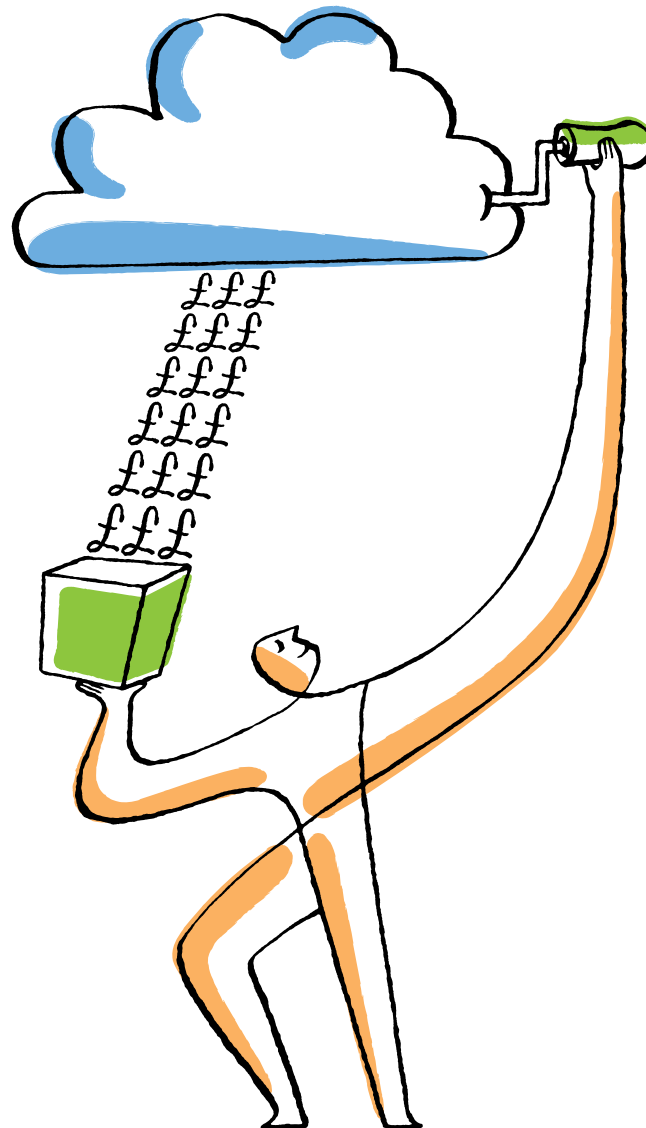


Reaping the Full Rewards of the Cloud



Profitable clouds are built on **NetApp**[®]

In this paper, NetApp shows how storage architecture plays a crucial role in determining whether moving to the cloud results in real economic benefits and competitive advantages for your company, elevating IT from cost centre to business engine.

Table of Contents

1. Turning Cloud Builders Into Rain Makers
2. The Game Has Changed
3. Not All Clouds Are Created Equal
4. Are You Making It Rain?
5. Nobody Can Go It Alone
6. NetApp — Where Cloud Builders Become Rain Makers



Getting to the cloud isn't enough. You need to get something out of it, above and beyond what virtualisation delivers. Being a rain maker, someone who can deliver the full economic and business benefits the cloud has to offer, requires starting from the ground up and building your cloud atop a shared storage foundation.

1. Turning Cloud Builders Into Rain Makers

"The cloud": nothing in our industry attracts this kind of attention unless it is truly transformational. But too much of the cloud conversation these days is dominated by hyperbole. With everyone seemingly having a different point of view on the subject, it's hard to cut through the hype to get to the substance. It's time for a different type of dialogue — one that brings the conversation from 30,000 feet down to earth; one that recognises the complexity and embraces the nuance of launching a successful cloud; and one that puts IT leaders at the heart of the conversation.

