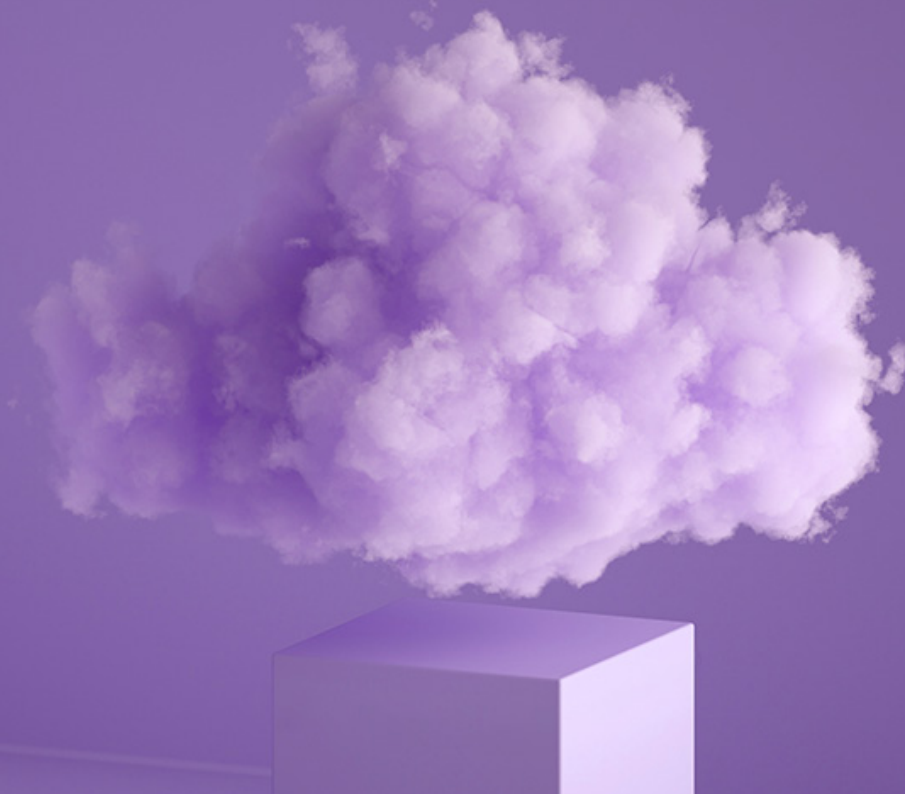


Why NetApp for Etihad Airways?



Dear Etihad Airways team,

We understand that it is critical for you to **accelerate your digital transformation** journey, and that cloud computing will have a key role in this process. Over the past several years, NetApp has focused on growing our cloud data services product portfolio and integrated it into our data fabric approach. Today, NetApp is able to provide you with a holistic approach to data management in an on-premises/multicloud environment. This is why we have prepared this short document: How can NetApp help Etihad Airways build and shape a successful cloud strategy and design a modern data fabric? We sincerely hope you find it useful and discover what you can achieve partnering with NetApp.

Tambi Baik

District Manager, NetApp UAE

Where we can help

1 Nondisruptive cloud adoption with NetApp

Our cloud-connected storage enables you to have a gradual adoption of cloud solutions for disaster recovery, development, or application lift-and-shift, minimizing the impact in management and maintaining storage competencies of your people. This is available for you today thanks to [ONTAP](#) operating system, running on your on-premises solutions but also in the cloud.

2 Need to run high-performance workloads in the cloud?

NetApp cloud data services allow you to get the maximum performance in scenarios like migration (lift-and-shift), SAP Hana, databases, VDI, HPC, and enterprise applications requiring a performance guarantee. Discover the most interesting proposals with the new AWS service, [FSx for NetApp ONTAP](#), available worldwide. This AWS-native managed service enables and optimizes shared storage execution and launch for Windows and Linux workloads, while offering NetApp enterprise-level data services. Everything running in a native AWS experience. Find also the details of the available services in the main cloud providers: [Azure NetApp Files](#) (ANF) and [Cloud Volumes Service for Google Cloud Platform](#).

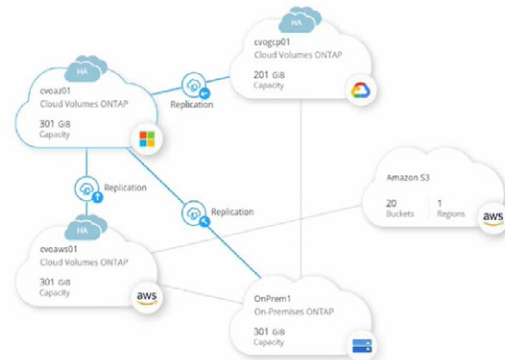
3 Would you like to deploy the full potential of Oracle or SAP Hana in the cloud?

