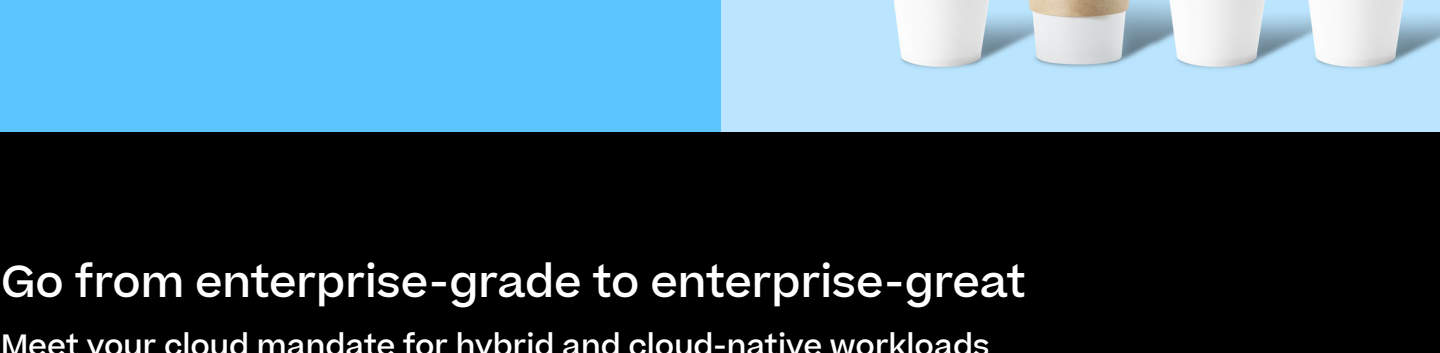


Optimize your AWS experience for enterprise workloads



Go from enterprise-grade to enterprise-great

Meet your cloud mandate for hybrid and cloud-native workloads



The challenge

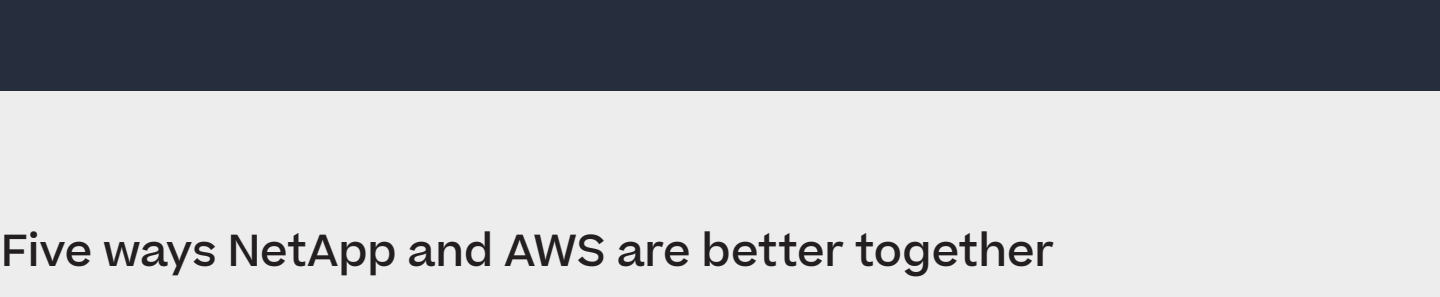
Migration of Tier-1 workloads is the main challenge to cloud adoption. These mission critical applications require an enterprise-scale architecture to handle the high availability and performance demands.

Organizations tend to struggle in finding the optimal arrangement of cloud infrastructure and file services to meet their objectives for data protection, scalability, and resiliency.

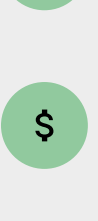
The solution

NetApp delivers industry leading block and file storage software with multiprotocol support for Linux and Windows needed to migrate storage-heavy applications, databases, and DevOps environments to the cloud.


NetApp helps unlock the best of AWS by natively running traditional and cloud applications without re-architecting code or redesigning processes, while still optimizing costs.




