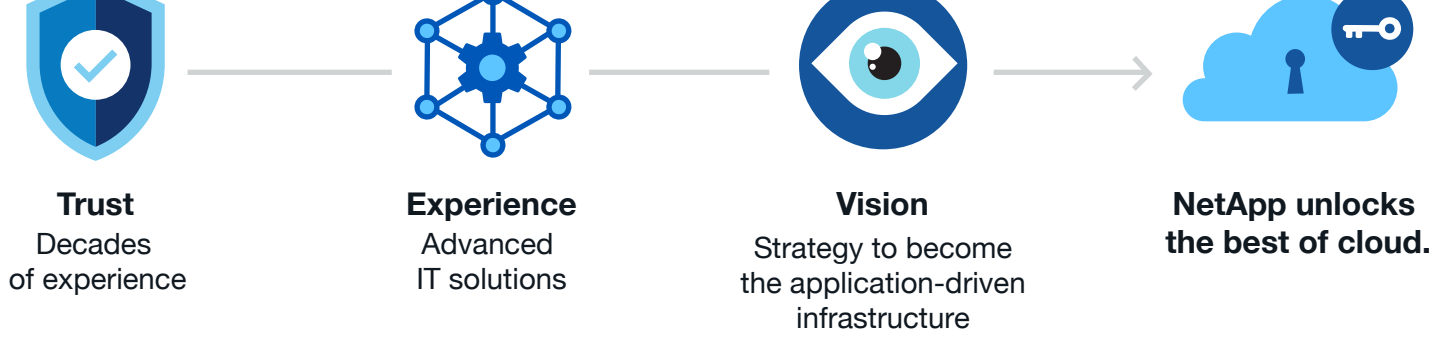


Why NetApp?

NetApp is uniquely positioned to help customers transition to a cloud-based infrastructure.

This is built on



Some common issues you might be facing



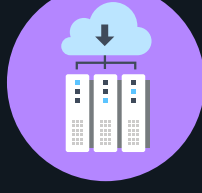
Some customers find out the hard way that, as they leverage the cloud for their enterprise workloads, they need to make a few “stops on their journey.” Forgetting (or ignoring) a step can come back to bite you further down the road.

These milestones on the journey aren’t arbitrary – they reflect the key business and technical concerns that the project addresses, and each area can have multiple points where you need to make a decision:

- Do I want to address this?
- Which option is best for me?
- Does this meet my objectives?

Business drivers and outcomes

Business driver	Technology layer			Business benefit
How can I ensure an optimal ongoing data platform for my applications?	Analytics			Optimize cost, risk, performance
How will my global workforce access this data?	Direct global access	Virtual desktop infrastructure		Best use of data as an asset
How do I secure access and compliance?	Compliance and security			Reduce risk of data or compliance breach and heavy fines
How can I protect my data in the cloud?	Backup devices			Remove risk of data loss and corruption
Which storage platform best fits my needs?	Self-managed	Third-party managed	First-party managed	Optimize OPEX with human power
Which public cloud should I use?	Microsoft Azure	Google Cloud	Amazon Web Services	Ensure required cost, scale, flexibility, security, and availability



1

Which cloud provider makes the most sense for this use case? (They all have their own unique strengths.)

- a. [Azure](#)
- b. [Google Cloud](#)
- c. [AWS](#)

87%
of enterprises have a hybrid multi-cloud strategy.

61%
of organizations plan to focus on cloud migration.

Source: Flexera 2020 State of the Cloud Report



2

What is the right storage/management strategy for this workload?

- | | |
|------------------------|---|
| a. Self-managed | NetApp® Cloud Volumes ONTAP® |
| b. First-party managed | Azure NetApp Files |
| c. Third-party managed | NetApp Cloud Volumes Service for Google Cloud
NetApp Cloud Volumes Service for AWS |



3

What do I need to do to protect this cloud-based data? [Hint: Protecting data in the cloud is very different from on-site paradigms that you may have used for decades.]

- a. [NetApp Cloud Backup Service](#)
- b. Current third-party backup product or service?
- c. For EUC and VDI workloads: Have you thought about backing up the user SaaS data from services such as Microsoft O365 (which is not protected by the SaaS vendor)? - [NetApp SaaS Backup Service](#)

68%
of ESG survey respondents felt that SaaS applications didn’t need to be backed up (33%) or that SaaS providers already include “good enough” capabilities (35%).

Source: Enterprise Strategy Group ESG - SaaS Data Protection - The Big Disconnect



4

Do I need to be concerned about compliance and security with the data for this workload and what tools should I use?

- a. [NetApp Cloud Compliance](#)
- b. [NetApp Cloud Secure](#)
- c. Third-party tools?

During the first year after the implementation of GDPR, businesses spent an average of **\$1.3 million** to meet GDPR compliance requirements, and they’re expected to spend an additional **\$1.8 million.** However, according to a survey by IAAP, fewer than 50% are actually GDPR compliant.



5

Do I need the data to be accessible not only by cloud-resident applications but directly by users as well? If so, how can I give them high-performance access to this data for their client applications?

- a. [NetApp Global File Cache](#) allows you to give users direct access as if it were a file server.
- b. [NetApp Virtual Desktop Service](#) allows you to provide users VDI access to cloud-resident data.



6

This could mean a lot of data and resources in the cloud, and so how do I manage it all?

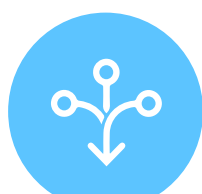
- a. [NetApp Cloud Insights](#)
- b. Use public cloud provider tools
- c. Manually

73%
rate the need to optimize existing use of cloud (cost savings) as their #1 priority

Source: Flexera 2020 State of the Cloud Report



The end is just the beginning. Discover the full breadth of NetApp Public Cloud Services, designed to help you drive business innovation and become more productive at less cost.



Consolidate

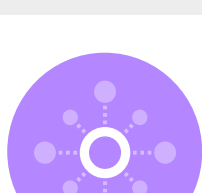
[NetApp Global File Cache](#)
[NetApp Cloud Volumes ONTAP](#)
[Azure NetApp Files](#)

[NetApp Cloud Volumes Service – Google Cloud](#) | [AWS](#)
[NetApp Cloud Backup Service](#)
[NetApp Cloud Compliance](#)



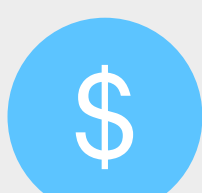
Protect

by simply turning on [NetApp Cloud Backup Service](#) for unstructured data, and [NetApp SaaS Backup Service](#) for O365, and ensuring compliance via [NetApp Cloud Compliance](#).



Simplify

your VDI environment by automating deployment and management of thousands of users with [NetApp Virtual Desktop Service](#), leveraging consolidated data with [NetApp Global File Cache](#), and protecting the data with [NetApp Cloud Backup Service](#) and [NetApp SaaS Backup Service](#).



Save

- Massive cloud costs by using [NetApp Cloud Volumes ONTAP](#) to compress/ reduce the storage footprint by up to 50%
- [NetApp Global File Cache](#) to cut distributed storage management by up to 70%
- [NetApp Virtual Desktop Service](#) to cut VDI infrastructure costs by up to 50%
- [Spot by NetApp](#) to slash VM expenditures by up to 90%

Use the ROI / TCO calculator tools available from the product pages to find out what your own cost savings could be.



[Read our story](#)

[What our customers say](#)

[cloud.netapp.com](#)



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