



NetApp®

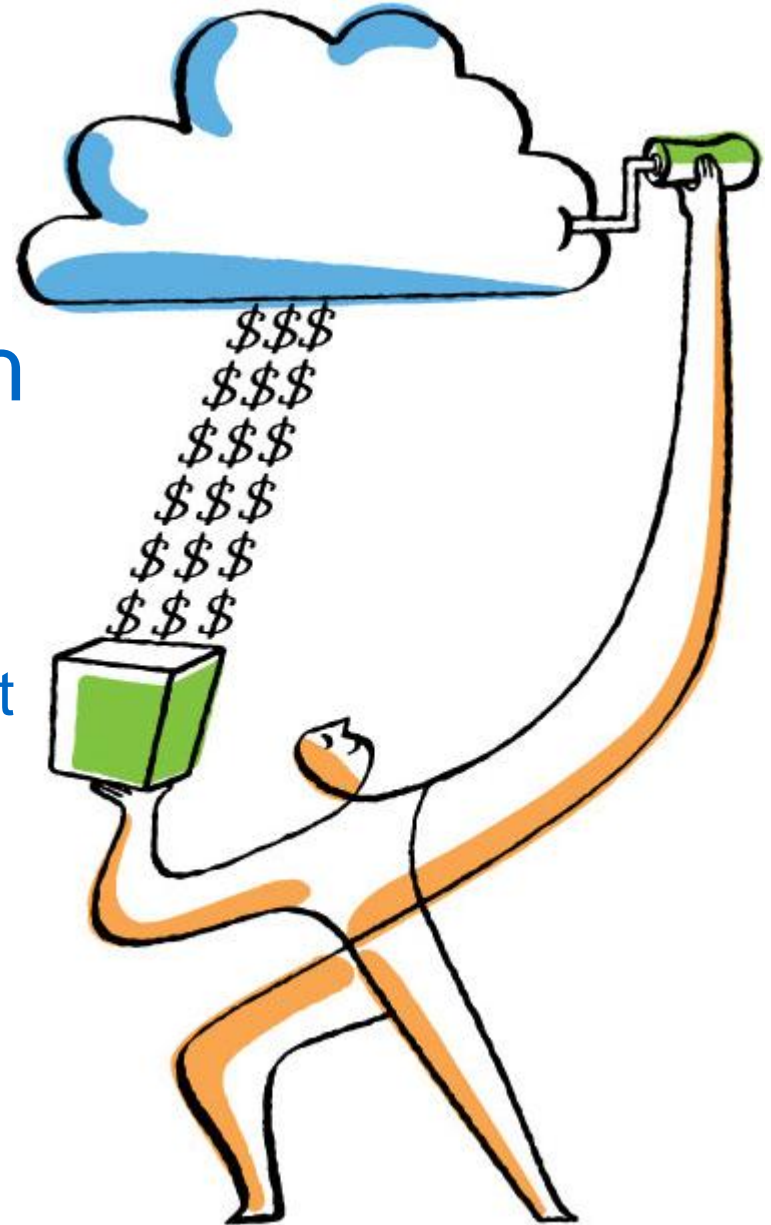
Evolve to the Cloud with NetApp

NetApp Enables a Flexible, Efficient Foundation

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NetApp





CIOs Rank Cloud as Top Tech Priorities

CIO technologies	Ranking of technologies CIOs selected as one of their top 3 priorities in 2011			
Ranking	2011	2010	2009	2008
Cloud computing	1	2	16	*
Virtualization	2	1	3	3
Mobile technologies	3	6	12	12
IT management	4	10	*	*
Business intelligence (BI)	5	5	1	1
Networking, voice and data communications	6	4	6	7
Enterprise applications	7	11	2	2
Collaboration technologies	8	10	5	8
Infrastructure	9	14	7	6
Web 2.0	10	3	15	15

*New response category

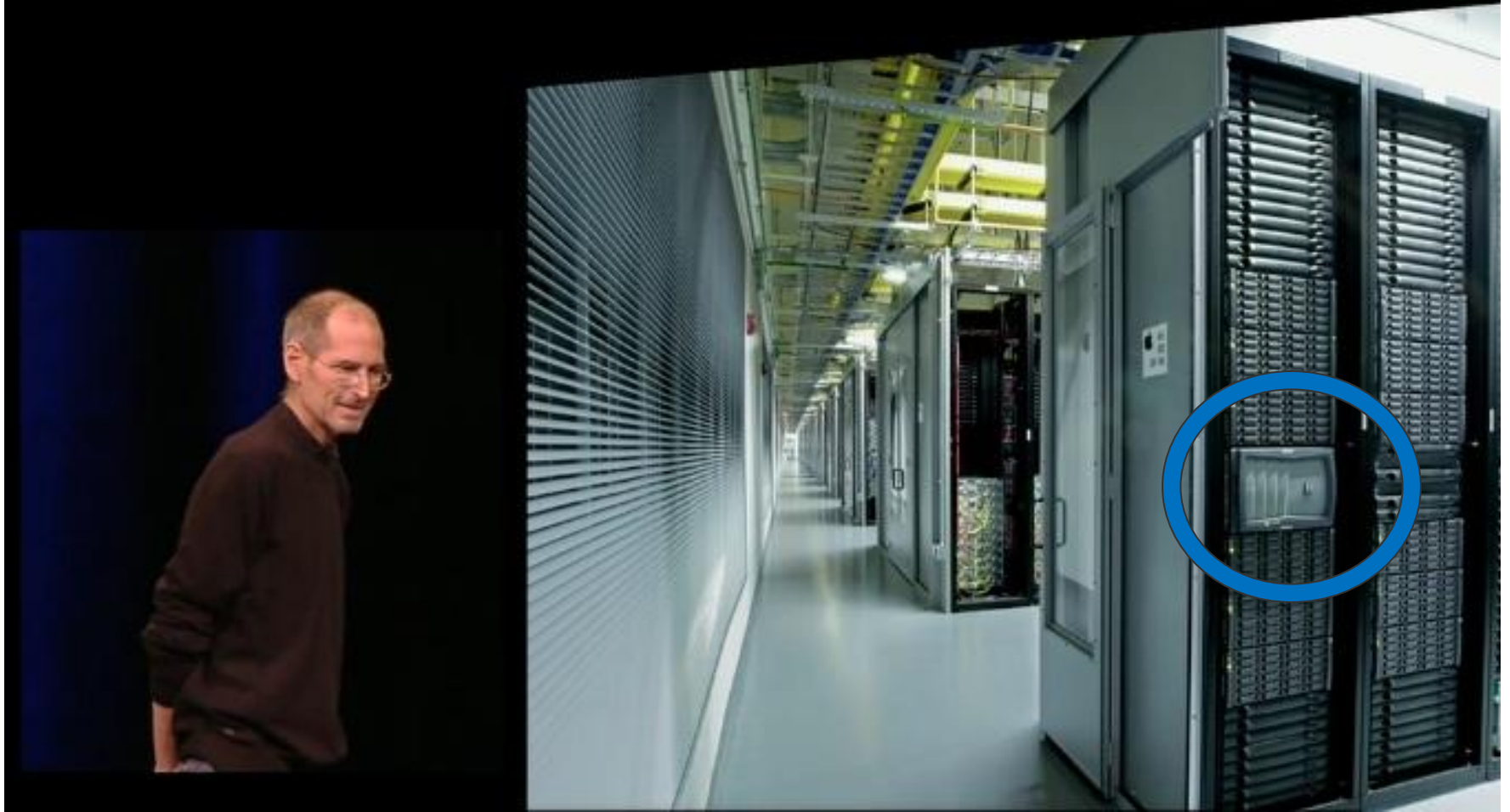
Perception has gone from vendor hype to IT priority