It's time to stop debating the merits of the cloud and start discussing how to put the cloud to work — because the cloud is not some future state, but the here and now. It's not some ethereal destination, it's a tangible, smart business strategy. At NetApp, our intent is to help you not only move to the cloud, but develop the right kind of cloud...for you. Because the truth is not all clouds are created equal. And why would you move to the cloud in the first place if you can't make it rain?

What follows is a dialogue that begs the question: Are you a cloud builder? Or are you a rain maker — someone who gives real business purpose to your cloud deployment, at a time when organisations are looking to IT to help the business move faster, be more competitive and grow successfully?

The way forward, as early cloud adopters have realised, is a unified architecture capable of elastic scalability and transparent data movement that can support always-on services and service automation.

2. The Game Has Changed

The move to the cloud needs to be measured in terms of delivering real benefits above and beyond what virtualisation offers — benefits that extend far beyond the IT budget and fuel true business transformation. It might be time to shift your perspective if you aren't realising the following benefits:

- **Optimised Cost Structures.** The cloud enables vast economies of scale, better utilisation, operational efficiencies and lower capital investments.
- **Enhanced IT Performance.** The cloud enables IT to respond at the speed of business, while shifting the workload focus from maintenance to innovation through automation and self-service.
- **Heightened Business Agility.** The cloud gives companies the ability to dynamically scale operations, accelerate business innovation and decrease time to market, all while maintaining enterprise-level security and business continuity.

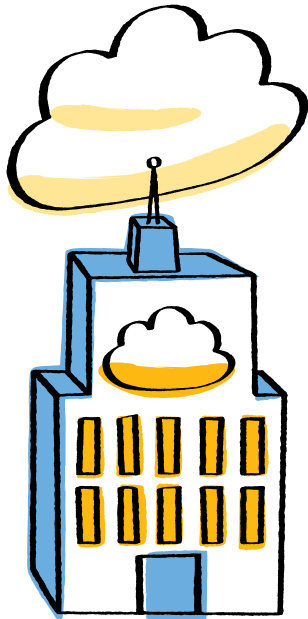
Being an IT leader who is able to envision and accomplish a cloud deployment that delivers the full range of enterprise benefits is what will make you not just a competent cloud builder, but an inspired (and inspiring) rain maker.

3. Not All Clouds Are Created Equal

We see the move to the cloud — be it enterprises supplementing existing IT operations with public cloud offerings, or turning internal services into a private cloud or a hybrid model that intertwines both — as an evolution of existing server and data centre virtualisation efforts. The challenge for those considering a move to the cloud is in navigating the next steps toward a standardised and automated service-driven model, one that enables the delivery of IT as a service to internal and external business constituents.

A virtualised infrastructure, be it servers or applications, is primarily a large set of data files. So, choosing the right storage platform for your shared infrastructure is one of the most critical and strategic decisions you can make as an IT leader.

Yet, according to a recent Forrester study [www.netapp.com/forrester2011cloud-en], many organisations focus on the server parts of their cloud implementation instead of optimising from the ground up. By overlooking the storage infrastructure, IT leaders aren't realising the full breadth and extent of cost, IT performance and business agility benefits, which essentially means that they are building on a weak foundation.



A successful cloud is built atop a strong foundation — a shared infrastructure that extends the notions of standardisation, automation and self-service beyond the server.

4. Are You Making it Rain?

A successful cloud is built atop a strong foundation — a shared infrastructure that extends the notions of standardisation, automation and self-service beyond the server. And unless you deeply understand the critical nature of a shared storage foundation, the cloud's potential economic and business advantages are likely to remain unrealised.

In order to greatly increase their chances of success, IT leaders who aspire to be rain makers and to deliver the full breadth of cloud benefits — from the data centre to the frontlines of business — should ask themselves the following strategic questions regarding their cloud initiatives.

Can you deliver efficiencies in magnitudes greater than those of your virtualisation efforts?