Five ways NetApp and AWS are better together

- 


Meet the specialists

Proclaimed market leader by Gartner⁴ and IDC⁵, NetApp is the choice for block and file storage on hybrid and cloud-first environments.
- 


NetApp + AWS = enterprise-great

As partners for nearly a decade, NetApp and AWS have continued to migrate, build, and manage enterprise-scale Linux, Windows, and iSCSI workloads with ease.
- 

Continuous Optimization

Enable enterprise customers to extend mission-critical applications from on premises to AWS and retain the data efficiencies and optimizations found in the datacenter but readily available on AWS.
- 

Durability and availability

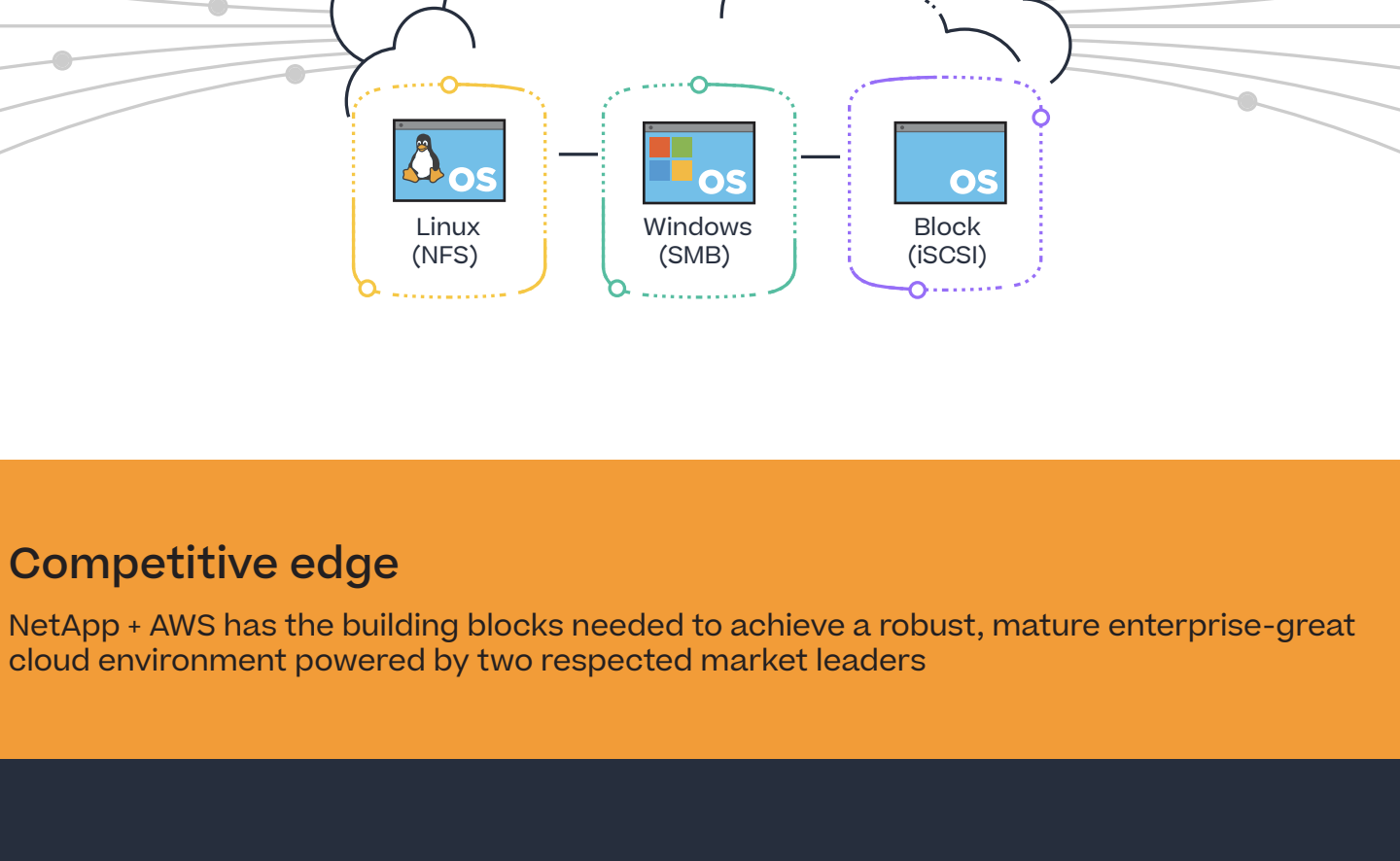
Ensure 99.99% uptime from simple and fast replication across availability zones and nine nines of data durability with NetApp SLAs.
- 

Manage data with flexibility

Combine NetApp's ONTAP enterprise-grade data services with the agility and scalability of AWS services to achieve a ubiquitous data management experience across the hybrid cloud from a self-guided software solution or as a "set it and forget it" fully managed storage service.


