

The wise guide:

The do's and don'ts of data storage –
from our customers' point of view



Our customers are doing life-saving, game-changing,
culture-shifting work. They have to get data storage
right. There's no time for do-overs.

Read on to learn how to dodge
a data storage do-over.

Get started →

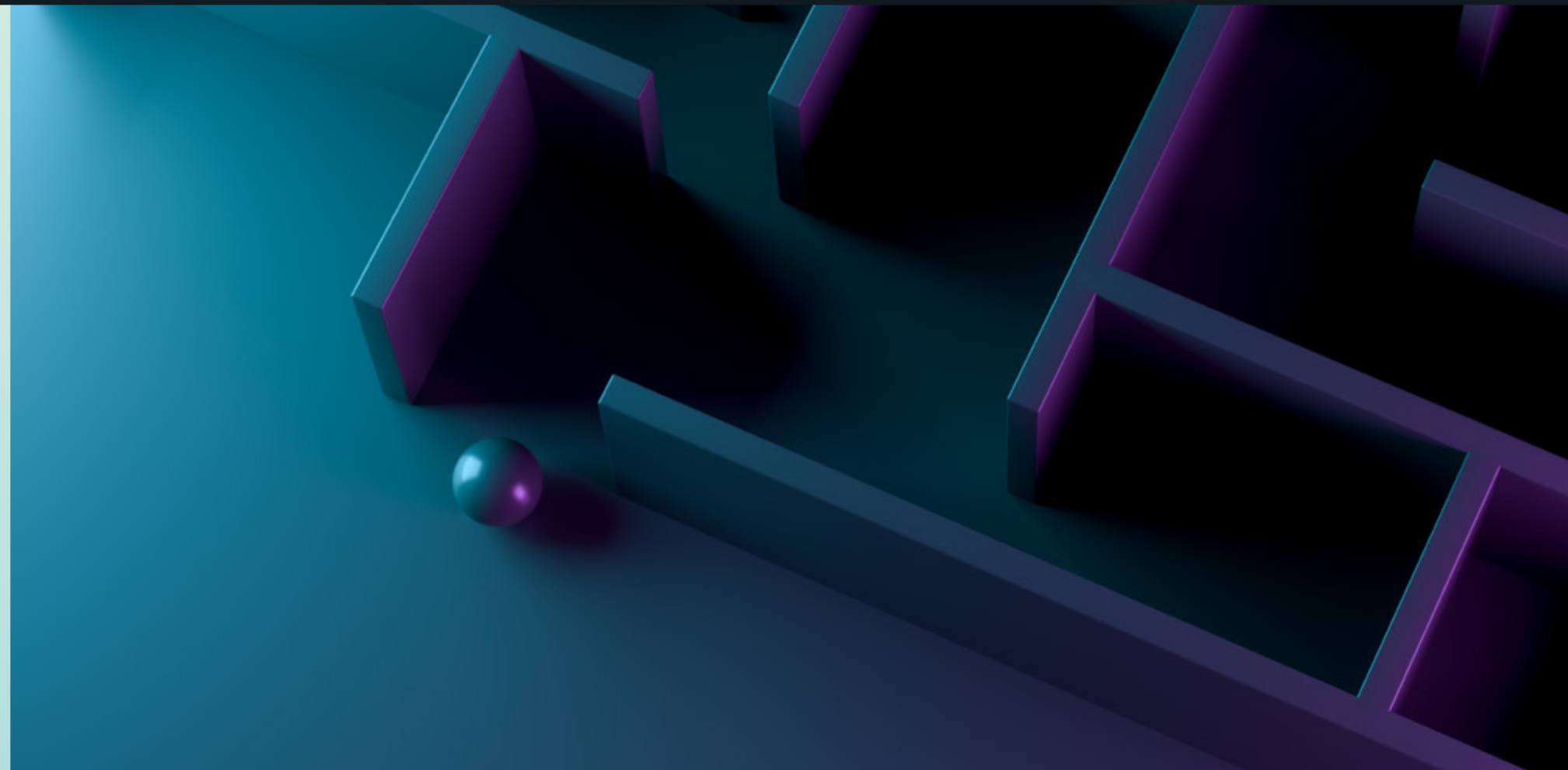


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Data challenges are more demanding than ever.

These days, you're expected to:



Do more with
less investment



Stay ahead
of cyber risk



Actualize every
opportunity for
efficiency and
sustainability



The only way to dodge a data storage
do-over is a partnership with NetApp.

We've never met a data challenge we didn't like



Do more with less investment

Unify your storage into a single operating system – file, block, and object – all while simplifying tech refreshes, reducing TCO, and paving a path to the cloud



Stay ahead of cyber risk

Protect your data with a Zero Trust architecture, detect anomalies with AI-driven security, and rapidly recover in minutes if something goes wrong



Actualize every opportunity for efficiency and sustainability

Meet efficiency goals with a 4:1 storage efficiency guarantee, and stay on track toward sustainability benchmarks with carbon footprint scorecards

“We have over a petabyte of data that we've pulled in out from under the desks of researchers and into the data center— giving researchers data performance, reliability, and availability.”

Eric Sedore

Chief Technology Officer,
Syracuse University

Customer

Be The Match

Increasing the potential for blood cancer cures

120,000+

bone marrow transplants

41 million

potential donors

2x

matches per year

The undertaking:

Helping patients diagnosed with blood cancer match up with a bone marrow transplant donor

The means:

Matching patients to 41 million potentially life-saving donors

The technology:

NetApp® A-Series AFF A700 array and ONTAP® and SnapCenter® software power this global registry

The upshot:

Twice as many matches per year with NetApp

Do #1

Reduce complexity for your IT teams. NetApp helped Be The Match migrate from legacy systems, increasing overall efficiency. Care teams can now easily search global databases for possible donor matches.