While virtualisation efforts may have yielded impressive results, a cloud initiative has the potential to take these to a new level. In the case of storage, you should be able to cut storage requirements in half and at least double storage utilisation, which adds up to real hardware, power, cooling and maintenance savings. But storage business as usual won't get you there. Instead, you should explore innovations such as unified storage architecture, deduplication of primary data in virtualised environments, thin provisioning and policy-based automation to help you lay a solid efficiency foundation for your cloud efforts.

To learn how NetApp cloud storage solutions helped BT reduce backup and recovery storage by 80% and cut network bandwidth to deliver off-system data recovery by 95%, go to www.netapp.com/uk/bt.

Is your infrastructure ready to deliver IT as a service?

It will be, once your storage solution helps to fundamentally change how IT resources are structured and consumed. Activity in the cloud should be measured and metered, because pay-per-use costing keeps the cloud efficient by incenting efficient use from the users themselves. While many enterprises won't implement this model quite the way public clouds do (through chargeback), they should account for and "show-back" IT resource consumption to maximise the overall investment. Crucial enablers of the ability to move to IT as a service include defining a service catalogue with standardised SLA attached to storage services, having integrated data protection capabilities and using an automated deployment model.

To learn how NetApp cloud solutions helped Terremark deliver IT as a service to their global clients, go to www.netapp.com/uk/terremark.

Can you deliver impressively better service levels than traditional IT?

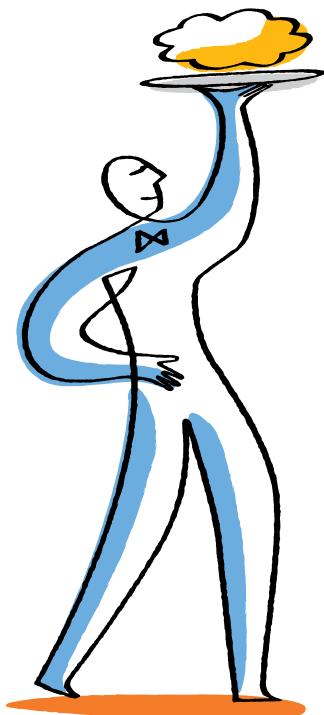
Cloud environments introduce an entirely new set of data protection and business continuity challenges. Since applications and customers share a common pool of resources, ensuring they can do so securely and in accordance with privacy regulations is critical. That is where multi-tenancy and integrated data protection come into play. And the need to keep the environment running 24/7 requires data to move dynamically across the cloud to provide instantaneous failover for disaster recovery, and that maintenance be performed without disruption. Since “planned downtime” is no longer viable, live migration of apps and data and the ability to smartly balance resource allocation are crucial capabilities to consider.

To learn how NetApp cloud solutions helped ExamWorks take availability, security and compliance to the next level while supporting tripled business growth, go to www.netapp.com/uk/examworks.

Are you able to deliver new capabilities at the speed of business efficiently?

The key is moving beyond infrastructure optimisation into the realm of service optimisation. Enterprises want to increase the velocity of business transformation, and IT is looking to server virtualisation for rapid provisioning and deployment of new capabilities to allow the business to respond, innovate and go to market faster. But success is not just about speed, it requires the ability to efficiently scale across the entire infrastructure. IDC reports that enterprises spend more on managing virtualised resources than they spend on implementing them.* The way forward, as early cloud adopters have realised, is a unified architecture capable of elastic scalability and transparent data movement that can support always-on services and service automation.

To learn how NetApp cloud storage solutions helped Princeton Insurance increase their business agility for competitive advantage, go to www.netapp.com/uk/princeton_insurance.



*IDC Directions 2011: Game-Changing Virtual Technology

A move to the cloud holds the potential to fundamentally transform IT's work mix from a maintenance agenda to an innovation agenda.

Are you able to shift your workload focus from maintenance to innovation?

