



**NetApp®**  
Go further, faster



Solutions > Infrastructure > **Service Providers**

# NetApp Solutions for Exchange as a Service

## KEY BENEFITS

Fast time to revenue through on-demand provisioning of new Exchange services

Industry-leading storage utilization and lower TCO

NetApp cloud best practices and current no-compete policy help promote your success

## THE CHALLENGE

As a service provider, you deliver mission-critical Exchange services that connect workflows and foster collaboration between your customers' internal teams and external customers and partners. When your customers engage your services, they get cutting-edge technology, delivered as a service, without the high expense and risk associated with managing, maintaining, and upgrading Exchange themselves. You further remove the responsibility and expense of managing hardware, networks, and IT professionals.

As e-mail has become more embedded in your customers' fast-paced business processes, messaging volume growth has exploded, driving an increasing need for availability and efficiency of e-mail storage as well as robust strategies for quickly adding new users. Your customers expect their Exchange service to protect, replicate, archive, and secure data over time according to regulations or corporate governance.

To offer these valuable services you need to be highly efficient, simplify, shorten your time to market, and drive down costs.

You need a solution for quick provisioning of Exchange to meet increasing demand. You need to deliver privacy and security to individual customers while delivering the benefits of the economies of scale promised by cloud service offerings. Your customers expect the features of an enterprise Exchange service offering, such as the ability to recover single e-mails and attachments quickly, without major intervention by IT or storage administrators. Finally, you need a way to help your customers meet compliance and e-discovery easily.

What you don't need is a technology supplier who offers competing cloud services in the same marketplace in which you operate. You need a solution partner with shared goals, focused on mutual success—one with proven cloud technology and a methodology that helps you deliver Exchange as a service better and faster.

**Microsoft**  
**GOLD CERTIFIED**  
Partner

2009 ADVANCED INFRASTRUCTURE SOLUTIONS  
Storage Solutions  
**PARTNER OF THE YEAR**  
WINNER

“We have been using NetApp storage for over two years to provide Exchange as a service to our customers. NetApp storage allows us to rapidly deploy new Exchange services that meet or exceed our customers’ expectations at a very competitive cost. NetApp has proven to be committed to our success.”

Orange Business Services  
FranceTelecom Group

#### THE SOLUTION

NetApp has a solution for service providers offering Exchange as a service that delivers fast time to revenue, value, and efficiency in a single platform and proven cloud-delivery and operational best practices to support your success. This powerful solution is built on the NetApp service-oriented infrastructure. The modular, resilient NetApp framework includes repeatable IT infrastructure library processes that enable you to deliver new services to market faster. The NetApp solution for service providers lays the foundation for cloud services by providing a service-oriented infrastructure combined with automation and strategies to quickly provision new Exchange services accompanied by NetApp integrated data protection, archive, and compliance options. This solution framework and methodology are designed to lower your risk, overhead, and total cost of ownership (TCO) while helping you deliver higher customer satisfaction.

#### FAST TIME TO REVENUE

Expanding Exchange architecture takes only minutes using on-demand provisioning to increase the speed of deployment and profitability of services. Traditional provisioning methods are time consuming and result in low customer satisfaction and poor asset utilization. With NetApp FlexVol® and FlexClone® technologies, provisioning of new instances and expansion of existing Exchange environments are realized in a fraction of the time needed by conventional methods.

With application-level thin provisioning using FlexVol, the concept of space reservation is no longer employed. Space gets allocated only as data is written to storage. Our SAN implementations allow you to rapidly provision LUNs and dynamically reallocate valuable storage resources based on the ever-changing consumption patterns of Exchange environments. The benefit of this approach is the speed with which you are able to dynamically allocate storage resources for Exchange based on customer

demand and usage. The net result is that you expand Exchange according to your customers’ business needs, not according to the physical limitations of outdated methods that take too long.

Provisioning new Exchange instances is further accelerated through the use of FlexClone volumes. Speed time-to-deployment and mitigate risk with our method using writable clones based on Snapshot™ copies created during backup that hold only modified blocks for space efficiency. As such, creating new Exchange Server instances has no impact on existing Exchange environments and consumes little to no capacity. You’ll be able to provision new Exchange Server instances for all Exchange Server roles in a matter of minutes to the delight of waiting customers. Whether you leverage the Microsoft® Dynamic Data Center Toolkit for Hosters or automate provisioning by other means, our toolkit of PowerShell cmdlets and automated processes gives you the power and flexibility to streamline initial service delivery and the ability to dynamically reallocate storage resources within your operations framework.

