

Use less storage and achieve a more sustainable data center with NetApp



Digital actions have real-world consequences. Every action has an impact on the environment—whether it's sending an email, streaming content, or spinning up a new development framework. Online activities use energy and affect your carbon footprint.

NetApp is committed to helping organizations effectively manage their data as part of meeting their sustainability goals. By taking action and looking at your data, your current IT assets, and your hybrid cloud strategy, you can address skyrocketing energy costs while making your infrastructure greener and more sustainable for the future.

4 steps to a sustainable approach to data



1

→ Assess how all of your IT resources, on premises and in the cloud, are being used today.

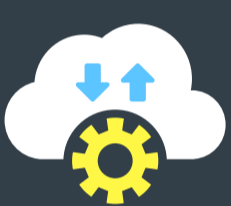
NetApp® BlueXP™ observability, powered by Cloud Insights, provides visibility across the stack, on premises and in the cloud. With real-time dashboards and historical trending of your data center's power usage, you can make better decisions about emissions and reduce costs and waste.



2

→ Analyze how your data is being used—including where it sits and how active it is.

NetApp BlueXP classification, powered by Cloud Data Sense, helps you understand what data your organization has, and how that data is being used (or not!). 68% of data is cold data¹, and BlueXP classification helps identify it so you can move that data to more sustainable cloud-based cold storage. Built for IT teams, BlueXP classification is a data mapping, analysis, and classification solution that enables smarter, data-driven decisions and actions; helping you meet data governance and sustainability requirements.



3

→ Move appropriate data to the cloud by migration, backing up, and tiering.

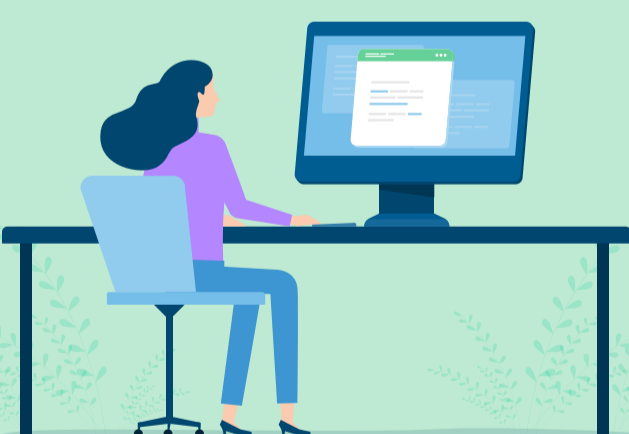
Public cloud provider data centers are way ahead of traditional data centers in power usage effectiveness and sustainability. They examine and tune every efficiency facet of their operations. The tools you use to protect, move, and store your data can complement these efficiencies. Using NetApp BlueXP sync to migrate workloads to public clouds lets you take advantage of sustainability at scale. NetApp BlueXP backup and recovery enables fast, simple backup to the cloud. And NetApp BlueXP tiering lets you efficiently move infrequently used data automatically and seamlessly. The result is better sustainability and reduced costs for your organization.



4

→ Ensure that you're using energy-efficient storage for data that remains in the data center.

To ensure that your on-premises data is stored as efficiently as possible, you can take advantage of technologies to reduce its energy footprint. For example, you can implement and migrate to SSD-based systems, with advanced data reduction capabilities, and retire HDD-based systems. NetApp's Storage Efficiency Guarantee uses deduplication, compression, and compaction to create a smaller energy footprint for NetApp AFF A-Series, All SAN Array, and FAS500f systems. Leverage the efficiency of NetApp ONTAP® based storage systems and software to use less storage and intelligently tier data to the cloud.



Find out more about NetApp's approach to sustainability.

Toward a sustainable future

We live our sustainability values. In the NetApp 2022 ESG report, we set out measurable objectives for becoming more sustainable as an organization. We were awarded a GOLD medal by EcoVadis, the leading evidence-based ESG rating agency. This award places NetApp in the top 7% of companies rated by EcoVadis.



There's a difference between impactful, measurable initiatives that contribute to correcting the climate crisis and vacuous greenwashing, which serves no purpose other than to create positive brand currency. This is the difference between looking sustainable and being sustainable.

We want to use our knowledge and experience to help you develop and meet your goals. Our technologies help organizations measure the carbon footprint of their NetApp solutions, pinpoint underutilized and wasted resources, and ultimately reduce wasted energy from data centers.

It's time to have an honest conversation about data and sustainability.

1 Seagate Technology Report with Research and Analysis by IDC, *Rethink Data: Put More of Your Business Data to Work—From Edge to Cloud*, July 2020.