

AT-A-GLANCE

# Why NetApp for analytics just makes sense




Rapidly gaining insights from data is crucial for today's businesses. Leaders and analytics teams are under pressure to harness their varied datasets. Structured or unstructured, stored in the data center or cloud, generated by humans or machines, data is your basis for competitive advantage.

NetApp® modern data analytics solutions enable efficient data collection—no matter where your data lives. Our solutions remove bottlenecks, accelerate AI/ML workloads, and simplify cloud integrations.

Here are 10 reasons why NetApp for analytics just makes sense.

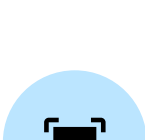
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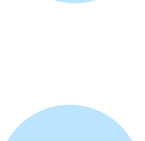
**Reduce costs.**  
Avoid copying the same datasets multiple times. Maintain availability and performance with less storage overhead.
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**Improve data scientist productivity.**  
Empower decision making and innovation with ability to collaborate on shared data while achieving consistent storage performance.
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**Reduce risk.**  
Built-in security and better governance tools with a reduced protection surface on consolidated data sources.
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**Optimize performance.**  
Freely move data across diverse storage tiers based on its age or usage allowing efficient utilization of infrastructure.
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**Faster RTO and RPO.**  
Significantly improve data reconstruction times with less performance impact during recovery.
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**Decouple compute and storage resources.**  
Achieve huge operational advantages by modifying the compute layer at will and nondisruptively scaling storage and compute independently.
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**Hybrid cloud ready.**  
Run your analytics on premises or in the cloud without worrying about where your data sits with NetApp Data Fabric.
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**Turn your data into business results.**  
Increase search performance and benefit from one enterprise-class architecture for hot, warm and cold data tiers.
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**Deploy with confidence.**  
Our technologies are certified or validated with all the leading analytics software (e.g. Splunk, Hadoop, MongoDB).
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**Leverage comprehensive service and support.**  
Benefit from a range of services that help advise, assess, implement and optimize your infrastructure to ensure its optimum setup, health and performance.

**Move faster, scale with ease, and deliver maximum uptime**

Find out how you can get started with NetApp analytics software solutions today: [netapp.com/artificial-intelligence/big-data-analytics/](http://netapp.com/artificial-intelligence/big-data-analytics/).