



**NetApp®**  
Go further, faster



Solution > Infrastructure > **Service Providers**

# NetApp Solution for Data Protection as a Service

## KEY BENEFITS

- The fastest time to revenue with new differentiated and highly valued services
- Industry-leading storage efficiency designed to enable service providers to obtain 50% lower cost and complexity
- Proven NetApp® cloud delivery process and no-compete policy promote your success

## THE CHALLENGE

As a service provider, you provide your customers a very economical way to pay for exactly the amount of data protection they need, when they need it. Unprecedented economic pressures enabled by advances in technology have made data protection services from the cloud both possible and affordable. Companies have figured out that protecting their data in the cloud can get them a more efficient data protection infrastructure at a lower cost. Your customers' needs are diverse and span the data center, from disaster recovery to backup and archive. To acquire new customers and increase revenue, you must offer new, differentiated cloud services that meet and exceed service-level expectations. Expanding your service catalog requires a flexible infrastructure that can maximize your offerings, minimize your investment, shorten time to market, and drive down costs for the services you offer.

Arguably among the most crucial services you provide are business continuity and safeguarding your customer's data. The top CIO concerns

when deciding to outsource data protection are the safety and security of data. As a service provider you need a better data protection solution that fully answers the data protection and business continuity concerns of your clients while keeping costs low and agility high, letting you respond to customer demands quickly. What you don't need is a technology partner who helps you with one hand and competes against you with the other. You don't want to wonder if the next call your customer receives will be an offer of services from your technology supplier. You need a solution partner who offers proven cloud technology and methodology that help you sell new and better services more profitably.

## THE SOLUTION

NetApp data protection solutions deliver the fastest time to revenue, value and efficiency in a single platform, and proven cloud-delivery processes to support your success. These powerful solutions are built on the NetApp service-oriented infrastructure. The modular, resilient NetApp framework includes repeatable IT infrastructure library (ITIL)

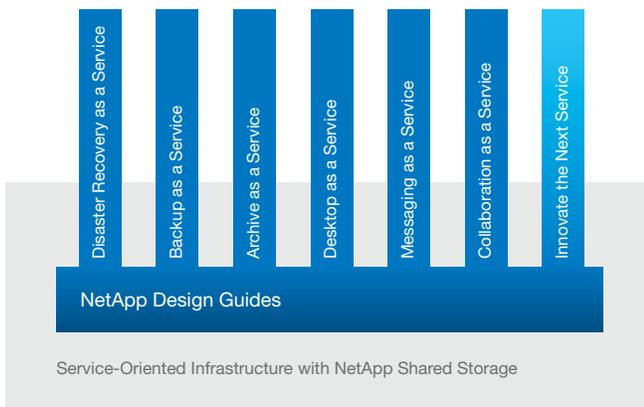


Figure 1) NetApp solutions for service providers

processes that enable you to deliver new services to market over 90%<sup>1</sup> faster. The NetApp solution for service providers lays the foundation for cloud services by providing a service-oriented infrastructure combined with automation to lower your overhead and providing self-service, such as restoring a mistakenly deleted file without the IT help desk, for the convenience of your customer. This solution framework and methodology deliver fast time to market, lower total cost of ownership (TCO), and lower risk.

### THE FASTEST TIME TO REVENUE

New differentiated and highly valued services are possible with NetApp FlexClone® and SnapLock® technologies. FlexClone provides nondisruptive disaster recovery testing in a matter of minutes by creating writable clones of Snapshot™ copies. Clones hold only modified blocks for space efficiency and are based on Snapshot copies, so performing tests has minimal, if any, effect on production data and consumes little to no capacity. NetApp SnapLock allows certain data to be locked and unchangeable on a volume basis. You can comply with the most stringent data retention regulations

with our tamper-proof retention software for disk-based WORM storage, minus the expense of a special-purpose, dedicated compliance storage system. SnapLock and FlexClone software and processes can be used across all tiers of your NetApp storage, enabling both data protection testing and compliant data protection with little to no incremental storage and quick time to market for your new services. With the addition of software licenses only, you can quickly monetize these proven technologies and processes in the form of new incremental services and expand your customer base.

Thin provisioning, allowing storage space to be easily allocated on a just-enough and just-in-time basis, should have been invented for service providers. From a single shared platform you can respond quickly to sudden increases in demand. With thin provisioning, spikes in demand across even a large, disparate customer base can be absorbed quickly with new disk shelves and automatic balancing rather than deploying new controllers and nodes. NetApp Provisioning Manager simplifies storage-provisioning tasks and improves capacity utilization by

providing storage administrators with policy-based automation and resource pooling. NetApp FlexVol® is a storage virtualization tool with built-in thin provisioning that pools physical storage for the purpose of creating and resizing flexible volumes. It allows data placement by distributing volumes across all available disk drives. You can allocate valuable storage resources to projects and customers on an as-needed basis so storage is available for the next revenue-producing service to roll out.

