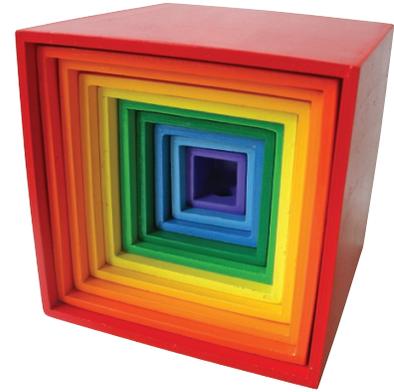




NetApp™

Go further, faster



Infrastructure Solution

Slash Your Data Center Costs Today with NetApp Consolidation Solutions

Streamline and unleash the full potential of your IT assets

KEY BENEFITS

Save money today

Consolidation and a unified approach boost utilization and efficiency, which means you buy and operate as much as 47% less.

Avoid costly data center expansions

Reduce your space, power, and cooling loads through consolidation. Defer costly data center build-out.

Increase IT staff productivity

Increase productivity as much as eight times or more by automating routine and repetitive tasks. Free up your people to spend more time on strategic projects.

Deliver new service levels to the business

Accelerate provisioning, backup, and recovery for your business applications and your virtualized server and desktop environments. Deliver higher service level agreements (SLAs) and more responsive application support.

Get faster return on your investment

Get your assets into productive use faster. Our experts will help you deploy quickly and get it right the first time.

THE POWER OF CONSOLIDATION

The more your storage demands grow, the more you need to reassess your infrastructure strategy. The traditional approach—deploying more systems for each particular application—results in islands of stranded assets that are hard to manage, inefficient and poorly utilized, and expensive to operate. Your systems administrators are mired in complexity and spend their days on routine and repetitive management tasks. The environment can't scale, and your business can't afford more people and resources to keep pace with data growth. Server virtualization and consolidation drive the need to consolidate storage and to eliminate the stranded islands of storage associated with various application tiers.

NetApp® consolidation solutions streamline your infrastructure and deliver immense cost, energy, and performance benefits. With a combination of technologies and services, our solutions can help you consolidate your data center, drive up your asset utilization, and improve overall efficiency.

A COMPREHENSIVE APPROACH

We provide a flexible approach to consolidation that allows you to focus on a single area while establishing your foundation with a comprehensive road map to transform your data center. Business realities dictate your choices, but now you can transform at your pace.

Infrastructure consolidation

Our customers have reported 50% reduction in power, space, and cooling. They have realized 75% faster time to market. Now you can achieve as much as two times or more improvement in utilization.

• Server virtualization and consolidation:

The underlying storage infrastructure is unified as part of your virtualized server solution.

• NAS consolidation:

Consolidation of individual NAS systems and file servers reduces file management complexity while increasing your storage capacity utilization, reducing your network usage, and reducing your server load.

• SAN consolidation:

Our SAN consolidation solutions for Fibre Channel, FCoE, and IP SAN (iSCSI) consolidate either your direct-attached storage (DAS) or your existing SANs into more efficient storage pools.

• Unified storage consolidation:

By unifying your storage infrastructure across storage protocols and storage tiers, we deliver immense performance and cost benefits.

“Since we began consolidating on the NetApp systems, we’ve been able to empty about four racks in each of our data centers. We estimate we now have 20% more load on our UPS without increasing the BTU output. So we’re saving on floor space, cooling systems, and power. In fact, ROI on NetApp’s solution was nearly immediate, well under 12 months. And we continue to receive value.”

Jonathan Campbell

Director of Network Services, FirstHealth of the Carolinas

- **Backup, recovery, and archiving:** We can help you cure your backup, recovery, and archiving headaches. Streamlined and automated backup, recovery, and archiving processes simplify your day-to-day management tasks and improve the availability and performance of your applications and systems.

Application consolidation

Consolidate your messaging, database, and other data-intensive business applications to meet aggressive backup, provisioning, and performance SLAs, and say goodbye to overloaded systems in some environments and stranded capacity and performance in others. Don't be satisfied with 30 or 40% utilization when we can help drive it to 70% and beyond.

NetApp Dynamic Data Center Solution

If your requirement is to deliver business agility through IT as a service model, we can help you plan and execute an end-to-end transformation of your infrastructure and processes. We offer a stepwise approach that provides incremental benefits at your pace. This solution is built upon a common architecture and deployment methodology that is reused for virtualization, storage efficiency, storage management, and other data services. It has been proven in enterprise data centers globally.

REDUCING POWER, SPACE, AND COOLING DEMANDS

The traditional approach—adding systems and disks to accommodate growth—means hitting the limits of your data center space, power, and cooling capacity. If power and cooling costs are devouring more of your budget, you may be considering expensive data center expansion or even a new data center. Our consolidation solutions are proven to reduce your power, cooling, and space requirements, allowing you to defer or even avoid those data center expenditures and dramatically lower your ongoing operation expense, too. Storage systems are your data center's second largest consumer of power and space, so consolidation can drastically reduce those ongoing costs. In fact, storage utilization improvements often yield 50% less hardware, 50% less power, and 50% less cooling capacity than other solutions. This improved storage efficiency can help you deliver on your company's green objectives, too.

