



## Executive Overview

# Can Cloud and On-Premises Environments Function As One?



### DATA FABRIC AT A GLANCE

- Unify customers' on-premises and hosted cloud environments.
- Offer enhanced flexibility and agility while helping foster innovation.
- Differentiate your business and offer lightning-fast performance with reliable security.

### NEW EXPECTATIONS FOR SERVICE PROVIDERS

**Mobility:** Easily move data between clouds according to business demands.

**Freedom:** Allow customers to add, change, or remove cloud services rapidly through self-service portals, with data integrated seamlessly and effortlessly between everything.

**Speed:** Deliver an always-on platform, fast performance, and quick response times to change requests.

Imagine if you could offer your customers consistent data management capabilities across their on-premises environments and those you host for them.

Data moving back and forth freely, as business demands dictate—with no management headaches, interoperability roadblocks, or painful wait times.

A crazy, utopian vision for a service provider like yourself? Not so much.

Here's why.

#### Introducing Data Fabric

At NetApp, we're building a Data Fabric that connects your customers' on-premises environments and those residing on your infrastructure.

The goal? Form an integrated system, woven through the clouds, that wraps your customers' storage together into a single, more manageable entity.

Because as a service provider, you need to offer flexibility and mobility. Your customers are demanding to move data where they need it, when they need it—no questions asked or issues encountered.

#### Applications Unlocked

Data Fabric means customers can use their existing management practices on data residing in the cloud and easily share applications across different clouds.

With identical data-access services either on premises or in the cloud, applications can easily move back and forth between you and your customers' data centers.

And, applications don't have to be written to be hosted in a cloud. They can just be moved there.

This frees up precious data center space and allows scarce resources to be focused on applications that your customers absolutely must own, manage, and control themselves.

#### Help Customers Follow the Thread of Innovation

With Data Fabric, your customers will never have to say no to a great idea.

Typically, there's not enough time, resources, compute, or storage to be able to pursue every possibility.

# Data Fabric can improve efficiency and accelerate innovation for your customer's business.

## HOW YOU CAN USE DATA FABRIC

**Hyperscaler:** Enable software-defined management of your proprietary storage and facilitate interoperability with customers' on-premises infrastructure.

**Software-as-a-Service Provider:** Make it easier and less expensive to move customer data closer to compute resources or customer environments.

**Traditional Service Provider:** Deliver data mobility, freedom, and speed to customers across hosted and on-premises environments without sacrificing sovereignty or security.

But what if your customers can move on-premises customer data to the cloud at the press of a button? Enable them to clone a replica of production data into the cloud via Data Fabric and they have access to all the resources they require—instantly.

### How Your Business Benefits

Data Fabric can improve efficiency and accelerate innovation for your customer's business.

And the ability to do that means your organization can stand out from the crowd.

You can enable a wide spectrum of industries to tap into different types of clouds, using a common application model, without worrying about learning unfamiliar cloud scale-out programming techniques. That means new revenue streams for you.

You can offer your customers the ability to build applications that collect and analyze data from people and processes and run them in the cloud without change.

Plus, lightning-fast performance and reliable security give potential customers even more reasons to pick your service.

### The Bottom Line

The era of cloud-centric IT operations is just beginning. As the line between cloud environments and on-premises IT continues to blur, great things will happen—for your business and your customers.

Data Fabric removes barriers to innovation with greater flexibility, mobility, and interoperability.

Start building your strategy today—because customers don't want to wait any longer to realize the full potential of the cloud.

Learn more at [www.spdatafabric.com](http://www.spdatafabric.com).

### About NetApp

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

Go further, faster®



Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.

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