

# NetApp Keystone

Cloud-like storage on your premises,  
with payments to fit your business.

NetApp® Keystone offers on-premises alternatives to cash to deliver greater agility, financial flexibility, and reduced financial risk that helps you meet your business outcomes. NetApp Keystone is the bridge that connects the pillars of your hybrid cloud strategy.

## Flexible Consumption for Financial and Operational Advantages

Many companies are moving storage budgets to flexible consumption models. IDC predicts that flexible models will grow by 13.7% in the next year, vs. under 1% for traditional capital expenditure (capex). Why the shift? Pay-as-you-go models (think “as-a-service”) better align cost with usage, are inherently more flexible and scalable, and help avoid overbuying and overprovisioning.



CAGR growth, CY18–CY22<sup>1</sup>

**13.7%** Flexible consumption models

0.9% CAPEX

### Advantages of flexible consumption:

- Alignment of costs and usage
- Predictable budgeting
- No overbuying or overprovisioning
- Flexibility and scalability

## A Complete Portfolio

NetApp offers a complete portfolio of on-premises, flexible financing and operating models

NetApp Keystone		
Keystone Flex Pay	Keystone Flex Subscription	Keystone Flex Utility
<ul style="list-style-type: none"><li>• Payment options including traditional financing, leasing, and fixed/variable solutions to fit your cash flow</li></ul>	<ul style="list-style-type: none"><li>• Pay-as-you-grow subscriptions for a cloud-like experience on your premises, plus an outcome-based service option</li></ul>	<ul style="list-style-type: none"><li>• Costs aligned with actual usage for a true utility service (<i>Coming soon</i>)</li></ul>
Example Use Cases		
<ul style="list-style-type: none"><li>• Wants to own or lease assets, paying over time</li><li>• Have security requirements that dictate no external monitoring and billing software</li><li>• Can predict capacity growth</li><li>• Has a well-managed infrastructure with high asset utilization</li><li>• Wants to pay for storage based on capacity</li></ul>	<ul style="list-style-type: none"><li>• Prefers 100% OPEX, with no assets on balance sheet</li><li>• Wants to act as an internal or external service provider and better align costs with usage</li><li>• Has variable capacity growth</li><li>• Seeks to reduce time spent on typical storage tasks (migrations, tech refresh, upgrades)</li><li>• Needs a short-term solution before migrating workloads to the cloud</li><li>• Is moving workloads from the cloud to on the premises</li></ul>	<ul style="list-style-type: none"><li>• Prefers 100% variable, pay-per-use consumption</li><li>• Wants a true hybrid multicloud environment</li><li>• Prefers a single data management and subscription for on the premises and the cloud</li></ul>

## Why Customers Love NetApp Keystone<sup>2</sup>



- **54%** of NetApp customers surveyed prefer nontraditional payment models.
- **66%** see similar pricing, or a net cost advantage, for pay-per-use storage.
- **55%** utilize a pay-per-use model for more than half of their storage.

## Pay for Only What You Need, When You Need It

### Keystone Flex Subscription



#### Pay for storage

Service tiers based on IOPs and latency



#### Pay for use

Predictable billing for committed capacity, plus pay-per-use billing for burst capacity



