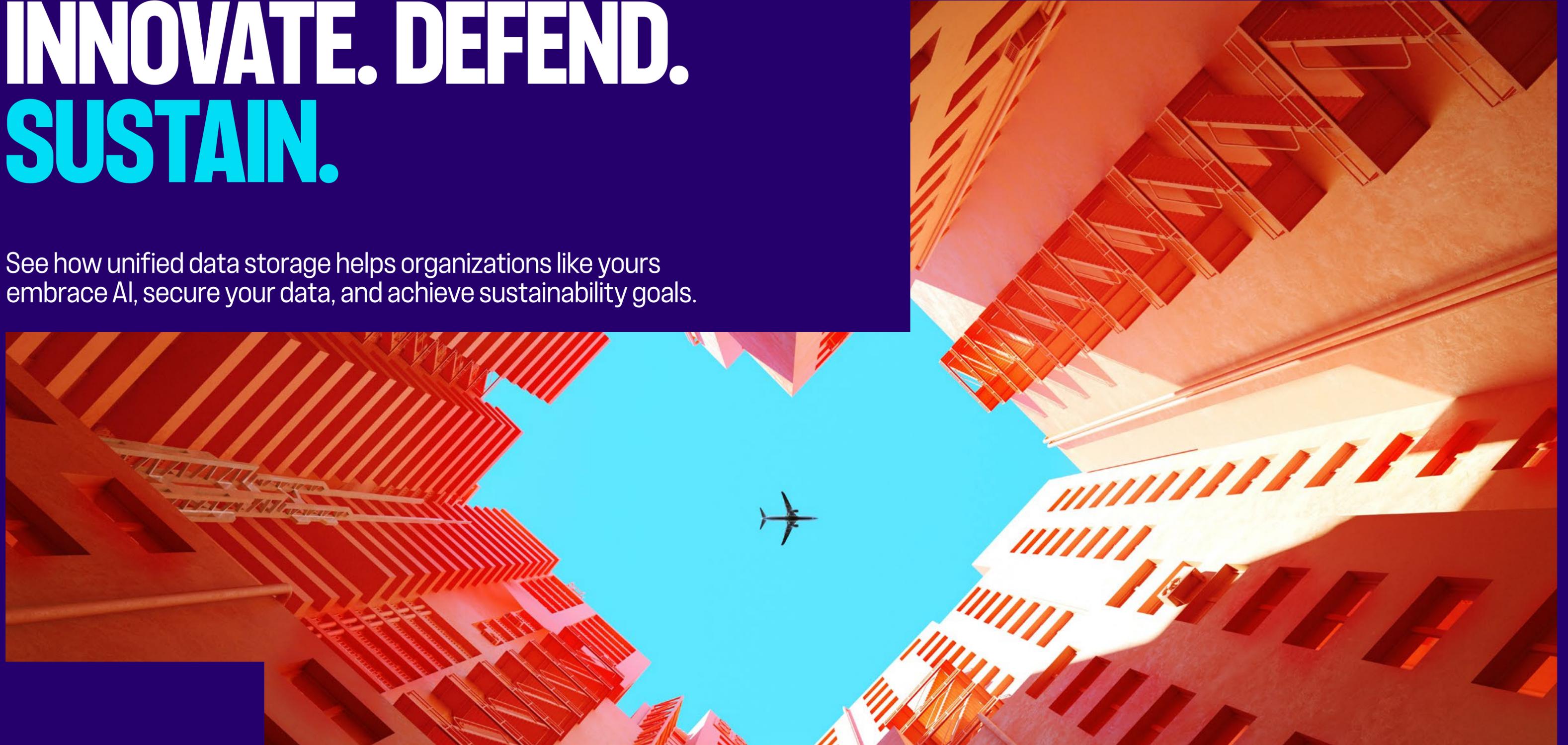


INNOVATE. DEFEND. SUSTAIN.