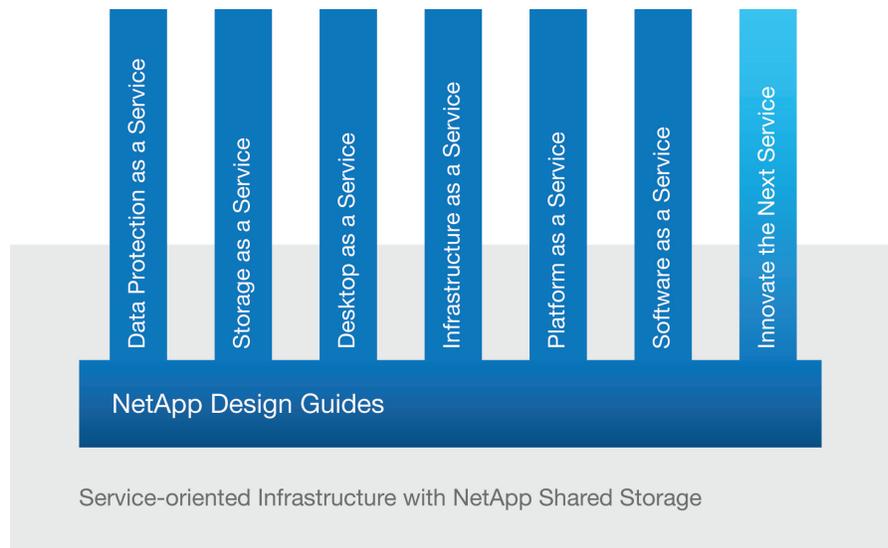


Figure 1) NetApp solutions for service providers.

These fast time-to-revenue strategies are enhanced by SnapManager® for Microsoft Exchange, our management software that is truly integrated with Exchange Server. From SnapManager, you can control backup and restore operations across multiple customers' Exchange environments. You can keep your customers' Exchange services always on with integrated data protection that seamlessly integrates the Microsoft VSS infrastructure and our SnapMirror® replication solution to simplify data protection and restore operations easily in the event of a disaster or system outage. SnapManager uses Snapshot and SnapRestore® technologies, enabling automated restore capabilities designed to meet stringent backup service levels. Typically, restores complete in minutes and, depending on your customers' recovery point objectives, we also provide the ability to tune for near-continuous data protection.

What's more, you'll deliver better customer satisfaction at a lower cost with our Single Mailbox Recovery (SMBR) solution. SMBR gives you

the ability to offer premium service tiers for restores of single mailboxes, e-mails, and attachments without the need to physically mount databases to Exchange Servers. Our powerful SMBR query engine allows searching and retrieval of items based on keyword searches of message header, body, or attachments. The ability to redirect recovery of items to the original mailbox, alternate mailbox, or .pst file delivers the flexibility your customers look for. Most important, SMBR allows centralized policy-based secure e-mail recovery, enabling administrators to set mailbox access policies that can improve productivity and lower costs.

#### INDUSTRY-LEADING STORAGE EFFICIENCY

NetApp is the industry leader in storage efficiency for cloud services platforms, which means we provide greater margins and cost competitiveness for service providers. A single unified platform with a single management interface supporting Microsoft Systems Center and APIs that enable our management controls to interface with your management structure can reduce overhead

and provide process efficiencies. The value increases when combined with our built-in secure multi-tenancy, deduplication, thin provisioning, and e-mail archiving solutions.

Secure multi-tenancy using our MultiStore® solution is designed so that 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 filers (vFiler™ units). Divvy up your storage resources securely by customer, SLA, application workload, data ownership, or business unit. Sharing a common storage infrastructure securely across many customers enables you to drive your costs down and profits up.

Exchange databases have a tendency to accumulate duplicate data through forwarding of the same message. With Exchange Server 2010, duplicate files are no longer automatically eliminated through the Single Instance Storage feature in earlier versions of Exchange

Server. This makes Exchange Server 2010 data ideal for our Data ONTAP® deduplication, which can reduce the amount of data backed up, stored, and archived, dramatically reducing capacity requirements. Moreover, our thin provisioning eliminates the need to preallocate storage based on forecasted demand, improves the utilization of your existing storage, and saves you the expense of acquiring more disk.

Our single storage platform allows you to store primary Exchange data on FC drives while storing e-mail archives on lower-cost SATA drives, further helping to reduce your operating costs. Shrink your e-mail archive backup window to seconds using block-level incremental backups created with Snapshot copies that use data pointers rather than full copies for maximum efficiency, minimizing both storage and network bandwidth usage. Help your customers comply with regulatory codes and lock

data sets with SnapLock®, our compliant WORM storage feature that meets strict adherence to regulation SEC 17a-4 and others. Employ our e-mail archiving, continuous availability, and disaster recovery solutions to lower TCO by as much as 35%.

#### **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 enables 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 Exchange-as-a-service solutions are customizable to your particular business model and we can help you set up the processes and procedures to maximize their operational efficiency. An example is the ability to monitor and report backup

and verification SLAs from operations management frameworks such as Microsoft Systems Center Operations Manager and NetApp Operations Manager. NetApp and its vast ecosystem of resellers and system integrator solution partners are available and ready to support your efforts.

NetApp enables service providers to rapidly deploy Exchange as a service on a platform designed for significantly lower cost and complexity. For more information, contact your NetApp sales representative and go to <http://www.netapp.com/us/solutions/infrastructure/service-providers/>.

#### **ABOUT NETAPP**

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).



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