



NetApp®
Go further, faster

Top Reasons

Why NetApp for IT as a Service

Evolve to a dynamic data center and deliver business services through a multi-tenant unified cloud architecture

1. ENABLE AND LEVERAGE CLOUD ARCHITECTURE TO DELIVER BUSINESS SERVICES

As business demands increase, you are under pressure to deliver additional value while reducing costs. Evolving to a dynamic data center provides the opportunity to leverage a new business model through which you can deploy new services more quickly, be more responsive to customer needs, and move IT from a capital to an operating expense.

2. IMPROVE EFFICIENCY AND UTILIZATION IN A SHARED ENVIRONMENT

You must squeeze every drop of efficiency from your IT environment. A traditional data center limits application agility and flexibility. Evolving to a dynamic data center lays the foundation for a virtualized, cost-efficient, service-oriented environment that scales and grows with your business.

3. CONSOLIDATE AND VIRTUALIZE YOUR SERVERS AND STORAGE IN UNISON

Your team must provide an agile infrastructure to meet the demands of a growing yet resource-constrained company. A unified approach boosts utilization, efficiency, and effectiveness, particularly across multiple large geographically dispersed facilities. Consolidating and virtualizing servers

and storage enable you to dynamically scale or reallocate resources to meet business demand while preserving valuable resources.

4. IMPROVE BUSINESS AGILITY WITH A STANDARDIZED APPROACH

When application owners respond to business unit demands in a decentralized manner and perpetuate point solution deployment, data center costs skyrocket due to overprovisioning of servers, network, and storage. The NetApp® Unified Storage Architecture and management interface support heterogeneous environments, eliminating the expense and complexity of maintaining multiple storage systems for different departments or domains.



5. AUTOMATE MANAGEMENT

The more you can automate regular practices such as provisioning, backup, and replication, the better your environment can scale to meet the dynamic nature of delivering IT as a service. NetApp provides a suite of management products that simplify storage operations by automating all tasks associated with storage so you can manage more capacity with fewer resources while increasing operational efficiency.

6. EFFECTIVELY MANAGE IT AS A SERVICE

In a heterogeneous cloud architecture, you need a single solution to provision and manage all the infrastructure components. NetApp open APIs and strong alliance relationships facilitate the integration of NetApp storage management with third-party IT service management technologies. This integration allows storage to be automated alongside the server, network, and

applications in an orchestrated fashion, simplifying the data center environment while improving operational and cost efficiencies.

7. DRIVE DOWN COSTS NOW AND BUILD A PREDICTABLE COST MODEL FOR THE FUTURE

Underutilized tier-1 storage is costly. Consolidate to a virtualized dynamic data center and reduce storage costs through improved utilization and efficiencies, avoiding costly data center expansions and reducing your space, power, and cooling costs.

8. DELIVER CAPACITY ON DEMAND

Traditional approaches require you to acquire storage against anticipated needs, which often never materialize. Provisioning and activating storage for new applications result in a bottleneck. NetApp enables you to automatically add capacity on demand, provision storage, and rebalance workloads for continuous service.

9. MAINTAIN DATA SECURITY AND QUALITY OF SERVICE

The promise of improving utilization and efficiencies in a shared infrastructure doesn't guarantee that the data and applications can be securely isolated. Leverage an end-to-end secure multi-tenancy solution for virtual environments to securely share, reuse, and dynamically allocate resources while delivering on promised service levels.

10. ELIMINATE SOLUTION DEPLOYMENT RISK

Leverage the diverse experiences of NetApp experts and our Authorized Professional Service Partners to help you build a cloud-enabled dynamic data center so you can achieve results faster: Save money, reduce total cost of ownership, and improve total business performance with the least disruption to your current operations.



www.netapp.com

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