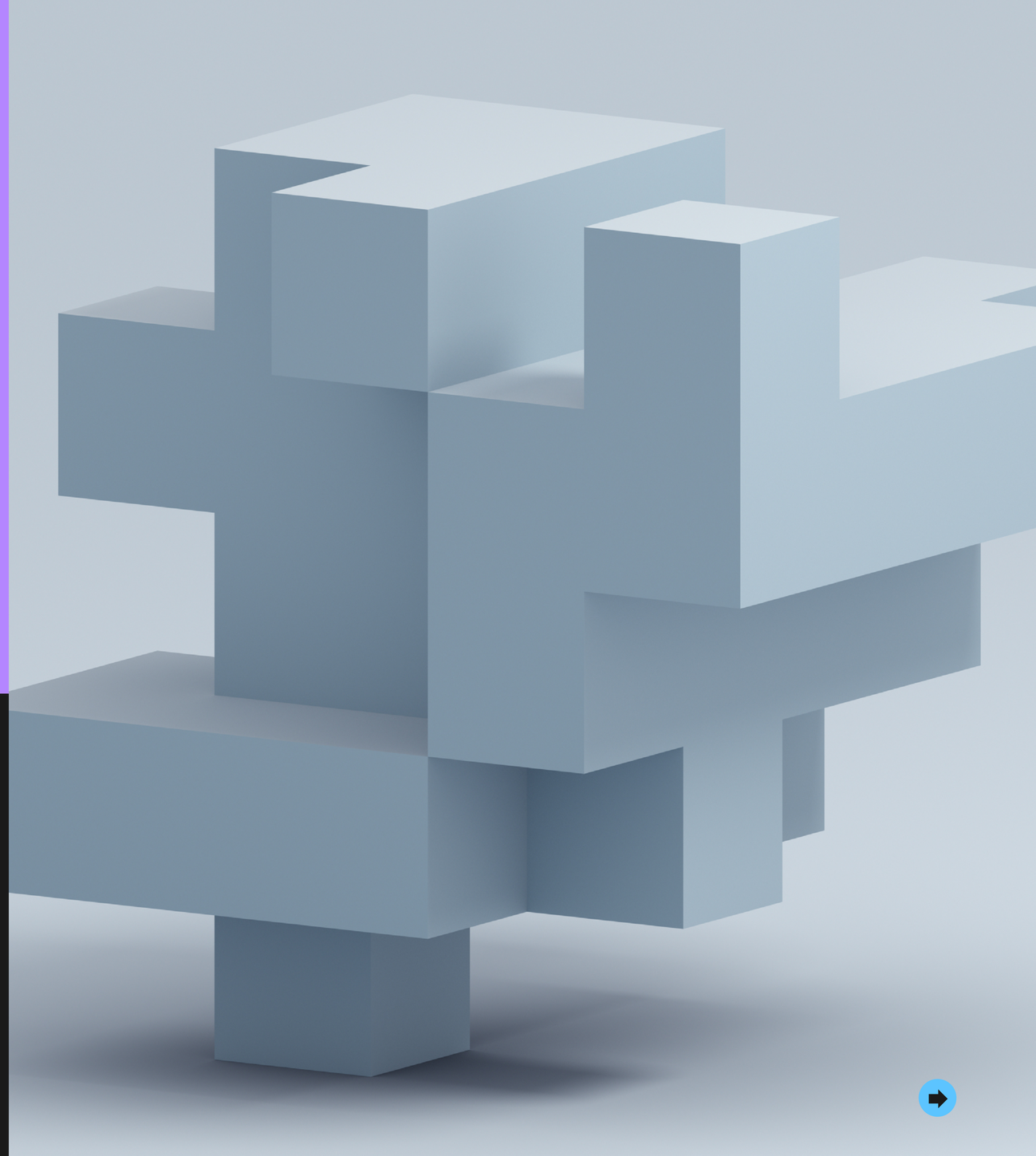
E-BOOK

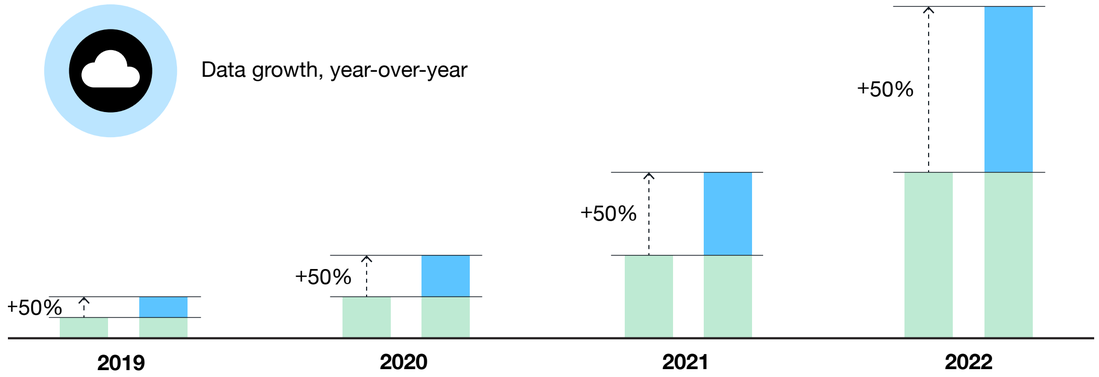
Unfear the challenges of unstructured data protection

NetApp



How to effectively tackle cloud complexity and data sprawl

It’s a given: Cloud computing is prompting momentous changes in how we build, deploy, and run applications and workloads. And whether your strategy is hybrid cloud or multicloud, your infrastructure is increasingly complex. According to Flexera,[1] 92% of enterprises have a multicloud strategy; 80% have a hybrid cloud strategy; 49% silo workloads by clouds; 45% integrate data between clouds.



This situation is compounded by the fact that data is growing at almost 50% per year by most indicators. And file storage is outpacing the growth of all other cloud storage. According to the Harvard Business Review, only 33% of organizations can maintain a single view of their data across all clouds, and 60% can securely share data between cloud providers. And don’t get us started on the number of cloud accounts. The ease of opening new accounts has resulted in companies having hundreds—if not thousands—of accounts. Somehow, you need to protect all of that data.…

This is what we call data sprawl, and it’s a data protection problem.

Unstructured data has different needs than structured data

There's a wide chasm between security for structured and unstructured data. Why? Unstructured data is more complex. Access and management of unstructured data is less consistent, and fewer controls are available to protect it. When companies started migrating to the cloud, they just moved their unstructured data protection problems to the cloud. It's now time to get serious about data protection, which means it needs to be part of your hybrid cloud data management strategy.

Is data protection integrated into your hybrid cloud data management?

NetApp® ONTAP® data management software is the solid foundation of all our hybrid cloud storage solutions. And native data protection capabilities are part of our DNA. ONTAP eliminates many of the traditional challenges of protecting your structured and unstructured data. Whether you're an existing NetApp customer or new to NetApp, there's no better way to protect your data throughout your hybrid cloud infrastructure than with NetApp.

Here are the top 10
native data protection features of NetApp ONTAP:

1

Minimize protection windows with NetApp Snapshot™ software.
Our fast Snapshot copies allow you to create recovery points in seconds. With support for over 1,000 space-efficient Snapshot copies per volume, you can minimize data loss with granular recovery points, achieve recovery time objectives in minutes, and extend data retention for decades to support your data governance policies.

2

Retain storage efficiencies, end to end.
With the help of industry-leading native data reduction technologies, your data stays highly efficient. NetApp SnapMirror® block replication retains all the storage efficiencies from the primary storage to the secondary storage, so you can minimize your data footprint across your entire NetApp hybrid cloud infrastructure.