A move to the cloud holds the potential to fundamentally transform IT's work mix from a maintenance agenda to an innovation agenda. When you can provision and deploy new systems faster, and IT services can be structured for ease of consumption, you'll be much better able to look across computing environments and optimise performance and costs on behalf of your business. Aspiring rain makers should focus on ensuring that the storage infrastructure is able to support a full transition to IT as a service — a unified architecture that enables service automation, centralised management, and self-service capabilities. Doing so will help turn the dreaded “80% maintenance/20% innovation” rule on its head.

To learn how NetApp's cloud storage solutions helped Suncorp's IT department shift to an innovation agenda that drove a cultural transformation, go to www.netapp.com/uk/suncorp.

5. Nobody Can Go It Alone

Although these questions and considerations can help forward-looking IT leaders build a cloud on a strong foundation, they are actually part of a more holistic solution.

It's unrealistic to think a single company could provide the full scope of expertise, technology and services needed to build out a cloud for delivering IT as a service.

That's why we believe looking to a single vendor for the cloud is not the right strategy.

Since moving to the cloud means moving toward a shared infrastructure of pooled IT resources extending across the entire stack — storage, networks, servers and apps — the best approach for becoming a successful rain maker is to look to best-of-breed solutions and cloud integrators to architect the right cloud business strategy. In this context, it's important to examine the proven track record and depth of partnerships.

With NetApp, there's no need to compromise. Our partner-centric approach, technology platform and corporate culture have created inarguable partner integration, helping enterprise IT leverage NetApp based technology and cloud services through a large ecosystem of top-tier service providers, and leading to unrivalled success in cloud implementations.

To learn more about our extensive partner ecosystem, go to www.netapp.com/uk/cloudpartners.

6. NetApp — Where Cloud Builders Become Rain Makers

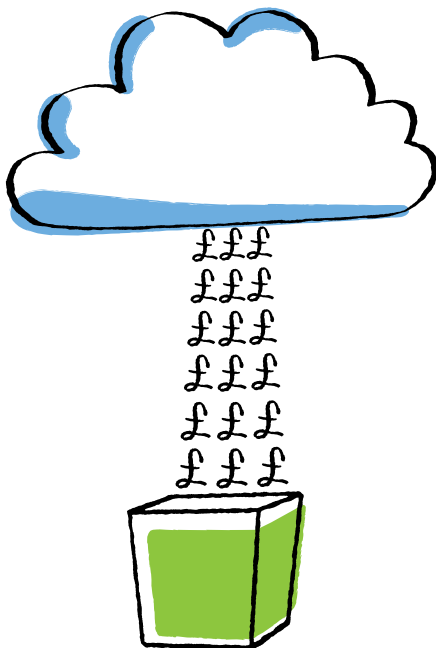
The opportunities for IT to become the enabler and driver of business innovation have never been greater. Our driving ambition is to help IT leaders seize this unique moment and have a leading role in the cloud revolution; one that is defined not only in terms of technological evolution, but also in terms of raising the stature of IT as a change agent for the business.

We have been relentlessly committed to developing innovative storage products, technology solutions, and partnership models that enable forward-looking IT leaders to leverage the capabilities of a shared IT infrastructure in order to lead their organisations and businesses to greater success.

With proven technologies, partners and best practices, IT leaders can move forward with confidence knowing that NetApp has helped organisations around the world successfully deploy clouds and make them rain.

- Over one billion end users receive cloud services built on NetApp.
- The world's largest online marketplace and auction site is supporting 94 million active users on a cloud solution built on NetApp.
- One of the world's largest web-based email providers is supporting services to 270 million users through a cloud solution built on NetApp.

To learn more about NetApp's approach to the cloud and how we can help IT leaders turn from cloud builders into rain makers, go to www.netapp.com/uk/builton or contact your NetApp sales representative.



About NetApp

NetApp creates innovative storage and data management solutions that accelerate business breakthroughs and deliver outstanding cost efficiency. Discover our passion for helping companies around the world go further, faster at www.netapp.com/uk.

Go further, faster®



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