



NetApp for the Cloud Quick Reference Guide

Value Proposition

NetApp is the storage partner of choice for enterprises that want to evolve their virtualized, shared IT infrastructure to an IT service delivery model that leverages private, public, and hybrid cloud services to achieve higher efficiencies, reduced costs, and faster time to market. NetApp offers an efficient, flexible storage platform, innovative solutions with partners, and practical experience for cloud today.

KEY MESSAGES

Benefits

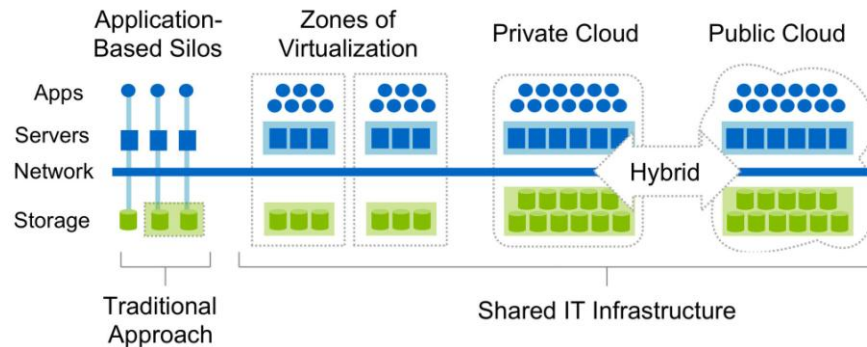
- Increase agility to respond faster to business needs
- Improve operational and management efficiencies through automation of services and processes
- Increase flexibility and reduce costs with NetApp® industry-leading storage efficiencies

Customer Pain Points

- Can't respond quickly to business needs
- Inconsistently meet SLAs
- Inefficient management
- Lack of repeatable processes, no defined policies

Target Customer

- Midsize-to-large enterprises that have some virtualization and want to evolve to an IT as a service delivery model



Competitive Differentiators

- Single unified architecture across all application workloads
- Open management strategy enables third-party and in-house management tool integration with NetApp management software
- Global ecosystem of outstanding technology, delivery, and cloud management partners
- Documented best practices and IP to enable the path to cloud
- Secure multi-tenancy architecture with Cisco and VMware for securely managing shared resources
- Pre-validated solution stacks to jump start private cloud solutions
- Enterprise-class cloud services built on NetApp that customers can purchase from NetApp service-provider partners

Qualifying Questions

Would you like to accelerate service deployment and time to market?

Follow-Up Questions

- What's your process for provisioning and deploying new apps?
- How often is storage provisioned for new or existing applications per month?
- How long does storage provisioning take?

How We Do It

- Automate the provisioning process
- Define SLAs and protection policies in a storage service catalog

How We Do It

- [Suncorp](#) reduced storage provisioning time 92%, from hours to just minutes
- [Princeton Insurance](#) accelerated provisioning from weeks to minutes

Would you like to streamline your operations and manage more storage without adding headcount?

- How has data growth affected your administrative workload?
- What is the relationship between storage growth and staffing requirements?

- Centralize management with NetApp OnCommand® management suite
- Integrate with third-party and inhouse tools for lifecycle cloud management

- [Dominion Enterprises](#) lowered staffing costs by managing 750TB with 1.5 FTEs
- [ExamWorks](#) avoided >\$1M in staffing costs

Are you evaluating outsourcing applications or workloads to the cloud?

- Do you have limited capital or administrative resources?
- Are you managing applications that are not core to the business?
- Do you need temporary access to IT because of seasonal, cyclical, or project work?

- NetApp's global network of service-provider partners offer enterprise-class cloud services built on NetApp, such as infrastructure, data protection, and application services

- Navallier-Quest: Cloud DR services cost 60% to 70% less than the alternatives
- Loughborough University-Logicalis: Internal and external infrastructure cloud are connected for on-demand burst capacity and DR capability

What You Will Sell

Private Cloud

NetApp cloud solutions are based on the customer's business and technology needs and may include:

- NetApp products, technologies, and services:
 - NetApp Unified Storage Architecture and base software; OnCommand management suite
 - Secure Multi-Tenancy
 - NetApp Professional Services
- Partner cloud management products
- Full-stack cloud solutions built with technology and system integrator partners

Cloud Services

- If your customer is considering outsourcing, sell cloud services built on NetApp from our service provider partners.

Where to Sell?

- Customers who have virtualized
- Customers who want to offer a service catalog of standard services to users
- Customers who want to monitor storage performance, report on usage, and showback costs or implement a chargeback model
- Customers who want a self-service interface to IT services

Where to Go for More Information

- [Field Portal](#)
- [Netapp.com/cloud](#)
- [Service Provider Resource Center](#)

Competitive Information

Product	Strengths	Weaknesses	Competitive Traps
EMC	<ul style="list-style-type: none">• Storage reputation• EMC, VMware®, and Cisco® Virtual Computing Environment Coalition (VCE); prepackaged Vblock private cloud bundles	<ul style="list-style-type: none">• Vblocks are proprietary, restricted vendor stack• No common architecture across product lines• Can't scale seamlessly across product lines• No secure separation at storage layer	<ul style="list-style-type: none">• How important is it for your implementation partner to be vendor neutral?• Do you want your storage to work with virtualization solutions other than VMware?• Consider your ability to scale while protecting your investments
IBM	<ul style="list-style-type: none">• Solutions provider reputation• CloudBurst, service management offerings• Full-stack offerings• Consulting experience	<ul style="list-style-type: none">• No common architecture across product lines• Perceived as high-cost consulting engagement	<ul style="list-style-type: none">• How important is it for your implementation partner to be vendor neutral?• Do you want to get locked in to one vendor?
HP/3PAR	<ul style="list-style-type: none">• Full-stack offerings• Consulting experience	<ul style="list-style-type: none">• No common architecture across product lines• Late to the cloud market	<ul style="list-style-type: none">• How important is it for your implementation partner to be vendor neutral?• Do you want to get locked in to one vendor?
Amazon, Google, or Microsoft® 365: infrastructure or application services	<ul style="list-style-type: none">• Development environment• Low opex• Fast provisioning	<ul style="list-style-type: none">• SLA for availability only 99.9%• No enterprise-class security, for example, VPN; no data return or performance guarantees• Self-service support only• Data centers not in every country	<ul style="list-style-type: none">• Is the availability SLA robust enough?• Security, data return, and performance are not yet enterprise-class• Is self-service support adequate?• Can you afford major outages?• Do you need global coverage?

Solution Overview

NetApp for the Cloud

NetApp private cloud solutions are built on a virtualized, shared IT infrastructure with advanced automation and self-service capabilities. Solutions are based on our industry-leading storage and data management technology and integrated with our partners' technology and cloud management products for a full-stack private cloud solution. Cloud services are offered by our service provider partners for enterprises that want to outsource applications or data to an external or public cloud.