Unlock the best of AWS

Seamlessly create hybrid cloud storage on AWS




Competitive edge


NetApp + AWS has the building blocks needed to achieve a robust, mature enterprise-great cloud environment powered by two respected market leaders

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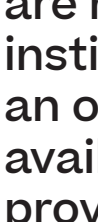
DevOps and application-driven infrastructures

 - Increase DevTest agility with a cloud-native shared file system to shorten release cycles, enable persistent data and state from containers and serverless functions like Amazon ECS, Amazon EKS, and AWS Lambda.
 - Enable persistent data and state from containers and serverless functions with cross-AZ availability.
 - Provide DevOps common storage to share code and files securely and organized.
- 

Run file shares on AWS

 - Launch, run, and scale NFS and SMB shared file storage for business apps and address storage-heavy workloads connecting to Amazon EC2, Amazon ECS, VMware Cloud on AWS, Amazon WorkSpaces, and Amazon AppStream.
 - Meet the scalability, elasticity, availability, and durability required for enterprises.
 - Migrate storage-heavy apps, ERP, CRM, Microsoft Exchange, SQL Server along with Microsoft Active Directory (AD) integration.
- 

Lift and shift enterprise workloads

 - Migrate and build enterprise-scale architectures, hybrid cloud workloads, and support SaaS applications with a multiprotocol file system. Optimize cost, time, and latency to streamline your migration without re-architecting or sacrificing performance and reliability.
 - Automate data replication and failover, simplifying shared storage to host your database.
 - Flexibility to run Microsoft SQL Server and store database backups for protection during updates or DevTest.
- 

Data protection for cloud workloads

 - Get 3-2-1 data backup with incremental forever, block-based backups. Leverage built-in storage efficiencies for cloud-based disaster recovery with drag-and-drop simplicity, non-disruptive testing, compliance, security, and data sovereignty features.
 - Protect, repurpose and easily manage data via Snapshots, rapid copies, and data sync.
 - Create data copies on AWS then lower DR costs with cold storage tiering to Amazon S3.

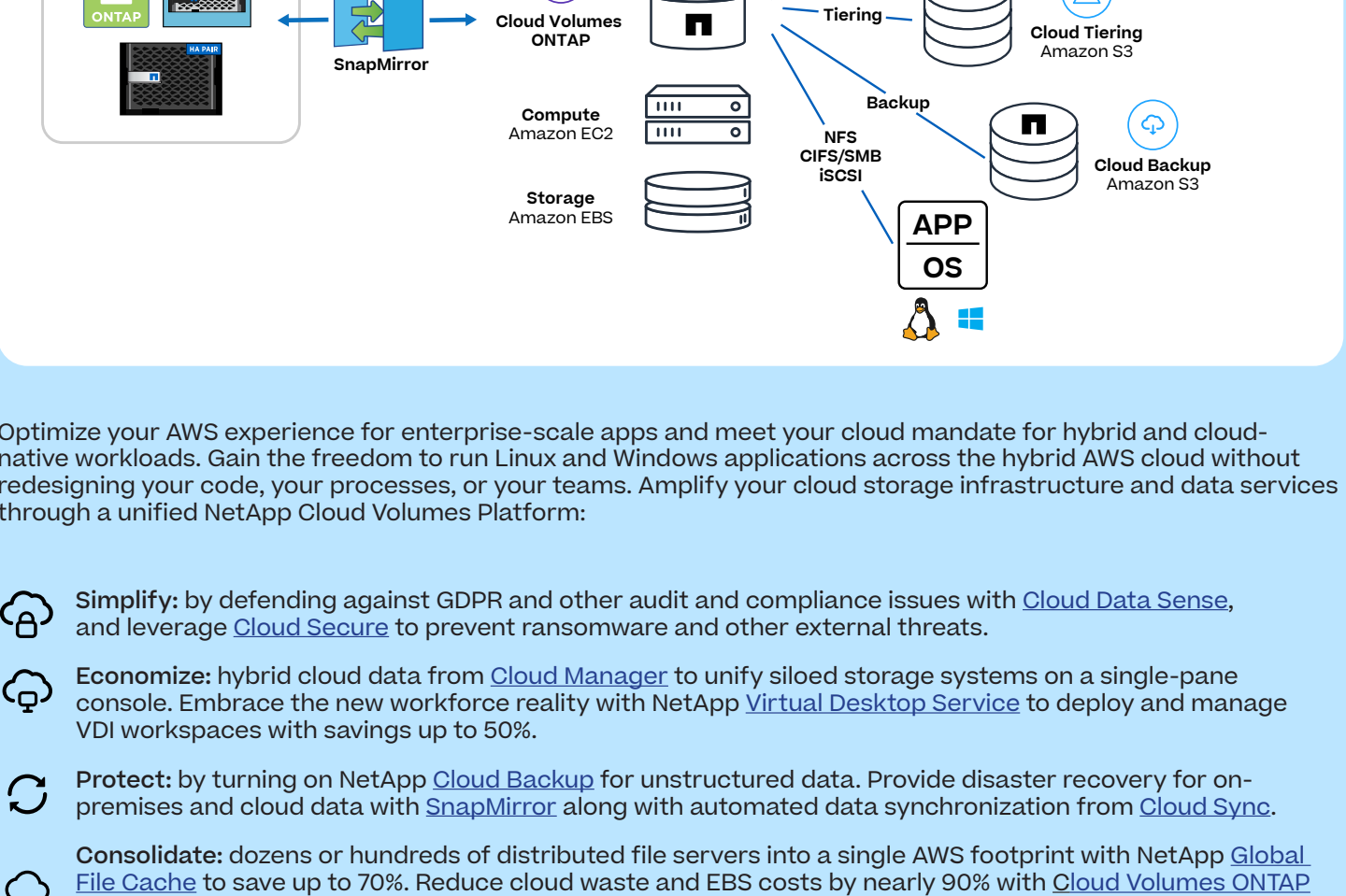
“Because our customers are media and financial institutions, downtime is not an option. NetApp’s highly available storage in AWS provides nonstop operations and business continuity.”

