



# The Data Authority in a Hybrid Cloud World

## The Data Insights, Access and Control You Need to Unleash the Full Potential of Your Data

### Company Snapshot

**\$5.5 Billion Revenue**  
10,000+ employees,  
110+ offices

**A Leader in 4 Gartner Magic Quadrants<sup>1</sup>**  
General-Purpose Disk Arrays, Solid-State  
Arrays, General-Purpose Disk Arrays,  
Japan, Integrated Systems

**Fastest growing top 5  
All-Flash Array vendor<sup>2</sup>**

### OUR CUSTOMERS

In a world where technology is changing our everyday lives, digital transformation tops the strategic agenda in most organisations. For organisations to be successful in their digital transformations, data must become the lifeblood of an organisation, seamlessly flowing through it to optimise operations, create innovative business opportunities and enable new customer touchpoints through technology.

Correspondingly, IT leaders are under tremendous pressure to harness today's wealth of data and apply it to create new value across the entire organisation – all with limited time, skills and budget. No longer is data locked away on devices hidden behind firewalls. Instead, it is becoming distributed, dynamic and diverse.

Thriving in this environment requires creating a data-centric organisation, which is no small undertaking. And a holistic approach to managing data that is secure, efficient, future-proof and provides freedom of choice.

### Our Company

NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organisations to unleash the full potential of their data to expand customer touchpoints, encourage greater innovation and optimise their operations.

### NetApp Data Fabric

NetApp Data Fabric simplifies and integrates data management across cloud and on-premises to accelerate digital transformation. It delivers consistent and integrated data management services and applications for data visibility and insights, data access and control, and data protection and security. And unleashes the power of data to achieve a new competitive advantage.

### Our Portfolio

Flash plays a key role in customers' digital transformation efforts as they seek to gain advantage through greater speed, responsiveness and value from key business applications – all while lowering total cost of ownership. All-flash array technology is the de facto choice as customers seek performance and economic benefits from replacing hard disk installations. With a highly differentiated and broad portfolio of all-flash and hybrid array offerings, NetApp is well positioned to enable customers to accomplish this transition.

Budget constraints and skill imbalances lead our customers to seek help in integrating, deploying and managing the solutions they need to stay competitive. This drives demand for converged and hyper-converged infrastructure solutions. FlexPod is the converged infrastructure of choice for many of the largest enterprises around the globe. Customers can break free from the limits of first-generation HCI with NetApp HCI and attain guaranteed performance with unmatched flexibility, scale, automation and integration with the Data Fabric.

Customers are attracted by the speed and scale benefits of the public cloud but need new data management capabilities to keep control of data as it moves beyond the walls of the enterprise. NetApp believes the hybrid cloud is fast becoming the dominant model for enterprise IT. Our Data Fabric approach enables our customers to manage, secure and protect their data from on-premises to public to hybrid clouds, all at the scale needed to accommodate the exponential data growth of the digital world.

### Our Services and Support

Professional services teams from NetApp and our partners offer assessment, design and implementation services that help customers optimise their IT environments. These experts help customers deploy new capabilities with confidence. Our highly responsive NetApp Global Support organisation supplies systems, processes and people wherever they are needed to provide continuous operation in complex and critical environments.



<sup>1</sup> Gartner, Magic Quadrant for General-Purpose Disk Arrays, 31 October 2017, Gartner, Magic Quadrant for Solid-State Arrays, 13 July 2017, Gartner, Magic Quadrant for General-Purpose Disk Arrays, Japan, 22 March 2017, Gartner, Magic Quadrant for Integrated Systems, 10 October 2016. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organisation and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

<sup>2</sup> IDC, Worldwide Quarterly Enterprise Storage Systems Tracker - 2017Q2, 14 September 2017 (Fastest growing top 5 AFA vendor - YoY revenue growth)

## Our Partnerships

We form lasting partnerships with the industry's best reseller, application, infrastructure, consulting and cloud service provider partners with one goal in mind: the success of our customers. Global enterprises, local businesses and government installations look to NetApp and our ecosystem of partners to help maximise the business value of their IT investments.

### Some of Our World-Class Partners