* = New Response Category, Top categories

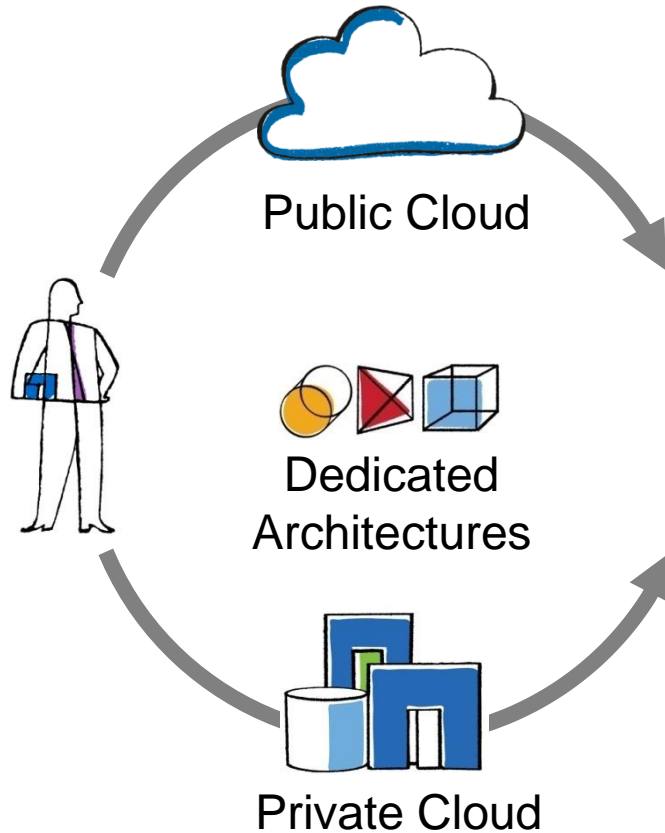
Source: Gartner - The 2011 CIO Agenda



iCloud, you Cloud ...



IT Leaders Are Exploring Alternatives

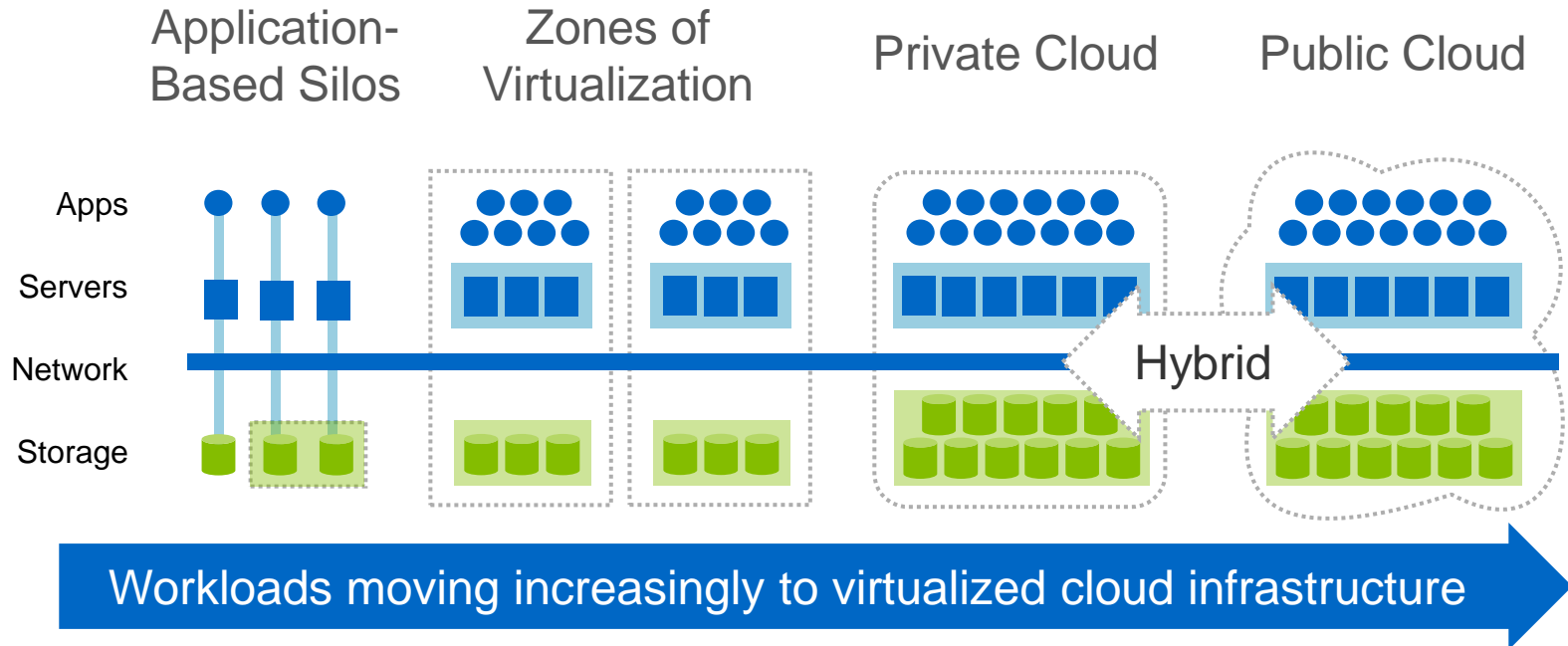


Embrace Service Providers?
Delivering new levels of cost efficiency and responsiveness