NETAPP DEFINES STORAGE EFFICIENCY

NetApp helps you store more data for less money, in less physical space, while efficiently protecting and retaining data longer and reducing consumption of power, cooling, and space. Our customers often see reductions in data storage costs of 50% or more. Now you can save with these valuable features:

- Space-efficient, scalable Snapshot™ technology yields dramatic reductions in your backup and recovery time. Our Snapshot copies do not require “copy” space, resulting in savings of up to 80% over other vendors' solutions.
- Onboard deduplication of both primary and secondary data can save you up to 95% for full backups and 25% to 55% for most data sets.
- Dual-parity RAID protects you against double disk failures without significant performance impact. Now you can save up to 70% versus mirrored data or RAID 10.
- With thin provisioning, multiple applications share a single pool of on-demand storage, allowing you to achieve 20% to 33% savings.
- Efficient disk-to-disk backup with our SnapVault® software can save you up to 95% in storage space.
- With our zero-space writable Snapshot copies, you'll save space equal to the size of the original data set minus blocks subsequently changed in clone. Instead of keeping multiple full copies of the database, you make virtual copies for application development and testing.

“Using NetApp’s unified storage architecture, we’ve consolidated our vital business information across the entire enterprise. We achieved full payback on our ‘Everything. Everywhere. Always.’ initiative in just three years. And we are much more confident of our ability to survive a disaster at our main data center. NetApp has given us the platform to continue to grow our business.”

Robert Marburger
CIO, Alston & Bird LLP

CONSOLIDATE WITH CONFIDENCE

The complexities of an ever-evolving IT landscape present opportunities and challenges. The question is whether you can access the expertise and methodologies to quickly address these challenges with confidence.

NetApp and Authorized Professional Services Partners (APSPs) provide you with specialized deployment teams that partner with your IT group to address and identify every opportunity for infrastructure and application consolidation. From helping you make operational improvements to deploying a streamlined storage architecture, our experienced and certified professionals will minimize the risk and deployment time of your consolidation program.

We offer key areas of consolidation expertise:

- **Assessment:** Our experts work with you to identify gaps and inefficiencies that need to be addressed to achieve desired levels of people, process, and tools capability. Experts characterize your data center environment, including servers, storage, network components, and applications. We deliver a written report including a conceptual model, our findings, and recommendations for making immediate improvements.

- **Consulting:** We work with you to develop the most efficient storage architecture blueprints for your IT environment. Our consultants deliver a thorough implementation road map detailing the precise steps necessary to execute a smooth consolidation project.
- **Migration:** We work with you to perform careful up-front planning while easing the overall migration process and freeing up your internal resources. Our comprehensive migration plan fully defines what, where, when, and how to move your data. At each stage, we employ best practices based on experience with thousands of customers. We accelerate the migration process and reduce business impact and risk.
- **Deployment:** Our experts will work with you to design and implement the optimal consolidated storage platform based on NetApp’s innovative technologies.
- **Management:** We’ll help you manage your consolidated storage platform by allocating certified Professional Services staff on site.

POWERFUL TECHNOLOGIES FOR CONSOLIDATION

NetApp’s consolidation solutions create a simple and scalable data environment. Whether you begin with a mixed-vendor or homogenous environment, our uncompromising approach to consolidation will give you more performance from less hardware and fewer processes.

Our innovative technologies contribute to the success of your consolidation projects:

- NetApp SANscreen® is agentless, heterogeneous software that assists with three consolidation challenges. Before a consolidation, SANscreen quickly discovers your entire SAN environment, maps your infrastructure to applications, and allows you to run “what if” scenarios to understand the potential impact of change. Second, during your consolidation, SANscreen automatically logs and analyzes all changes made so you have a real-time view and audit trail of your project. Finally, after your consolidation, SANscreen validates that the new environment is performing correctly and delivering the appropriate storage services to your applications.

- Consolidation with a unified storage architecture enables you to create a common storage pool that can be networked and shared across a diverse set of applications with a common group of management processes. We take you beyond simple multiprotocol storage to provide integrated data management and data protection, support for all tiers of storage, quality of service, and other elements, all in a single platform.
- NetApp V-Series storage virtualization solutions consolidate mission-critical data across any size enterprise using a single data management architecture. Our V-Series, in conjunction with our Data ONTAP® operating system, allows you to place your existing investment in multivendor storage arrays in SAN environments under one umbrella system.
- NetApp NearStore® VTL, with hardware-accelerated compression and deduplication, delivers the optimum combination of performance, scalability, and integration. Our NearStore VTL makes intelligent disk appear as tape, which enables high-speed backup and restore, increases efficiency of your tape creation for disaster recovery, and simplifies management.
- NetApp Virtual File Manager™ enables the simplified management and consolidation of your file storage, including automating through preset policy file migration and replication and effectively reducing overhead.

GET STARTED TODAY

NetApp Professional Services and Authorized Professional Services Partners (APSP) will partner with your IT group to address and identify every opportunity of infrastructure and application consolidation. From helping you make operational improvements to deploying a streamlined storage architecture, our experienced and certified professionals will minimize the risk and deployment time of your consolidation program.

Contact your local NetApp representative to jump-start your savings today.

NetApp creates innovative storage and data management solutions that accelerate business breakthroughs and deliver outstanding cost efficiency. Discover our passion for helping companies around the world go further, faster at www.netapp.com.

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