NetApp’s mission is to empower our customers to change their worlds with data. At our annual INSIGHT conference, we celebrate this mission and the real people that inspire us to transform our own business and lead the charge in data-driven innovation.

As INSIGHT 2019 kicks off, I find myself reflecting on the evolution of the company since I took the position of CEO in 2015. I am proud of what we’ve achieved during our transformation journey, but also will be the first to say that the journey is not over. Today’s business environment demands continuous change. As I shifted from managing our product portfolio to managing the entire company, I challenged myself and my colleagues to continuously reinvent NetApp in order to best serve our customers – and INSIGHT has been our opportunity to showcase the innovation we’re delivering to the market as a result.

To help customers solve the challenges of operating in a hybrid multicloud world, we created the Data Fabric and have innovated technologically across a wide range of use cases. The Data Fabric is real, full of possibilities and use cases to help customers transform their business. And today we are reinventing the customer experience for the hybrid multicloud world with NetApp Keystone. It is a combination of programs, services, and products that will dramatically change how customers consume IT resources and give them one consistent experience on any cloud and in their data center.

Our innovation focus has always started with the real challenges customers are dealing with. In 2019, those challenges have been far-ranging, with particular focus on winning the war for customers using digital innovation, technology and data. Our customers continue to be challenged to meet ever-increasing demands to harness data and deliver value to the business while balancing costs and complexity. While trends such as the maturation of hybrid multicloud, the rise of Kubernetes, evolution of public cloud experiences, etc. provide exciting new opportunities, the rapid pace of innovation has made it difficult for organizations to decide what they need to - and can - integrate into their IT environments today.

In other words, complexity reigns king. Addressing this complexity must be the industry’s number one priority. We must re-think traditional approaches to infrastructure. The reality of 2019 is that organizations are shifting from on-premises to leverage public cloud services, moving away from traditional IT to private cloud, and moving from disk to flash to modernize and simplify IT to run their applications more efficiently – sometimes all at the same time.
Hybrid multicloud has emerged as the defacto IT architecture to support this evolving environment, where data is the lifeblood of business and digital transformation is at the top of the corporate agenda. Yet in a world where speed is the new scale, too many organizations are hampered by convoluted and complex infrastructures which make it impossible to achieve central visibility into and control over data.

NetApp is tackling these challenges head-on. In the coming pages you will learn how we are transforming our customers’ experience to bring cloud-like benefits to any on-premises, cloud, and hybrid environment. You’ll also see how our latest portfolio announcements reflect a focus on simplicity. We are making it dramatically easy for organizations to build data fabrics and run resource-intensive applications in any cloud, with one experience.

Our mission is to help customers change their world with data by enabling them to thrive with data in a hybrid multicloud world. Our vision is to redefine enterprise infrastructure for a new era of IT.

George Kurian
NetApp CEO