Build a Private Cloud?
Compete on cost and deliver business enablement

NetApp Can Help You Do Both

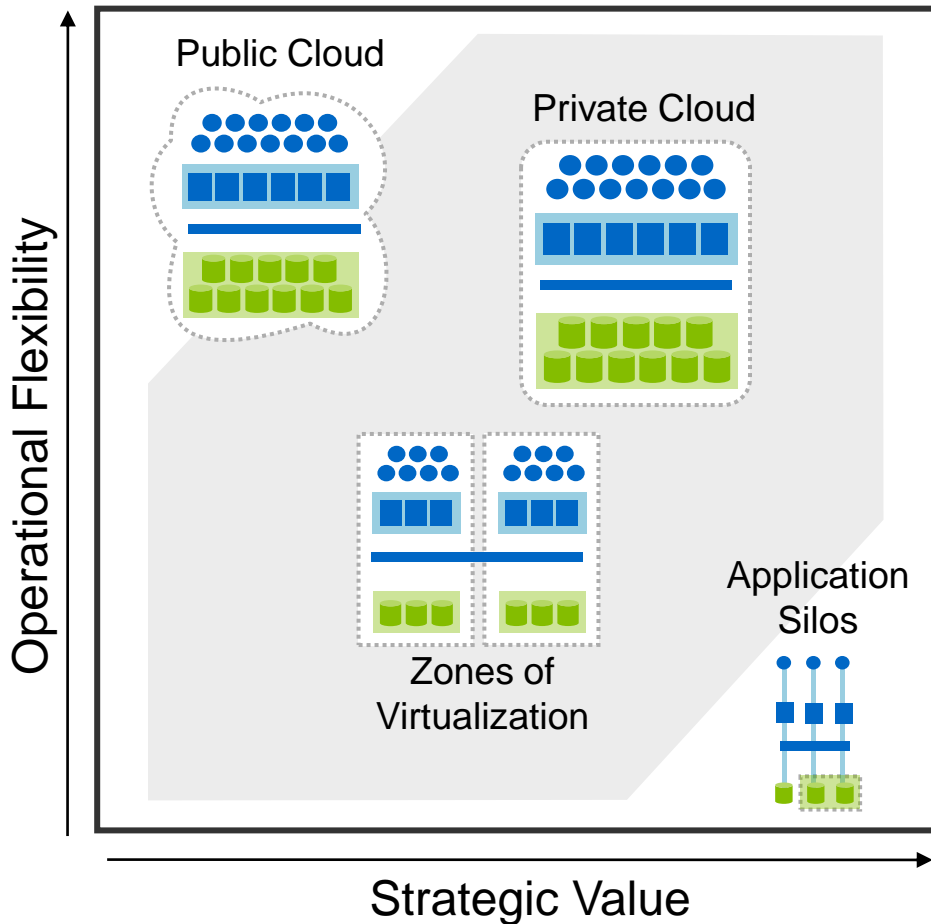
Transitioning from Virtualization to Cloud



- **Private Cloud:** behind the firewall of an enterprise, closed to public
- **Public Cloud:** accessible via service providers for general purchase
- **Hybrid Cloud:** private clouds linked to public clouds

Your Strategy Starts With Applications

Categorize requirements based on business needs

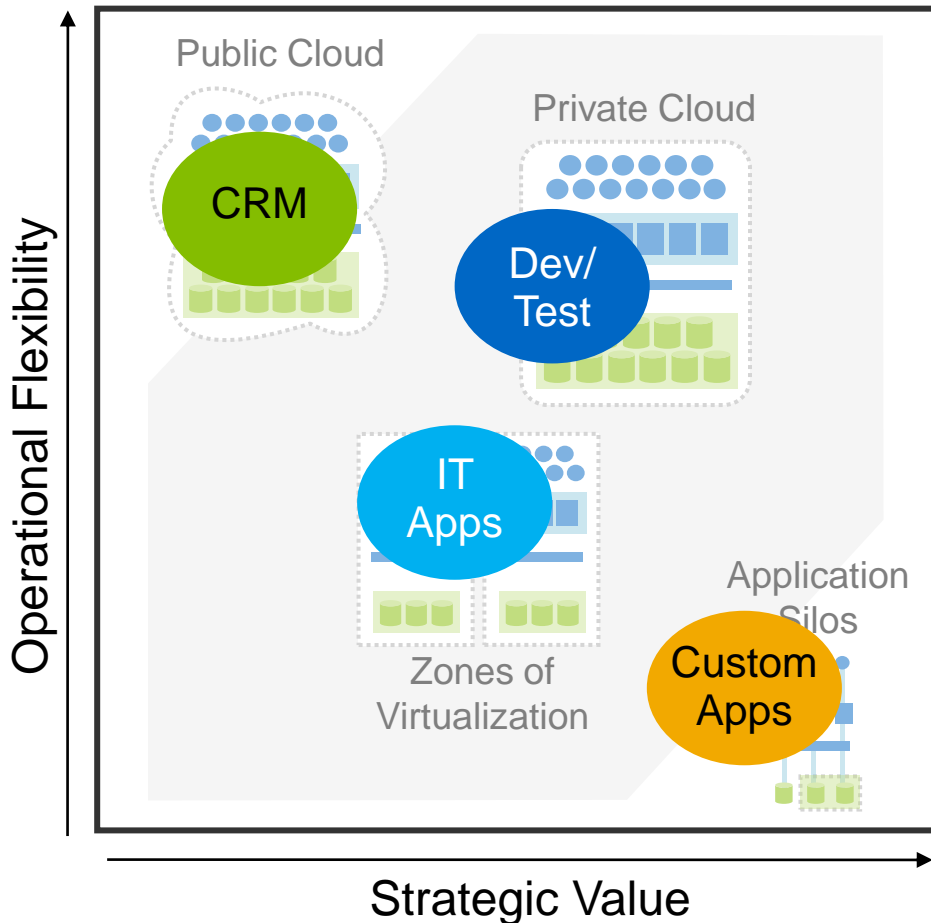


Example:

- Operational Flexibility
 - Responsive to changing business needs?
 - Adaptable to variable workloads?
- Strategic Value
 - Core to the business?
 - Key to business differentiation?