Do #2:

Make sure that sensitive data is secure with the built-in security features of NetApp ONTAP. Be The Match protects patient and donor data, safeguarding its mission from potentially devastating data breaches.

Don't #1:

Don't forget that everything comes back in style. Ten years ago, Be The Match rebuilt their data infrastructure with NetApp. Fast forward to today, and NetApp has taken its deep understanding of Be The Match's operations and deployed AFF A-series systems, facilitating even more life-saving matches.

Don't #2:

Don't needlessly complicate your team members' lives. Because Be The Match had a history with NetApp, their team was completely familiar with the software. What does that mean? IT can now replicate and back up data with a simple click of a button, saving time—which ultimately saves lives.



Multilayered protection for multilayered cyberthreats



Encrypt data in flight and at rest and prevent data destruction with efficient, immutable, and indelible copies to secondary or object storage



Quickly detect anomalies through AI-powered monitoring and immediately respond to threats with snapshot recovery points



Restore data in seconds or minutes to get back online – while conducting detailed forensic analysis to identify and close security gaps

“We want our users to be unaware of IT and just be able to access and store their data—today, tomorrow, or 5 years from now. NetApp solutions just run, and the data is safe. We can meet the high demands of a data-driven hospital with a small team. That’s worth a mint.”

Maria Strey

Head of IT,
Klinikum Freising Medical System

Customer

Shibaura Institute of Technology

Developing engineers for a more innovative world



10,000+

students & faculty protected

60%

data reduction



Do #1

Learn from the past. Shibaura suffered a debilitating ransomware attack in 2016, which prompted them to modernize their IT infrastructure with NetApp all-flash storage. This solution incorporates cybersecurity technology to protect information where it counts—at the data layer.

Do #2:

Employ AI technology where it can make the most impact. NetApp AI capabilities learn to assess patterns and can detect unusual user behavior, triggering an instant data backup with Snapshot™ software protecting sensitive data in case of a breach.

Don't

Don't assume that someone else is protecting you from hackers. Ransomware attacks jumped an alarming 57% in Japan in one year. Shibaura partners with NetApp because they trust its cybersecurity technology and are confident that it will evolve along with the institute's hybrid cloud environment, protecting students and faculty today and well into the future.

The undertaking:

Protect 10,000+ students and faculty of the renowned Japanese university from cyberattacks when threats are at an all-time high

The means:

Implement multilayered storage security and AI technology at the server level to safeguard user data

The technology:

AFF A400, AI technology with on-premises and cloud integrations, ONTAP FPolicy and SnapCenter software work together to protect, detect, and quickly recover data

The upshot:

All-flash deduplication and compression resulted in 60% data reduction

Operate a more efficient & sustainable data center



Maximize data center efficiency and reduce rack space by up to 95%



Right-size data storage in the cloud and on-prem to save up to 40% on TCO



Cut your carbon footprint and reduce power and cooling costs by up to 85%

“Glass production is a high-energy business, and SCHOTT aims for climate neutrality by 2030. NetApp storage needs less space and energy so that IT can contribute as well to our zero-carbon target”

Michael Schachinger
IT Location Manager,
SCHOTT Schweiz AG

Storage that evolves as you grow the business



Buy storage once, refresh anytime – with minimal disruption, so your storage can adapt to your ever-changing needs



Purchase the on-premises storage you need to today, with easy scale out to the cloud if or when you're ready



Tier data with no need to refactor applications – on the cloud of your choice or from high performance all-flash to hybrid-flash/HDD systems

"We're ready to pursue a truly cloud-first approach, but without compromising on cost or security. And NetApp enables that. It enables freedom of choice."

Daniel McLoughlan

Technical Services Manager,
Westfund Health Insurance

C-Series

The capacity flash collection



Reduce up to 95% of rack space with high-density capacity flash



Build efficiency with data reduction:
4:1 for SAN workloads
1.5:1 for NAS workloads
3:1 for VMware, Hyper V, and KVM workloads on NAS



Safeguard your data with autonomous ransomware protection and preemptive detection against attacks



Discover C-Series →

A-Series

The high-performance flash collection



Set up and configure a complete system and serve data within 10 minutes



Save SSD storage by 5 to 10 times with inline data reduction technologies



Minimize your data center footprint by storing up to 2PB of data in a 4U compact system



Discover A-Series →

All SAN Arrays

The simple, dedicated block storage collection



Seamlessly apply any automation built for your unstructured data environment to your block environment



Ensure your mission-critical data is secure and always available, backed by NetApp's Six Nines Data Availability *



Streamline provisioning and simplify SAN workload management while enjoying storage savings with 4:1 storage efficiency – guaranteed*

*Terms and conditions apply.



Get a 99.9999% availability guarantee – at no additional cost

The Six 9s Data Availability Guarantee is subject to terms and conditions.



Modernize your SAN with the powerful performance that's ready for any workload.



Discover All-Flash SAN Arrays →

It's never too late to get data storage right.

Things to consider:

- ✔ Can your data keep up with performance demands?
- ✔ How cyber resilient is your storage environment?
- ✔ Are you keeping your TCO in check?
- ✔ Is your IT infrastructure designed to evolve?

We're always up for some friendly competition.

See for yourself how NetApp can help you dodge the data storage do-over.

[Pure vs. NetApp →](#)

[Data storage solutions →](#)

[Connect with a flash specialist](#)



About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services, and applications to the right people—anytime, anywhere.

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