Transform your [Oracle database in the cloud](#). With Cloud Volumes features, you can scale capacity easily, improve resource utilization, and increase user productivity as a fully managed storage service [Cloud Volumes Service](#), in [AWS](#), [Google Cloud](#), or [Azure](#), or as a storage layer managed by the cloud user you choose, [Cloud Volumes ONTAP](#).

If you're considering moving your SAP Hana to the cloud, with NetApp you will be able to do it fast and easily. With data fabric, migrate to the cloud you want, and back to on-premises if you need it, enjoying all the advantages of ONTAP, in all your environments. NetApp is the only certified file service provider in Azure and Google Cloud.

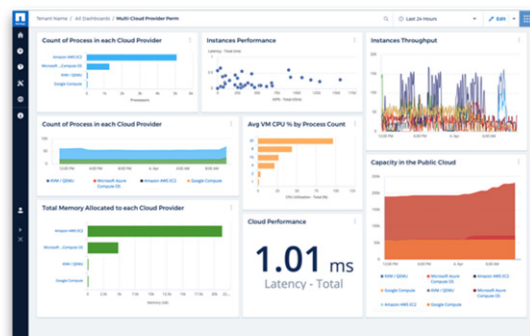
4 Do not be locked by any hyperscalers

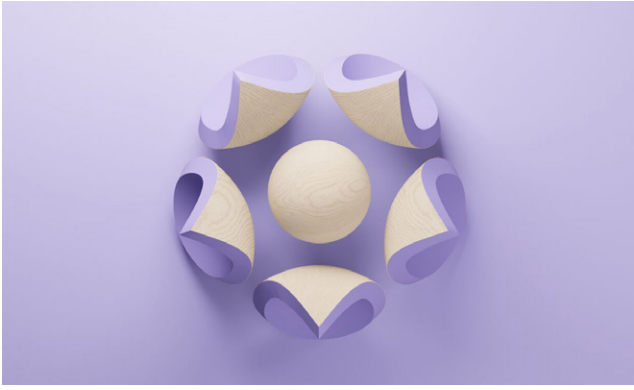
[Cloud Volumes ONTAP](#) enables you to nondisruptively move your blocks and file data between public cloud or on-premises Object Storage (S3), like [NetApp StorageGRID](#).



5 Control the performance and data utilization of your data center and cloud workloads

[NetApp Cloud Insights](#) is a leading multivendor monitoring tool that gives you complete visibility into your data infrastructure and applications. With Cloud Insights, you can monitor, troubleshoot, and optimize all your resources including your public clouds and private data centers.





6 Optimize your invoice in the cloud

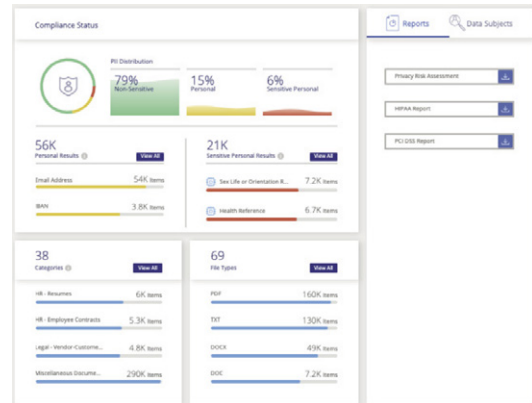
Cloud Volumes ONTAP enables you to reduce your hyperscalers storage costs up to 80% using all NetApp efficiency features and NetApp cloud tiering mechanisms. With SPOT by NetApp, decrease your compute cost up to 90% by running mission-critical workloads on cloud providers' spot instances combined with automatic infrastructure scaling.

7 Ransomware and cyberattack protection

While ransomware is significantly disruptive to business operations, it can imply not only the demanded payment but also the cost of recovery, lost revenue, loss of brand value, and even a personal data breach. NetApp offers a number of tools to empower you to prepare for ransomware threats and implement disaster recovery and business continuity plans: data protection and security assessments; prevention and response to attacks in the cloud with Cloud Volumes ONTAP; proactive monitoring of snapshot copies; analysis of patterns and data access with Cloud Secure; file blocking with NetApp FPolicy; or backup, restore, and clone management with NetApp SnapCenter. Robust prevention and short time recovery.

8 Monitor your GDPR / CCPA / HIPAA compliance

Unlike traditional solutions that depend on regular expressions and pattern matching, NetApp Cloud Data Sense leverages AI to provide contextual understanding of data for accurate detection of personal or sensitive information. Cloud Data Sense gets your business application data, on-premises data, and cloud environments privacy-ready.