Your Strategy Starts With Applications

Categorize requirements based on business needs



Public Cloud

- Non-core applications
- Adapt to dynamic demands
- Self-service & pay-as-you-go
- Readily available cloud services

Private Cloud

- Core defined-services
- Highly dynamic
- Self-service & metering

Zones of Virtualization

- Core IT application consolidation
- Moderately dynamic
- No self-service requirements

Application Silos

- App requirements unique to silo
- Dedicated & optimized hardware
- Static environment



Making the Move to the Cloud

Top Cloud Barriers:

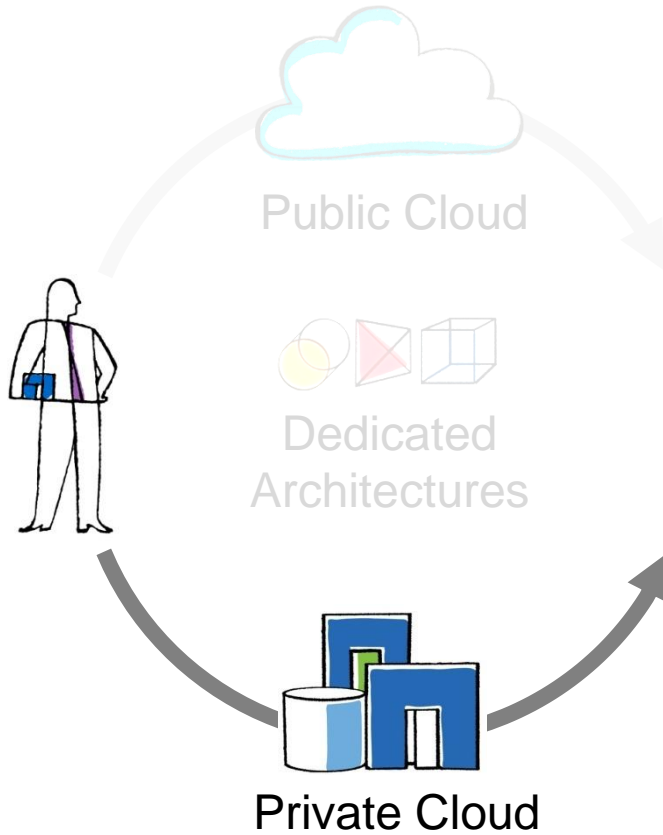
- Multiple hardware architectures
- Lack of integrated management
- No single vendor can realistically do it all
- Lots of hype, lack of substance

Why NetApp:

- Single future-ready architecture
- **New:** OnCommand™ integrated management
- **New:** Partner ecosystem for choice without compromise
- **New:** Field-proven, practical implementations

Over 1 Billion End Users Receive Cloud Services Built on NetApp

Private Cloud



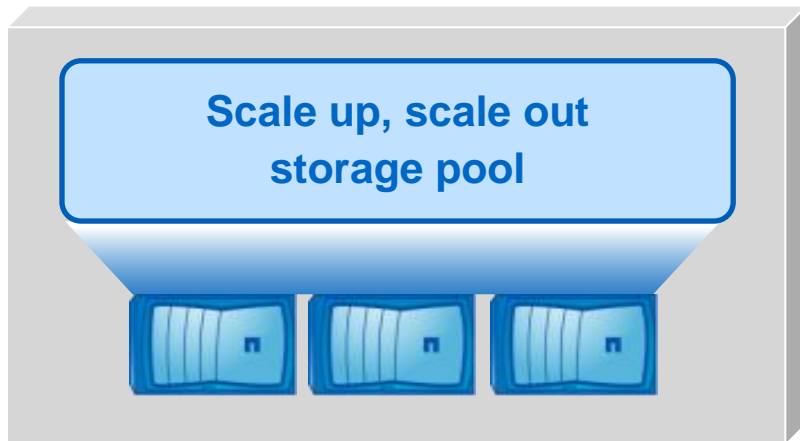
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Transition IT to a Service Delivery Model



Data is Central to Your Cloud Architecture



Flexible, efficient, unified storage architecture spanning silos through clouds

Critical cloud capabilities:

- Storage efficiency
- Scale up and scale out
- Non-stop operations
- Secure multi-tenancy
- Service automation and analytics

NetApp: the Storage Foundation for Cloud

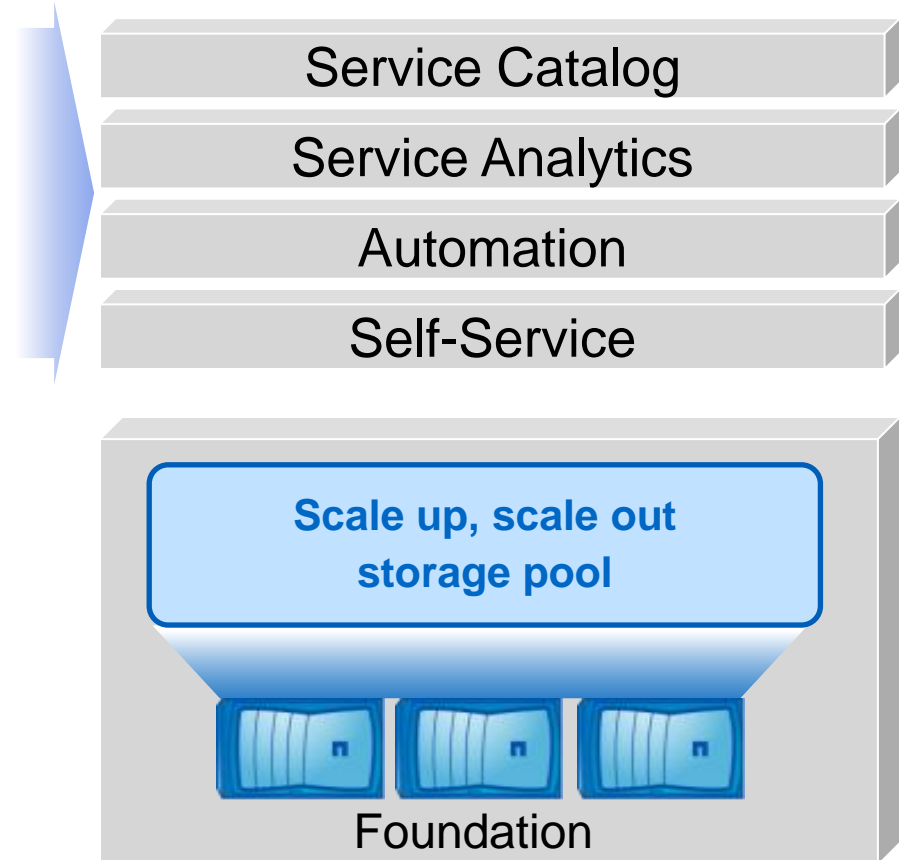
Enabling the Path to Private Cloud

Service Requirements

- Define your services
- Optimize your service delivery
- Rapidly deploy your services
- Empower IT and your end-users