#### Get a bundled price

Hardware, core OS, and support for one \$/TiB price



#### Choose a flexible term

As little as 12 months, 100TiB or more per site



#### Choose who operates

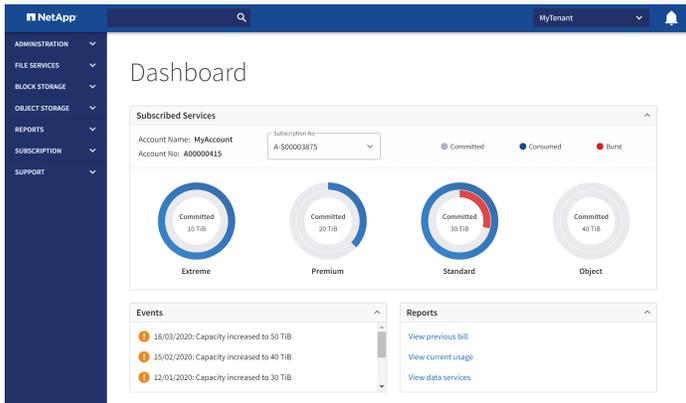
Operated by NetApp, partner, or you

### Keystone Flex Subscription benefits:

- Reduce upfront capital expenses
- Avoid overbuying and overprovisioning
- Align data storage costs with business activity
- Keep data on your premises
- Simplify purchasing
- Enable IT staff to focus on higher-value projects
- Support improved compliance, performance, and security

### Roles and Responsibilities Across the Service Lifecycle

	NetApp Operated	Partner Operated	Customer Operated	
	NetApp	Partner	NetApp	Customer
Build, configure, and deploy	✓	✓	✓	
Monitor and administer	✓	✓		✓
Operate and optimize	✓	✓		✓
Support	✓	✓	✓	



**A simple dashboard lets you monitor and manage your storage usage:**

- Monitor committed capacity and usage
- Provision storage and set data protection policies
- Review daily burst capacity, usage, and billing
- Get alerts and notifications for capacity changes
- Gain visibility into monthly and historical billing
- Manage your subscription, by requesting more capacity and additional storage services
- Integrate orchestration tools using Keystone APIs

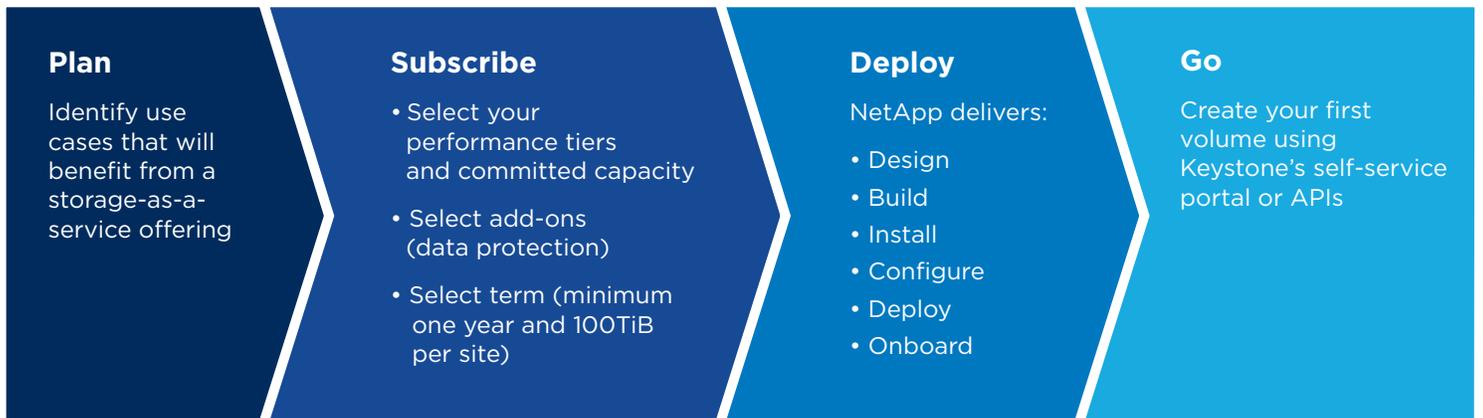
**NetApp Keystone Flex Subscription lets you:**



- Bring the cloud on your premises
- Pay for what you need, when you need it
- Operate like a cloud, on your terms
- Budget with predictable storage costs

**GET STARTED**

**Get a cloud-like experience on your premises with NetApp's subscription service:**



**Find out what else NetApp Keystone can do for your business >**

<sup>1</sup> Extrapolation of data from IDC Q3 2020 Enterprise Storage Systems Tracker.

<sup>2</sup> Enterprise Strategy Group, Quantitative Research Findings, July 2019.