See how unified data storage helps organizations like yours embrace AI, secure your data, and achieve sustainability goals.



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LEVEL UP WITH SMARTER DATA STORAGE

When you store your data “smarter,” your business can operate on an entirely different level—one that activates business growth and advances your business like never before.

Unified data storage goes beyond combined file, block, and object protocols to advance what you and your business can do. Truly unified data storage enables you to store any data type and power any workload across any environment—all managed together with built-in intelligence.

What can the new way to unified do for your business?

Read on to find out how you can use truly unified data storage to:



Unlock new levels
of innovation



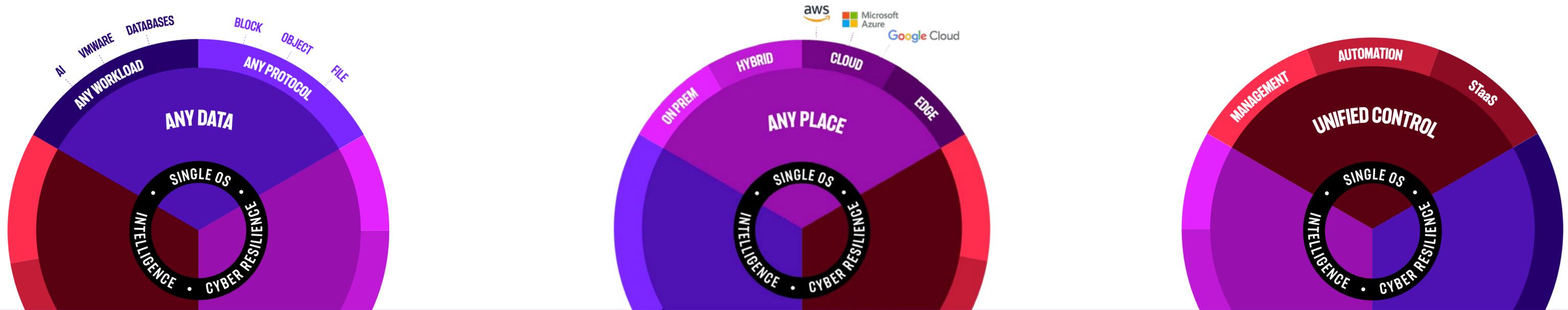
Defend
your business



Reduce
environmental
impact



ANY DATA, ANY PLACE



Any data

Store any data type—file, block, object. Power any workload or application—AI, Kubernetes, enterprise databases, VMware, high-performance file systems. All in a unified data storage solution that eliminates silos.

Flexibility and simplicity are just the beginning.

Any place

Store your data any place—on premises and natively embedded in the world's biggest clouds. Get consistent, unified, enterprise-grade storage with no compromises.

Choose a future-proof data infrastructure that modernizes your environment and lets you move and scale seamlessly.

Unified control

Centralize control of storage and data services across your hybrid multicloud infrastructure with NetApp's unified management console and open APIs. Or use NetApp® storage services integrated into your native cloud console. Leverage AIOps to simplify and automate, reducing cost and complexity.



UNIFIED DATA STORAGE IN ACTION AUTO MANUFACTURER UNLOCKS THE POWER OF AI

A leading automotive manufacturer is developing autonomous vehicle technology with a goal of increasing safety and reducing highway fatalities.

This requires the use of demanding AI workloads across a hybrid multicloud environment. With data locked up in silos—a chaotic sprawl across edge, core, and cloud—they can't build the right models quickly. And the growing volume of data makes it seem impossible to scale.



How does unified data storage help balance on-demand data mobility with performance?

AI INNOVATION STARTS WITH UNIFIED DATA

A common operating environment across all data, integration with the world's largest clouds, and a single control plane helps advance the automotive manufacturer's AI initiatives and maximizes performance for model training and inferencing.



ROBUST, AI-OPTIMIZED DATA MANAGEMENT

Instantly classifies, accesses, moves, and serves data across any hybrid multicloud environment.