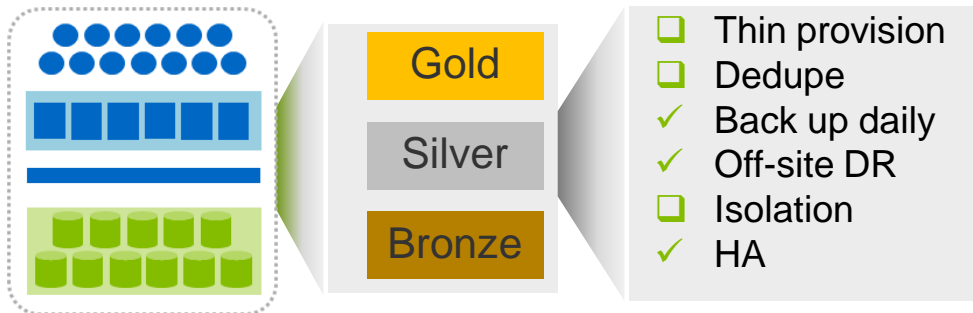
Fundamental Elements



Fundamental Element: Service Catalog

Only the OnCommand™ catalog automatically provisions services from a virtual storage pool for optimal efficiency

New: NetApp® OnCommand



Define your services

- Define services based on customer needs
- Service levels specify quality of service and not physical hardware
- Service policy attributes
 - Efficiency
 - Performance
 - Availability
 - Protection

Centralized service catalog enabled decreased provisioning from 6 months to 1 day; improved SLAs to 99.99% uptime.

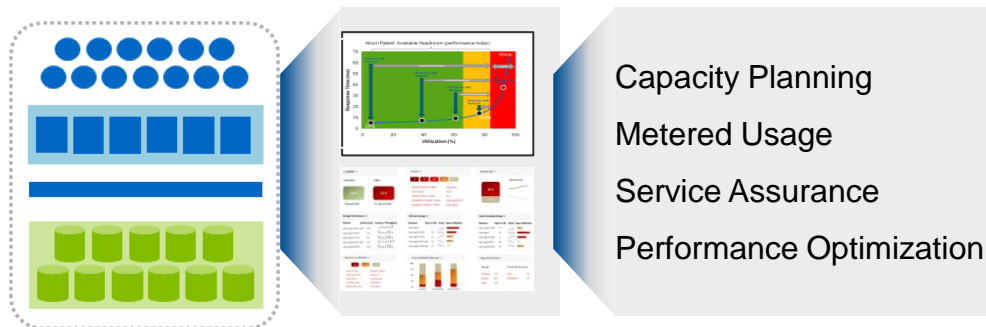
- Government Service Provider



Fundamental Element: Service Analytics

Only OnCommand™ Insight provides visibility and actionable knowledge for optimizing your virtual IT infrastructure

New: NetApp® OnCommand Insight



OnCommand Insight service analytics resulted in a multimillion-dollar annual capex and opex savings and 1,500% operational task efficiency increase.

- Large Multinational Wireless Carrier

Optimize your services

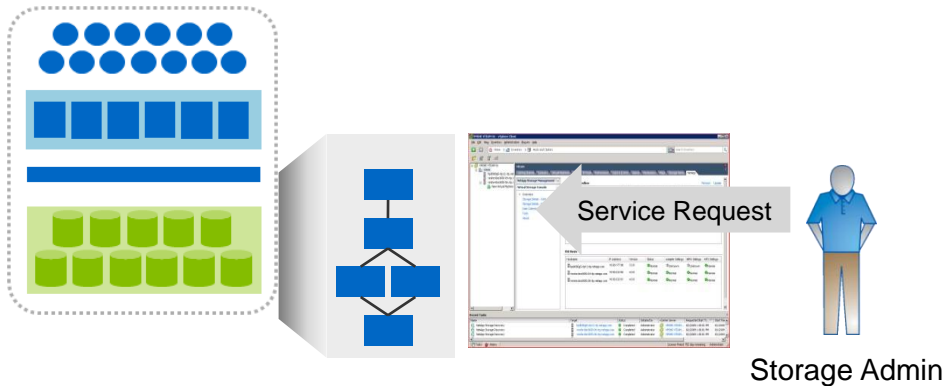
- Answer key questions to delivering business value
 - What do we have and where is it?
 - What's causing my performance problem?
 - What's the impact of change?
- Understand what services are being used by who
 - Show utilization metrics back to your users
 - Enable showback or chargeback



Fundamental Element: Automation

Only OnCommand™ allows you to move virtual machines or data within the cloud and automatically have the policy follow

New: NetApp® OnCommand



Accelerated resource provisioning from weeks to minutes; launched new QA system in a matter of hours.

- Leading Liability Insurer

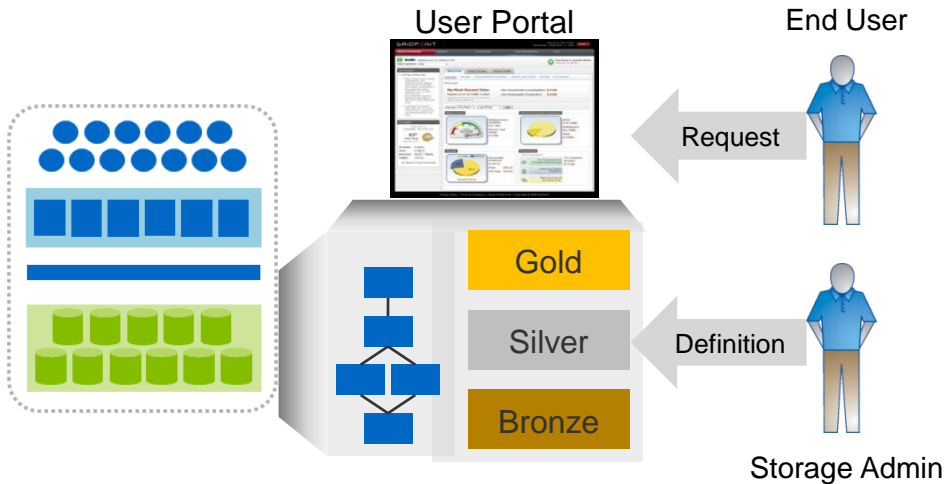
Rapidly deploy your services

- Policy-based provisioning and data protection
- Integrated with popular management platforms
- Empower admins to manage storage using familiar tools
 - VMware® vCenter™
 - Microsoft® System Center
 - Oracle®
 - SAP®
 - MS Apps (Exchange, SharePoint®, SQL Server®)