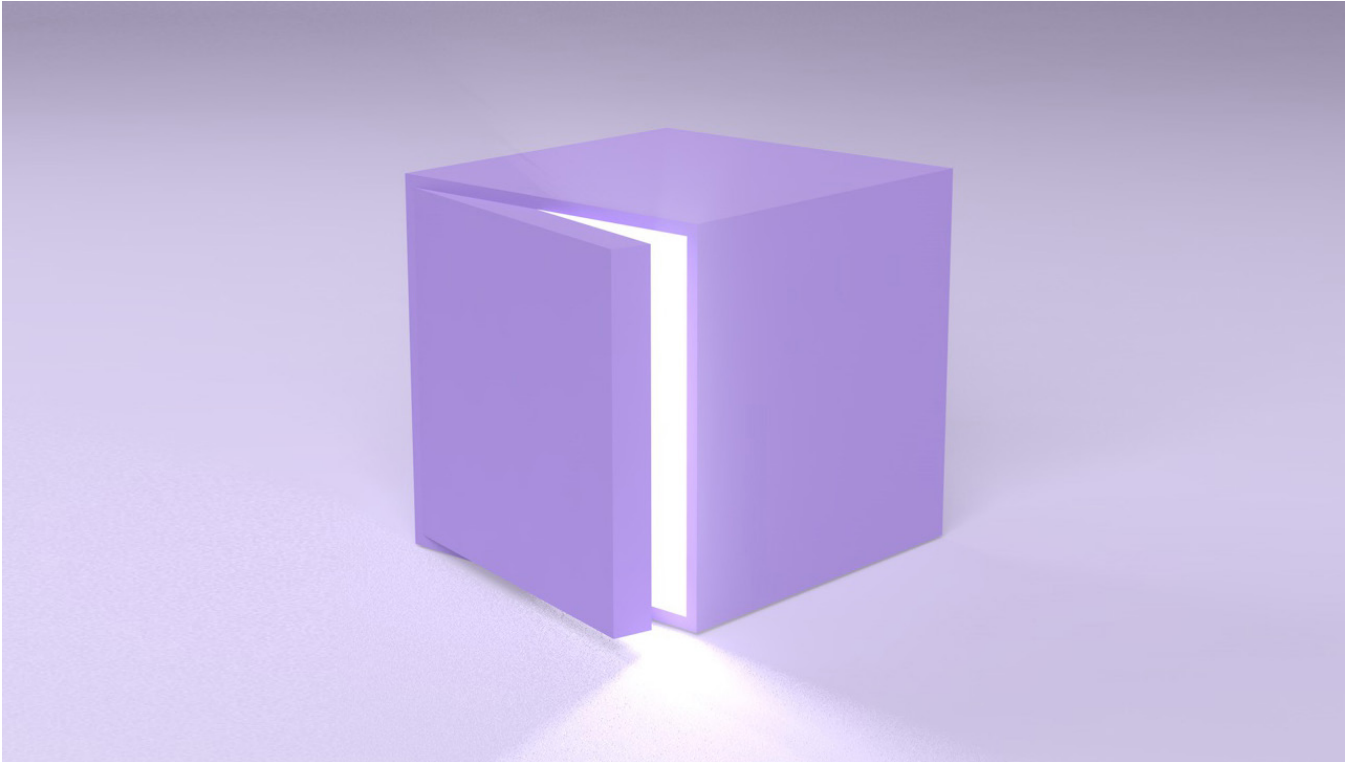
9 Now is the time to build your data fabric

NetApp brings the best of cloud into the data center, and takes on-premises valued features to the cloud. Would you like to create a hybrid multicloud environment that unifies your infrastructure and takes your data fast and securely wherever and whenever it's needed?

This dream come true is data fabric.

Today, only NetApp can provide the full functionality you need to design and build your own data fabric across all public cloud providers. You will then be able to discover resources, integrate disparate data services, and automate operations (and optimize them over time) while protecting and securing your data.

Thank you for letting us show you how we can do it.



Want to know more?



NetApp Virtual Experience

We can arrange an online session with your team around specific solutions that could fit your use cases. We will be delighted to organize a customized session.



1:1 session

Our team of specialists is at your disposal to organize a session with you where we can discuss any solution of your interest. We would like to help you in your transformation journey.



Test

You can try many of our solutions, on-premises or in the cloud. Would you like to discover what they can do for you?

If you would like us to organize any of these activities, please contact your client executive.



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About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit www.netapp.com



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