

TOP 5 REASONS

# Choose NetApp in the evolved cloud



Disruption isn't stopping. Talent gaps are growing. And the pressure on technology-led transformation is increasing. That means you need a partner that knows how to deliver cloud's full potential—without complexity and always optimized for cost, risk, efficiency, and sustainability. You've come to the right place.

## Welcome to the evolved cloud

In an evolved cloud state, the **cloud is fully integrated** into your architecture and operations. Data centers and clouds are seamlessly united. Hybrid multicloud operations are simplified. Silos are busted. And you get consistency and observability across environments.

NetApp eliminates lock-in with cross-cloud application and data consistency. No chaos—just agility, flexibility, and freedom-fueled innovation.

- 
01

**Put innovation into hyperdrive**

Get flexibility to move fast and adopt new technology while operating on a consistent foundation. Data and applications can be built and moved between on-premises and multiple cloud environments seamlessly.
- 
02

**Simplify hybrid multicloud operations**

Centralize operations across multiple clouds and on-premises environments to minimize complexity and reduce the burden on stretched IT teams.
- 
03

**Become cyber resilient everywhere**

Unify monitoring, data protection, security, governance, and compliance across disparate environments. Automation proactively detects and protects against threats like ransomware.
- 
04

**Save money, automatically—no public cloud PhD required**

AI-driven automation continuously optimizes cloud infrastructure and storage for cost and efficiency. Get consistent, easy-to-understand cloud billing and explanations.
- 
05

**Shrink IT's environmental footprint**

Easily move data to public clouds that have high efficiency and renewable energy use. Industry-leading tools and automation help you audit energy consumption and minimize waste.

### Top hybrid multicloud challenges

- Complex architectures and operations
- Out-of-control cloud costs
- Constant security threats
- Cloud skills gap
- Limited visibility across environments
- Lack of cloud interoperability

### Key evolved cloud components

- Interoperability and connectivity between multiple clouds and data centers
- Unified control plane for centralized operations
- Common APIs, services, and open architectures
- Powerful AI-driven automation

## Everything we do is for the love of cloud

We help you take disruption in stride and turn it into powerful innovation—just like we've done ourselves for three decades. Now, we're leading cloud's next evolution by creating a better hybrid multicloud experience—because **cloud should work for everyone**.



### Partnerships with the world's biggest clouds

We went all-in on cloud before it was the cool thing to do and built deep partnerships with the big public cloud providers. Our commitment and innovation are why NetApp® now has the only enterprise-grade storage service embedded natively in AWS, Microsoft Azure, and Google Cloud.

## NetApp portfolio

- **Built for the evolved cloud.** We have the strongest collection of infrastructure, data, and application services built for the evolved cloud.
- **Multicloud by design.** Our portfolio is built for hybrid multicloud environments and delivers a unified experience. You get built-in data protection no matter what mix of clouds and on-premises data centers you're using.
- **You do you.** Unlike our competitors, we don't lock you into walled gardens or hyperconverged platforms—or tell you which clouds you can use.