Fundamental Element: Self-Service

OnCommand™ enables simple and fast creation of self-service portals

New: NetApp® OnCommand



Empower IT and your end-users

- Self-service portals allow end-users choice
- Service offerings integrated with end user workflows
- Simplifies service request processing
- IT can focus on innovation instead of end-user requests

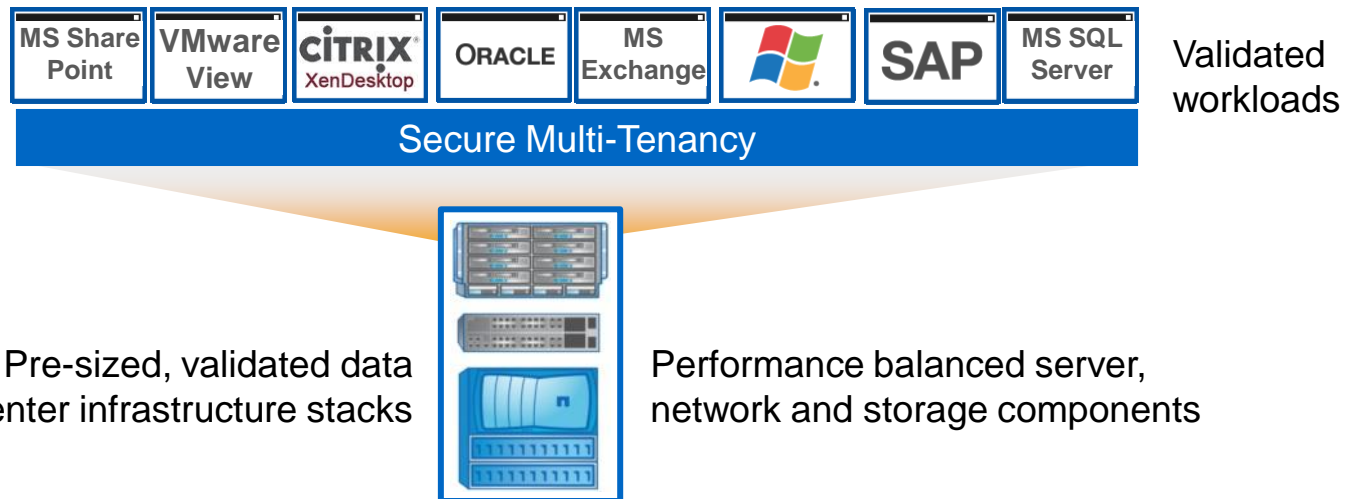
On demand, self-service access to computing resources reduced planned customer support by up to 40%.

- Disaster Recovery Services Provider

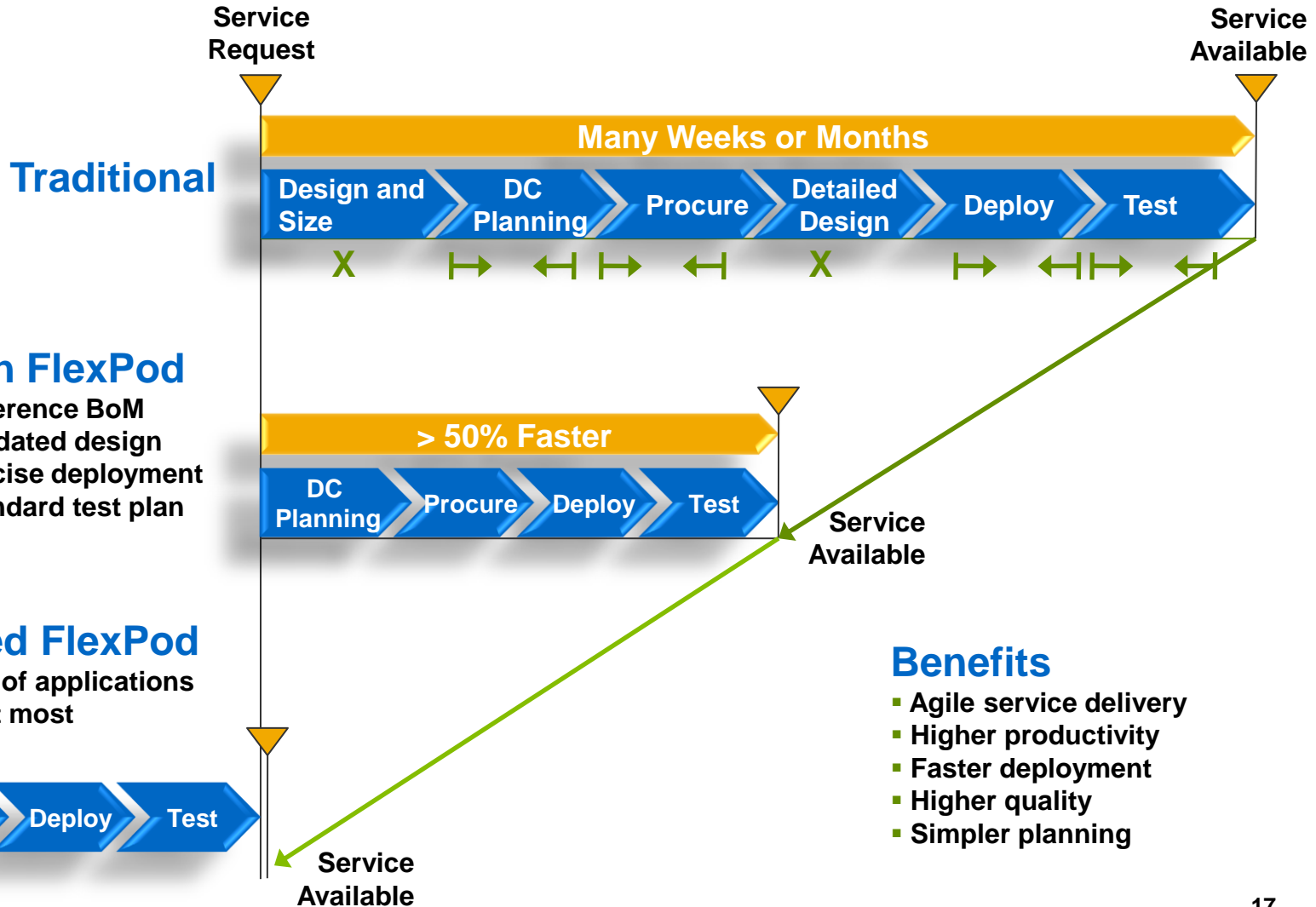


Pre-Validated Solution Stacks

- Leading infrastructure partners and solutions: Cisco, VMware, Microsoft, Citrix, Fujitsu, Intel
 - FlexPod™ data center solutions
 - VMware®
 - **New:** SAP® Applications
 - **New:** Citrix XenDesktop
 - **New:** NetApp® Hyper-V™ Cloud Fast Track with Cisco
 - 150 customers; 120 partners; **New:** Unified Support la