Lorenzo D.
Lead Infrastructure Engineer, EidosMedia


[Read story](#)





Unmatched solutions for your enterprise cloud




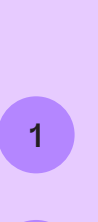
Optimize your AWS experience for enterprise-scale apps and meet your cloud mandate for hybrid and cloud-native workloads. Gain the freedom to run Linux and Windows applications across the hybrid AWS cloud without redesigning your code, your processes, or your teams. Amplify your cloud storage infrastructure and data services through a unified NetApp Cloud Managed Platform:

- 

Simplify: by defending against GDPR and other audit and compliance issues with **Cloud Data Sense**, and leverage **Cloud Secure** to prevent ransomware and other external threats.
- 

Economize: hybrid cloud data from **Cloud Manager** to unify siloed storage systems on a single-pane console. Embrace the new workforce reality with NetApp **Virtual Desktop Service** to deploy and manage VDI workspaces with savings up to 50%.
- 

Protect: by turning on NetApp **Cloud Backup** for unstructured data. Provide disaster recovery for on-premises and cloud data with **SnapMirror** along with automated data synchronization from **Cloud Sync**.
- 

Consolidate: dozens or hundreds of distributed file servers into a single AWS footprint with NetApp **Global File Cache** to save up to 70%. Reduce cloud waste and EBS costs by nearly 90% with **Cloud Volumes ONTAP** storage efficiencies and zero-footprint Snapshot copies.
- 

Optimize: capacity resources with NetApp **Cloud Tiering** to move infrequent cold data to Amazon S3. Then reduce the complexity of provisioning compute resources automatically with **Spot by NetApp** to reduce costs up to 90%.

“Using NetApp Cloud Volumes ONTAP from AWS Marketplace, we have achieved recovery times in testing that are almost instantaneous, and with as little as 10 minutes of data loss.”

Peter Raettig
Head of Technical Operations, Reach plc

[Read story](#)

Questions to guide your AWS journey

- 1

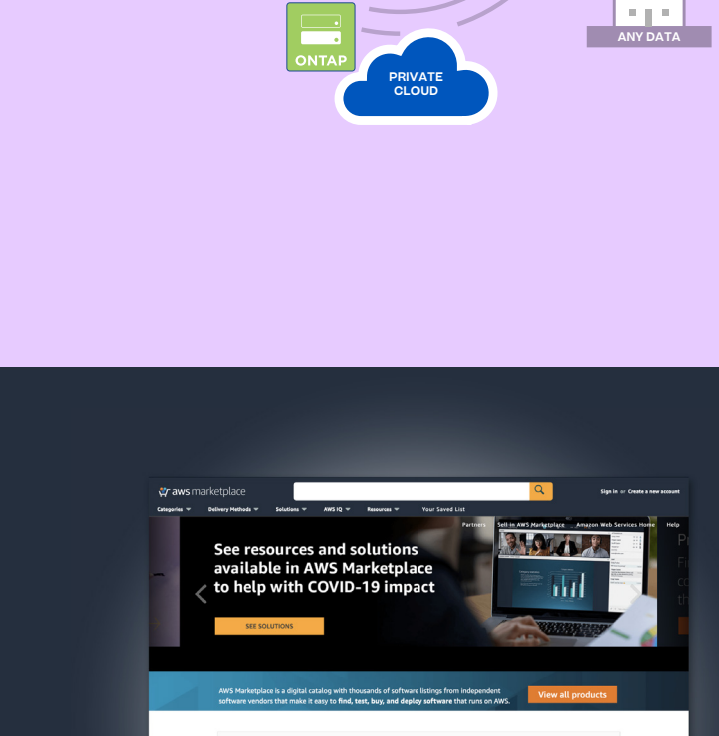
Would you like to manage your data with the same set of features, no matter where it's stored?
- 2

