NetApp Data Fabric for Service Providers

Transcend the Cloud to Elevate Your Offering

NetApp® Data Fabric unites your customer's on-premises environments with those residing on your infrastructure. So you can provide them with an integrated system, woven through the clouds, that wraps their storage together into a single, more manageable entity.

Why? Because your customers are demanding flexibility and mobility. Development, release, updates, changes in direction—they all happen faster now. To stay competitive, customers need to move data where they need it, when they need it, no questions asked or issues encountered.

Data Fabric makes it possible, while making your business stronger in the process.

The Business Case for Data Fabric

Improve your customer experience.
How does a service provider stand out in today's market? Become an integrator that can help customers connect all of their clouds and ensure a seamless experience.

Grow revenue.
More integration, more interoperability, and more flexibility mean more opportunities for you. When you can enable flexibility such as running an on-premises application in the cloud with little to no redevelopment required, or cloning production data on the fly to a geographically-dispersed team of developers, good things happen. For you and your customers.

Differentiate offerings.
Give prospects a reason to choose your organization with superior data mobility, flexibility, and performance.

Increase cost efficiency.
Data Fabric enables you to scale more sustainably, with less costs and capacity consumed, while you onboard customers in less time and with lowered expenses. Consolidated management means better resource utilization and lowered data center power and cooling requirements.

Tap into the NetApp ecosystem.
Enabling Data Fabric means you can offer seamless integration with the 275 partners and 400+ services running our storage platform worldwide—helping you meet more customer needs and offer more robust solutions.

■ NetApp®

How Data Fabric Benefits You

Meet More Customer Requests, Faster

A customer needs to move data from your cloud to a data center, a continent away. Or from a private cloud to your public cloud to access more compute resources.

No problem. Data Fabric unifies all environments and transcends all clouds, allowing data to flow freely wherever it needs to go. Automated workflows across the fabric only make it faster to address customer needs and less costly than relying on manual processes.

Offer the Flexibility Customers Need

Data Fabric means you can enable flexibility that competitors can't. You can move data more quickly than your peers, and to more places. From one cloud to another. Or from one cloud to three clouds simultaneously. All while you make scalability and on-boarding faster and easier with self-service portals.

Simplify Storage Management

 You know better than anyone: there is a massive amount of data stored within your environments. Servers upon servers upon servers.

Data Fabric lets you unify all of it into a centralized 'storage OS,' so you can more effectively and efficiently manipulate all that data. Dedupe, snapshot, compress, clone, transfer, and more, across the entire fabric from a single interface. So you can fulfill more customer requests, faster and more efficiently.

Ensure Security, Performance, and More

Unified storage means unified visibility. With Data Fabric, you can more easily enforce QoS, verify SLAs are met on a per-tenant level, balance resource utilization, deliver secure multi-tenancy, help ensure data sovereignty compliance, and more.

You'll see all your storage hardware as a single, controllable pool. But you won't lose track of who owns what or where data is residing.

Automated Data Tiering

It's a best practice to put the most in-demand data on your highest-performing hardware and the barely-used data on less expensive storage. Data Fabric makes it easier and less time-consuming by automating this tiering process and gives your IT resources more time for optimizing, innovating, and helping customers achieve more.

DATA FABRIC USE CASES

No matter what kind of service provider you are, Data Fabric provides benefits that can set your business apart from the pack.

Hyperscaler

Struggling to manage a sprawling amount of white box hardware? Data Fabric enables software-defined management of your proprietary storage and facilitates interoperability with customers' on-premises infrastructure in the process.

Software as a Service Providers

Need to put data in an optimal geographic location to ensure performance? Data Fabric makes it easier and less expensive to move customer data closer to compute resources or customer environments.

Traditional Service Provider

Want to help customers realize the full potential of hybrid cloud? Data Fabric delivers data mobility, freedom, and speed to customers across hosted and on-premises environments without sacrificing sovereignty or security.

How Data Fabric Benefits Your Customers

Cloud Consumption without Worry

With Data Fabric, your customers can retain control of their data even when it's off in your public cloud. They won't have to worry about how to move or manipulate it when they need to.

And, as customer needs change, Data Fabric ensures they can quickly and cost-effectively add or remove capacity to match—without worrying about losing control of the data stored on it. This helps remove the risk of investing in hardware they won't need in six months or stalling business while they wait for more IT resources.

Easier Access to Essential Resources

Enable your customers to move on-premises data to your cloud—and virtually limitless resources—at the press of a button, as business needs demand. That way, they won't miss an opportunity while they wait for more compute or additional storage capacity.

A Better Customer Experience

Data Fabric delivers lightning-fast speeds, always-on availability, and enables self-service portals via automation and orchestration. Reliable infrastructure means your customers can always access their data when they need it, while consistent performance and self-service portals meet the need for speed and agility. It's all designed for what your customer's business requires.

More Time to Innovate

With simplified data management across clouds, your customers' IT department is freed from overseeing minutiae and managing overly-complex data transfer processes— giving them more time to focus on adding value to their business. They'll thank you after their next game-changing breakthrough.

Plus, Data Fabric provides the flexibility to cost-effectively provision a development environment in the cloud, and move any needed data to it quickly. No investing in infrastructure or waiting on lengthy processes. This environment can easily be moved to the customer's on-premises environment when business needs demand. It's a low-risk, high-efficiency way to pursue innovation.

The New Expectations for Service Providers

Mobility

Easily move data between clouds according to customer business demands.

Freedom

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.

How We Make Data Fabric Possible

We employ a mixture of management software and storage technology to create the Data Fabric.

NetApp Clustered Data ONTAP

This is the management foundation of Data Fabric. It unifies storage hardware to create always-on infrastructure and enable easy-to-scale-out architecture.

With API-driven interoperability, NetApp Clustered Data ONTAP® can deliver secure multi-tenancy and ensure QoS requirements are met but not exceeded or undershot. Meanwhile, SnapMirror® technology makes it easy to backup data between cloud environments.

NetApp All Flash FAS

The first enterprise-class, all-flash array delivers the enhanced performance and expedited response time that your customers demand.

NetApp AltaVault

This game-changing, cloud-integrated storage speeds recovery and reduces risk, enabling backup data to be delivered securely to any cloud.

NetApp Private Storage for Cloud

Connect to virtually any cloud and move data freely— without losing track of where data is and who owns it.

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**

Go further, faster®