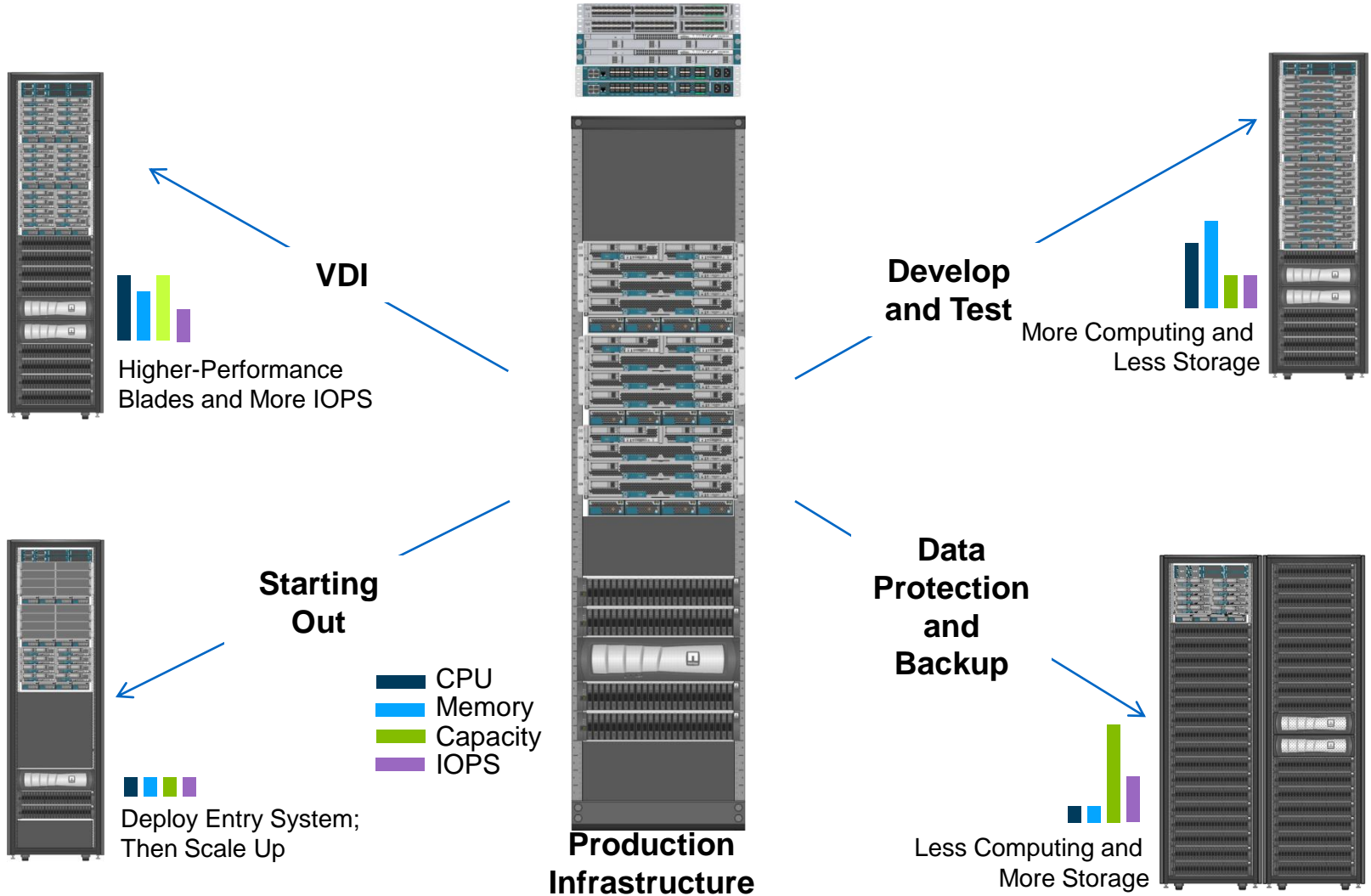
FlexPod - IT Accelerating the Business



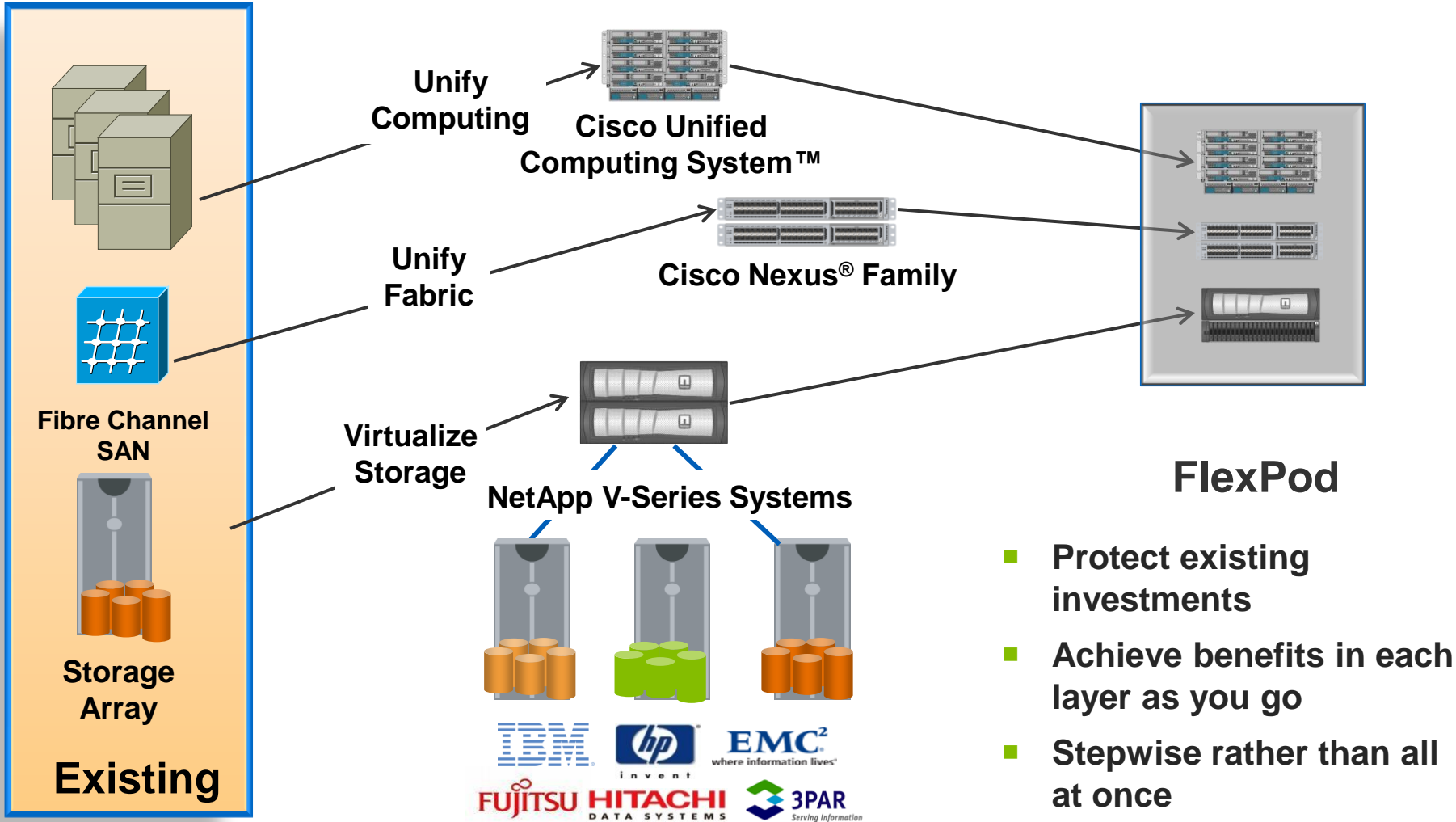


Flex with Confidence

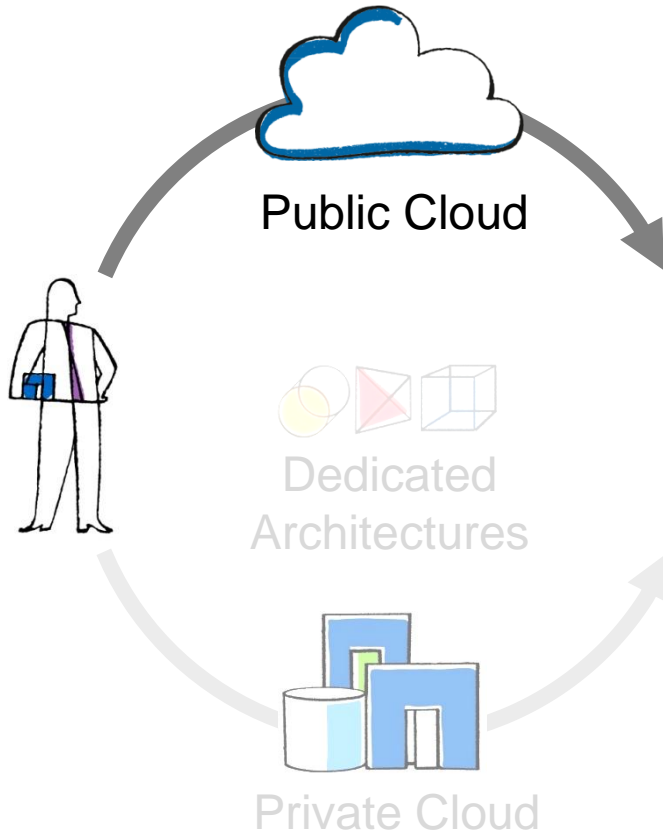
Validated Infrastructure



Build on Existing Investments



Public Cloud



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Enterprise-Class Cloud Services from NetApp Service Providers



NetApp®

Cloud Services Built on NetApp

Infrastructure
as a Service

Data Protection
as a Service

Messaging &
Collaboration
as a Service

Desktop
as a Service

SAP
as a Service

Other
as a Service

NetApp Service Provider Partners



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Building Cloud-Based Services at T-Systems

Business Impact

- T-Systems is the largest SAP outsourcing company in Europe, serving 100 companies like Porsche, Shell, and Airbus and 1.8M live users
- 30% lower cost offering than on-premise IT

Increased Flexibility