3

Simplify deployment and testing of your data protection environment.
The SnapMirror feature in ONTAP is easy to deploy, allowing you to replicate data to another ONTAP device on premises or in the cloud for both mirroring and vaulting. Enjoy flexible replication scheduling and data retention to match your business requirements. You can perform risk-free disaster recovery testing by easily mounting a clone of your data to confirm operations without breaking the mirror.

4

Secure your data inline and in place.
With in-flight and at-rest encryption and user-managed keys, your data is always safe from unwanted access.

5

Reduce training and overhead.
Setup and deployment of your NetApp hybrid cloud storage is easy. And managing your NetApp environment at scale is also simple. With NetApp, you can use the same UI, CLI, or APIs for your primary and secondary storage—on premises or in the cloud. You don’t have to rewrite scripts or learn new tools to manage and protect your data.

6

Reuse data for other workloads.
Data on NetApp infrastructure is stored and protected in native format, so you can access your secondary data through the same protocols as your production storage. With NetApp FlexClone® technology, you can clone your secondary data and use near production-level data for reporting, analytics, dev/test, and more to achieve a greater return on investment.

7

Avoid vendor lock-in.
Because secondary data is stored in native format, you aren't locked into another vendor technology to retrieve your data. It's always available through standard network storage protocols such as NFS, SMB/CIFS, and Amazon Simple Storage Service (Amazon S3), and through block storage.

8

Shrink costs by protecting data with object storage.
You can reduce your data storage cost by backing up your data to object storage, on premises or in the cloud. To further lower the cost of backup and archive, ONTAP can natively and efficiently replicate Snapshot copies to cloud object storage or the NetApp StorageGRID® object-based storage solution.

9

Integrate with leading software for advanced management.
We know you might have investments with third-party data protection software. We offer joint integration with NetApp data protection technologies, so you can retain the benefits of your NetApp investment and use the advanced capabilities of leading data protection software partners.

10

Thwart ransomware attacks.
Built-in screening of malicious files, read-only immutable Snapshot copies, indelible NetApp SnapLock® file retention, and rapid restore are some of the advanced ONTAP features that can help you protect against and recover from a ransomware attack. When combined with NetApp Cloud Insights and NetApp Cloud Data Sense, you can increase your level of detection and protection.

When it comes to data protection, NetApp ONTAP has it covered. Are you ready to get started?

Here are five products that can help you protect, detect, and recover your unstructured data.

				
NetApp Cloud Volumes ONTAP	**NetApp Cloud Backup**	**NetApp Cloud Insights**	**NetApp Cloud Data Sense**	**Amazon FSx for NetApp ONTAP**
Deploy ONTAP on a virtual machine on AWS, Azure, and Google Cloud. • Get rich ONTAP file and block data access. • Tier cold data to object for lower cost. • Easily add NetApp cloud services for incremental value.	Automate backup of your data to your choice of object storage. • Efficient Snapshot copy backup. • File search for granular recovery. • Volume and file-level restore.	Monitor, troubleshoot, and optimize resources and applications across your entire technology stack. • Detect user anomalies. • Trigger Snapshot copies. • Block malicious user accounts.	Discover, map, and classify your data, wherever it might be. • Identify exposed sensitive data. • Optimize permissions for strong data protection posture. • Identify compromised sensitive data.	Deploy ONTAP natively in AWS with the rich features: • Securely replicate data across a hybrid cloud. • Efficiently clone data for reuse. • Benefit from risk-free disaster recovery testing. • Rapidly restore data in minutes.

1. Flexera, State of the Cloud Report, 2021.

About NetApp

NetApp is the leader in cloud data services, empowering global organizations to change their world with data. Together with our partners, we are the only ones who can help you build your unique data fabric. Simplify hybrid multicloud and securely deliver the right data, services, and applications to the right people at the right time.

Learn more at www.netapp.com.

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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