### INDUSTRY-LEADING STORAGE EFFICIENCY

NetApp has an extremely efficient platform for cloud services, which equals greater margins and cost competitiveness for service providers. A single, unified platform with a single management interface for all services reduces overhead and provides process efficiencies. The value increases when combined with NetApp's industry-leading storage efficiencies, which are designed to enable service providers to obtain 50% lower cost and complexity.

NetApp's disaster recovery/high-availability (DR/HA) solutions have 33% to 59%<sup>2</sup> lower total cost of

“Database.com has been running data protection as a service on NetApp for seven years. NetApp technology allowed us to develop and deploy these services faster and at a lower cost than other storage platforms. We view NetApp as a key partner in our cloud services infrastructure and know they are committed to our success.”

Rob Christ

Founder, Database.com and InControl Software

ownership than comparable solutions. NetApp SnapMirror® is a multipurpose data replication solution that not only provides disaster recovery protection for your customers' business-critical data, but also turns your flexible DR infrastructure into a business accelerator by extending your services portfolio. Plus, bandwidth consumption can be reduced over wide-area networks through SnapMirror native network compression and bandwidth-throttling capabilities.

Full backups can be reduced from hours to minutes using array-based replication utilizing efficient NetApp Snapshot copies, moving only changed blocks of data yet presenting a full backup. To expand recovery capabilities, NetApp SnapVault® delivers a quick, reliable, and cost-effective restore solution. A certain number of Snapshot copies can be kept on primary storage for immediate recovery, and additional (daily, weekly, and beyond) Snapshot copies are kept on secondary storage according to data protection service-level agreements (SLAs). Restore a single file, a home directory, or an entire volume. Improve productivity by empowering users to perform

self-service restores. SnapVault increases the overall speed and efficiency of backups through block-level incremental backups, reducing backup and recovery times from hours to minutes and minimizing capacity requirements. When coupled with 20:1 deduplication, long-term capacity savings are achievable, so you can postpone building that new data center.

Secure multi-tenancy is simple with NetApp MultiStore®. MultiStore is designed so no information on a secured virtual partition can be viewed, used, or downloaded by unauthorized users. You can logically partition physical NetApp storage into multiple virtual storage arrays referred to as virtual storage units (vFiler™ units). A vFiler unit is an isolated software container that behaves exactly like a physical NetApp array. vFiler units share the physical resources of the array by abstracting the client access from physical arrays into virtual arrays. Divvy up your storage resources securely by client, SLA, application workload, data ownership, data protection, or business unit. Move and migrate data quickly and easily for disaster recovery, hardware upgrades, and resource balancing.

#### **100% COMMITTED TO YOUR SUCCESS**

At NetApp we're about making you, our valued service provider, successful. Supporting more than one billion consumers, our proven cloud-delivery process actively promotes your success from setup to billing. NetApp doesn't sell its own cloud services; rather, we help you build your cloud services. Our collaboration with you assists in protecting your market share and sustaining your margins. Our data protection solutions are customizable to your particular business model, and we can help you set up the processes and procedures needed to maximize their operational efficiency. NetApp and its vast ecosystem of resellers and system integrator partners are available and ready to support your efforts.

NetApp enables service providers to rapidly deploy data protection as a service on a platform designed for 50% lower TCO on a single flexible architecture. This affords the ability to launch new services rapidly with maximum profitability. For more information, contact your NetApp sales representative and go to <http://www.netapp.com/us/solutions/infrastructure/service-providers/>

“NetApp’s unified storage platform allows us to deploy our cloud-based storage services faster than ever before. Simply adding incremental capacity to the existing infrastructure eliminates the time it takes to budget, approve, and procure a new services platform. NetApp has proven to be a great partner for us in delivering innovative cloud-based storage services.”

Tom Mays

Senior Vice President, Advanced Data Services, Terremark



[www.netapp.com](http://www.netapp.com)

NetApp creates innovative storage and data management solutions that help you accelerate business breakthroughs and achieve outstanding cost efficiency. Discover our passion for helping companies around the world go further, faster at [www.netapp.com](http://www.netapp.com).

<sup>1</sup> Source: published customer case studies and Oliver Wyman TCO report

<sup>2</sup> Source: Mercer study

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