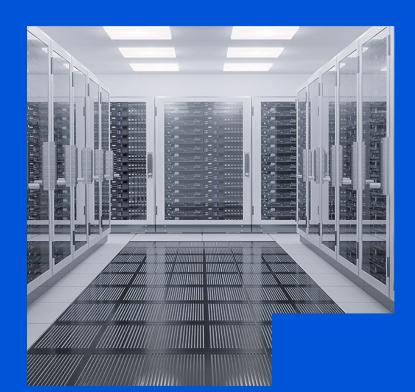
DATA STORAGE: THE SECRET TO **SUCCESS**



OPENING NEW DOORS WITH GENERATIVE AI

Generative AI (GenAI) is a groundbreaking technology that is reshaping how businesses of all sizes improve employee productivity, provide personalized experiences, enhance customer experience, boost content creation, advance research, and more.

of GenAl adopters achieve revenue growth.

average productivity improvement as a result of using GenAl.

cost savings from using GenAl.

of surveyed executives report that GenAl has improved their organization's security posture.

IT'S ALL ABOUT THE DATA

GenAl is not just about having "more data," but rather about combining publicly available data with your proprietary data and the unique insights exclusive to your organization. Managing all that data while also providing accessibility, security, and performance can be overwhelming. The result is a GenAl data dilemma: To do it right, you need lots of high-quality data to train your models, but without the right storage infrastructure, all that data can be a roadblock to success.





SILOS OR BOTTLENECKS



To use GenAl successfully, you need fast, robust, and secure data storage that's intelligent

FIVE KEY STORAGE CAPABILITIES FOR GENERATIVE AI SUCCESS

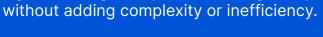
and responsive to GenAl's specific requirements. Here are five key capabilities to look for when choosing a storage solution for your GenAl deployment.



that delivers high throughput and low latency to keep up with GPU-accelerated computing tasks.

HIGH PERFORMANCE

to manage and integrate sprawled data globally,



DATA MANAGEMENT





to keep pace with petabyte-scale datasets without sacrificing performance.

SCALABILITY

FLEXIBILITY





throughout the GenAl lifecycle.

DATA SECURITY

to keep data safe and maintain data integrity



of the hybrid GenAl data pipeline. Building an intelligent data infrastructure with NetApp gives you the simplicity, security, scalability, and governance required to confidently deploy safe, responsible GenAl.

High-performance infrastructure. Engineered to meet GenAl's performance demands so that GPUs

NetApp® storage is high performing, massively scalable, and unified to power every segment



Provides a unified view and control of your entire GenAl data pipeline, from edge to core to cloud.

and grows seamlessly with your needs.

Global data management.

are fully utilized without data bottlenecks.

Scalable data lake platform. Hosts all of your GenAl data, regardless of size, type, or source,



Enable integration with public clouds, deploy converged infrastructure, or use existing storage platforms with an adaptable infrastructure that

Flexible deployment options.

supports every stage of your GenAl workflow. Unmatched data security. Pair real-time artificial intelligence and machine learning based

ransomware protection with the NetApp recovery guarantee for unbeatable data security. Enable safe and responsible Al practices

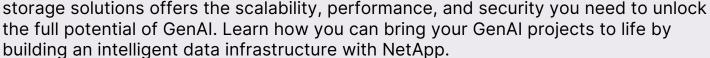


with built-in access controls, versioning, and traceability.

"Together, NVIDIA and NetApp can help enterprises build of business opportunity."

accurate, intelligent generative Al applications that let companies talk to their data - and foster a new wave

Jensen Huang, Founder and CEO, NVIDIA



NetApp Al solutions

READY TO GET STARTED?

Data fuels GenAl, and NetApp fuels data. NetApp's comprehensive suite of unified

Contact a NetApp AI specialist

About NetApp NetApp is the intelligent data infrastructure company combining unified data storage, integrated data services,

Contact Us

infrastructure, then harnesses observability and AI, to enable the best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility and

our data services create a data advantage through superior cyber-resilience, governance, and applications agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and Al. No matter the data type, workload or environment, transform your data infrastructure to realize your business possibilities with NetApp. www.netapp.com

and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free

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