- Dynamically scale, now with 80PB+
- New customer environments in 1 day
- Dynamically migrate to meet changing needs

Increased Efficiency

- 50% increase in server and storage utilization
- 80%+ reduction in disaster recovery costs
- Self-service recovery in minutes, not hours



A division of Deutsche Telekom, T-Systems operates information and communication technology (ICT) systems for multinational corporations and public sector institutions.

The Optimal Choice for Shared IT Infrastructures

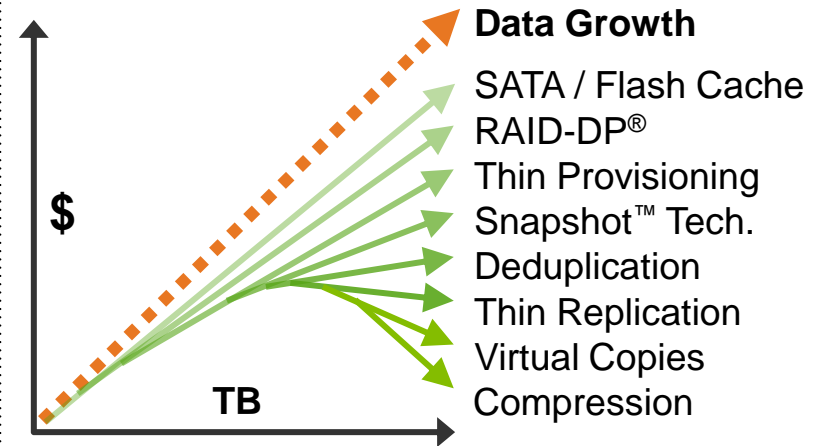
Unified Systems Portfolio

- Same tools and processes: learn once, run everywhere
- Integrated data protection
- Single architecture for all workloads

Integrating with Innovation Leaders



Storage Efficiency



OnCommand Management Suite

Integrated storage and shared IT infrastructure management

- Application integration
- Storage management automation
- Integrated data protection
- Service automation

Thank you