Do you have applications “stuck” on-premises that you would like to move to the cloud?
- 3

Would you benefit from a lift and shift of Linux and Windows workloads to AWS that avoids the need to refactor?
- 4

Can you take advantage of storage efficiencies that minimize your storage footprint and maximize your cost savings, while protecting against downtime with high-availability?
- 5

Does the lack of performance or visibility across your hybrid cloud environment keep you from moving more workloads to the cloud?

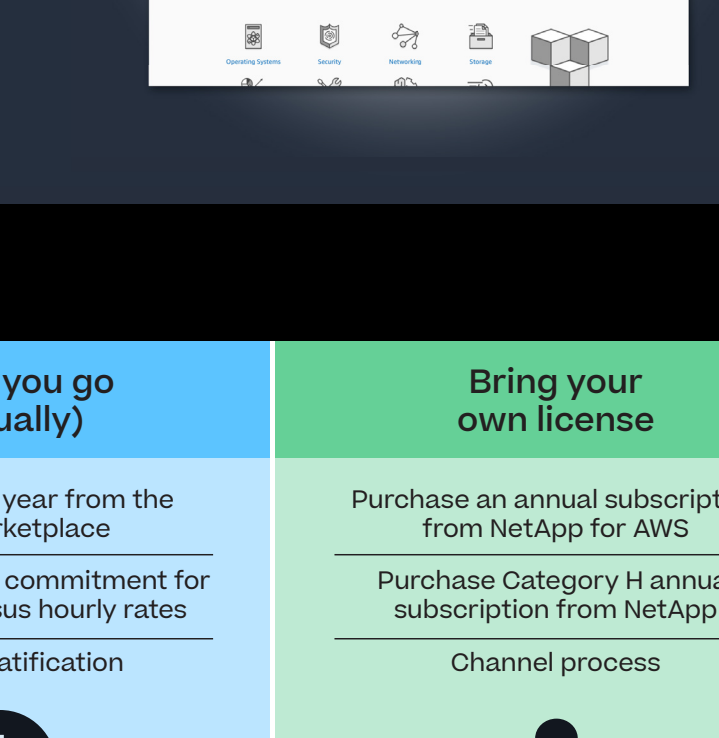


Why customers value the AWS Marketplace

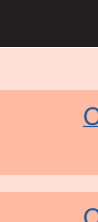
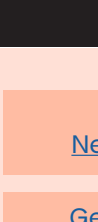

NetApp was the first storage partner available on the AWS Marketplace and is the highest grossing partner on a consistent basis.

- Easy and secure deployment, almost instantly
- Flexible consumption and contract models
- Single, consolidated bill

[Get started](#)



Licensing

Pay as you go (hourly)	Pay as you go (annually)	Bring your own license
Deploy by the hour from the AWS marketplace	Deploy by the year from the AWS marketplace	Purchase an annual subscription from NetApp for AWS
Pay only for what you use, by the hour	Purchase annual commitment for a discount versus hourly rates	Purchase Category H annual subscription from NetApp
Instant gratification	Instant gratification	Channel process
		
Online sales Auto-renewal	Online sales Auto-renew	Field sales Extension PO
Buyers use their existing AWS account Contributes to any AWS spend commitments Deploy in seconds		Buyers contract directly with NetApp

Additional resources

Cloud Volumes ONTAP solution page	Better Together NetApp + AWS partnership	Cloud Volumes ONTAP Global Availability Map
Cloud Volumes ONTAP Frequently Asked Questions	Getting started with Cloud Volumes ONTAP	Cloud Volumes ONTAP reference guide

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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Sources:
1 <https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2021/cloud-migration-trends-and-forecast.html>
2 ESG Master Survey Results, 2019 Technology Spending Intentions Survey, March 2019.
3 https://cdn2.hubspot.net/hubfs/624046/2020%20Cloud%20Computing%20Executive%20Summary_v2.pdf
4 Gartner Magic Quadrant <https://blog.netapp.com/gartner-magic-quadrant-primary-storage-2019/>
5 IDC MarketScape <https://blog.netapp.com/scale-out-nas-file-based-storage>