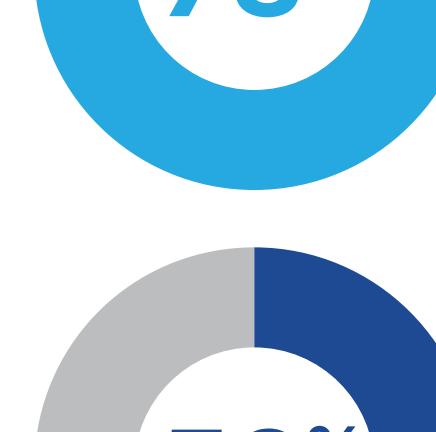


Data Fabric Benefits

Realise the Potential of the Hybrid Cloud

Today's IT Environments Are Dynamic

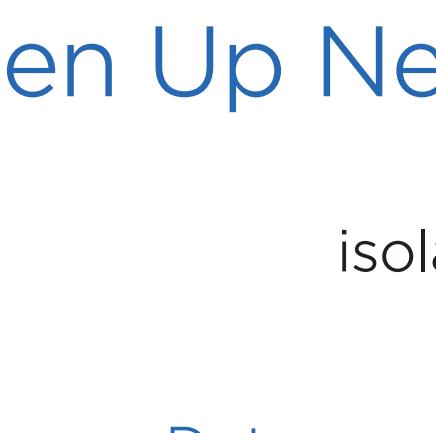
You have options when it comes to where and how you procure IT services. You're in the era of the hybrid cloud, which is characterised by a mix of private and public cloud services.



of enterprise-level businesses surveyed said they have a hybrid cloud strategy. Most already use both private and public cloud infrastructures.¹



of cloud users surveyed said that it's critical or extremely important to manage data across multiple clouds.²



of Amazon Web Services users said in a separate survey that they'd already moved some of their AWS assets in-house, or to another cloud provider.³



However, only 29% of cloud users rate their ability to move data across multiple clouds as good or excellent.²

Open Up New Possibilities with a Data Fabric

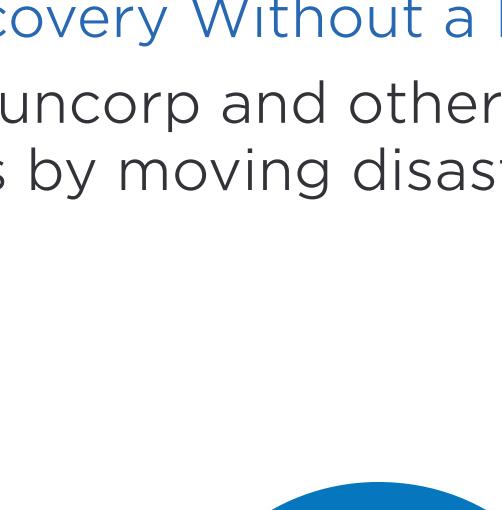
A common framework can connect isolated and incompatible cloud platforms.

Manage Data Across Clouds



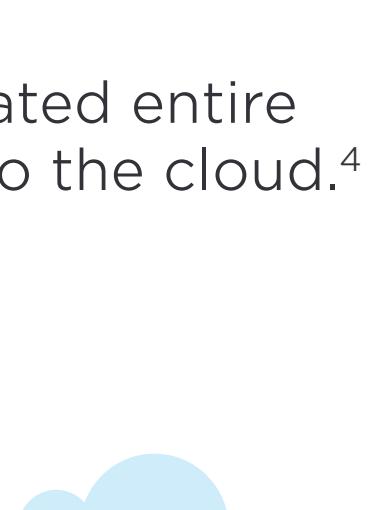
Use one set of tools to manage data across multiple clouds.

Move Data Between Clouds



Seamlessly move data to optimise service levels and reduce costs.

Protect Data In Every Cloud



Apply consistent policies to protect your data in private and public clouds.

Freedom to Innovate Drives Better Outcomes

You can speed IT innovation when your enterprise data is able to flow seamlessly between multiple clouds.



100x Increase in IT Execution Speed

DevOps across hybrid clouds accelerate IT projects for ING Direct, Despegar.com and other cloud innovators.⁴



Disaster Recovery Without a Data Centre

BlackLine, Suncorp and others have eliminated entire data centres by moving disaster recovery to the cloud.⁴

100%
of Backup Data in the Cloud

Wright-Pierce, Metricon Homes and others have eliminated tape and freed up IT resources for innovation projects by moving backup data to the cloud.⁴

So, Any Way You Add IT Up:

A data fabric allows you to harness the power of the hybrid cloud. Your data flows seamlessly to wherever you need it most – and you're always ready to make the best decisions for you and your organisation.



Join Us and Learn More About the Data Fabric
netapp.com/uk/datafabric

¹ <http://www.rightscale.com/blog/cloud-industry-insights/cloud-computing-trends-2014-state-cloud-survey>

² IDG Research, Market Pulse CIO Survey, 2014

³ IDC Presentation: AWS Storage Usage Trends, Apr 2015, Doc no. 255387 <http://www.idc.com/getdoc.jsp?containerId=255387>

⁴ <http://www.netapp.com/us/company/our-story/customer-showcase/index.aspx>

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