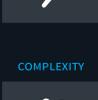


NetApp Keystone Simplifies the Customer Experience for the Hybrid Cloud World

ESG, in partnership with NetApp, surveyed 400 IT and enterprise storage decision makers in the Spring of 2019 and an additional 200 respondents in the Summer of 2019. The goal of the research was to better understand the changing needs and wants of IT strategists from their technology vendors when it comes to hybrid cloud adoption and data management capabilities. The key learnings of the research have been used to inform and shape NetApp's Keystone program:

DIFFERENTIATOR



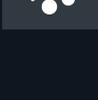
IT needs to be a competitive differentiator for the business, but is often held back by mounting levels of infrastructure scale and complexity.

TRANSFORMATION



Digital transformation requires IT transformation, and IT transformation requires a hybrid cloud approach.

COMPLEXITY



There is more to IT complexity, and to the hybrid cloud, however, than just the infrastructure and the interface. Technology selection, design, and buying decisions require countless personnel cycles while adding risk.

IT VENDORS



IT vendors need to do more to solve the entirety of the IT complexity challenge.

The Challenges

IT is not the competitive differentiator the business needs

Only 6% of surveyed line-of-business executives say they regard IT as a competitive differentiator, while 25% view IT as a **business inhibitor**, a rate four times more.



Complexity extends beyond the technology



The Resolution

NetApp Keystone

The Keystone program augments NetApp's product portfolio by addressing the complexities of IT that typically exist outside of the product, simplifying the job of IT decision makers and helping IT focus on transitioning from a cost center to the competitive differentiator that the business needs.

The program consists of three high-level components. Each one addresses a key portion of the IT lifecycle:



BUY WITH CONFIDENCE:

NetApp offers its customers an improved ownership experience with service level guarantees and streamlined the quoting and ordering processing to produce simplified budgetary quotes in minutes.



OPTIMIZE WITH EASE:

NetApp offers a unified view and control of your data fabric with intelligent insights to optimize operations, prescriptive and detailed reporting, and a support experience designed to ensure its customers get the maximum value of its hybrid cloud infrastructure, reducing the personnel burden.



GROW YOUR CLOUD:

NetApp is simplifying the management and scaling of public cloud services, while providing an option for smarter, flexible upgrades. NetApp is also offering cloud consumption in your data center on your terms with a range of consumption models and the freedom to move data and applications as you choose.

Buy with Confidence



NetApp Keystone includes:



EASY BUTTON PURCHASES:

NetApp is simplifying and clarifying the buying process to expedite deployment.



EFFICIENCY GUARANTEE:

Data reduction ratios will be 3:1 across all workloads, 4:1 for virtual volumes, and 8:1 for virtual desktop infrastructures.



PERFORMANCE GUARANTEE:

NetApp guarantees its solution is properly sized for the organization's performance needs.



AVAILABILITY GUARANTEE:

NetApp guarantees 100% data availability for its solutions.

Optimize With Ease



NetApp Keystone includes:



SMART HEALTH CHECKS:

NetApp offers a regular health-check of its storage solutions covering multiple infrastructure details, such as usage trends, data reduction ratios, utilization, and data availability percentages to automatically validate whether the solution meets expectations.



AI-POWERED INSIGHTS, EXPERT-LEVEL SUPPORT OFFERINGS:

NetApp offers SupportEdge Advisor and SupportEdge Expert, which delivers predictive support with proactive parts delivery within four hours guaranteed, plus 24/7 remote technical support with direct routing to level-two experts (bypassing level one). NetApp's Active IQ is also included to deliver continuous risk assessments and prescriptive recommendations.



FLAT AND PREDICTABLE PRICING:

NetApp guarantees support pricing will be predictable. Initial support pricing and first year renewal are equally priced, clearly stated from the start, and will not increase.

Grow Your Cloud



NetApp Keystone includes:



SIMPLE SCALING:

NetApp's scale-out cluster architecture ensures that you always have the latest technology. Instead of replacing controllers, simply add next-generation storage systems, making your clusters faster and larger as you build out your private cloud.



CLOUD ACTIVATED:

NetApp offers the first 10TB of public cloud storage infrastructure service capacity and unlimited cloud tiering to StorageGRID with our systems to help reduce the cost of storage and also further ease the integration of public cloud resources.



SMARTER FLEXIBLE CREDITS:

NetApp combines Active IQ product recommender and flexible credits to make smarter future purchases of any NetApp product or service on or off premises, such as add-on storage and software, NetApp HCI, or Cloud Volumes Service to reduce the cost of staying up to date with technology while providing flexibility to change architectures without the pain of data migrations.

Flexible Consumption Models

Keystone further simplifies the hybrid cloud purchase/ownership experience with flexible consumption models—adding as-a-service, OpEx-centric payment options as an alternative to the traditional capital-outlay model.



“The ability to scale the environment with ease [would be ideal], with a predetermined agreement in place, and when I needed additional capacity, I could just turn it on.”

- VP of IT - Financial

Incredibly Positive Response for NetApp Keystone



ESG asked study participants to identify what, if any, benefits a program like Keystone would offer their organizations.



Need to simplify your hybrid multicloud experience? NetApp Keystone delivers.



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