of updating your storage controller.

**Trade-in capacity.** Minimize investment risk with 100% capacity credit on previously bought media. Never purchase the same storage twice.

**Simplified support-managed software updates.** Automatic software patches and updates with the NetApp managed software upgrade service.

### VIP support experience with AI-powered analytics:

- Remote technical support, including 24/7 chat
- Next-day replacement parts delivery
- On-site support and troubleshooting
- AI-powered analytics to help maximize availability and optimize performance
- Full-stack visibility to identify, troubleshoot, and address issues outside of the storage system



## Get started today.

The Storage Lifecycle Program is available with new NetApp AFF A-Series, C-Series, and FAS system purchases. Contact your NetApp sales representative or authorized reseller partner to learn why you never have to refresh your storage again.