SILO-FREE INFRASTRUCTURE

Allows data to move freely across the AI pipeline, providing swift data availability for AI training and modeling.



HIGH-PERFORMANCE COMPUTING

Delivers the performance, efficiency, and scale needed to provision data and optimize GPU utilization for every workload across the AI lifecycle.



Learn more about NetApp unified data storage for AI.



UNIFIED DATA STORAGE IN ACTION RESEARCH HOSPITAL DEFENDS ITS DATA

A research hospital with several locations is still growing, making it even more complicated to protect and secure their data.

The hospital's increasingly complex infrastructure makes controlling access and maintaining end-to-end encryption difficult, opening the door to exposing sensitive patient data.



How does unified data storage enable the hospital to create a more secure environment?

TRULY UNIFIED DATA STORAGE BOOSTS SECURITY

A common operating environment simplifies management and enables visibility across the hospital's on-premises and cloud environments. This helps eliminate security blind spots while streamlining workflows.



AUTONOMOUS, AI-POWERED DATA PROTECTION AND SECURITY
Identifies and stops attacks in their tracks and enables recovery in just minutes if needed.



SINGLE CONTROL PLANE
Enables hospital IT teams to intelligently coordinate, execute, and monitor their workload defense.



WORKLOAD-CENTRIC DEFENSE
Automatically identifies data across systems, maps the data to workloads, analyzes workload risk, and implements proper protection policies.



Learn more about NetApp unified data storage for cyber resilience.



UNIFIED DATA STORAGE IN ACTION

GLOBAL FINANCIAL FIRM EMBRACES SUSTAINABILITY

The leadership team at a global financial firm has asked their technology teams to implement more efficient data management.

Some of the firm's data centers are consuming more and more power, and in some locations around the world, there isn't enough power for new data centers. This firm needs to invest in cost-effective storage solutions, and those solutions must be inherently intelligent and optimized to meet the firm's unique business needs and sustainability requirements.



How does unified data storage help the financial firm achieve its sustainability goals?

UNIFIED DATA STORAGE CREATES A GREEN FUTURE

A complete picture of sustainability across their entire data infrastructure enables the organization to track energy consumption, take actions to reduce carbon emissions, and understand their underused infrastructure resources.



OPTIMIZED UTILIZATION AND EFFICIENCY

SSD drives combined with deduplication, compression, and compaction technologies enable the firm to store more data while reducing their energy footprint.



TOTAL VISIBILITY

AI-driven observation identifies power-hungry systems and workloads, and provides actionable recommendations for improving sustainability.



CLASSIFICATION AND TIERING

Automatically identifies stale and cold data and moves it to more sustainable cloud storage.



Learn more about NetApp unified data storage for sustainability.

WHY UNIFIED DATA STORAGE?

Here are five reasons why unified data storage is the right choice for taking your business to the next level.



Maximize performance

Eliminate infrastructure silos and bottlenecks across apps, data, and clouds.



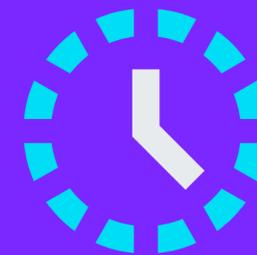
Boost data security

Reduce security blind spots with AI-powered intelligence that proactively detects and responds to cyberattacks.



Become more sustainable

Optimize your infrastructure for efficiency and enable observability and actionable insights to reduce carbon footprint and emissions.



Save time

Spend less time managing data and more time on strategic initiatives.



Save money

Make your on-premises and cloud infrastructure spend go further with high-efficiency storage, efficiency diagnostics and automation, and cloud cost management.

WELCOME TO THE UNIFIED REVOLUTION

Smarter data storage transforms how you work. Innovate faster. Operate more efficiently. Better secure your company's data infrastructure. It's all yours when you decide to do data smarter, not harder.

→ Explore truly unified data storage



About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. www.netapp.com



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