

On the Rise: How NetApp Adds Value for Enterprises on the Digital Transformation Journey

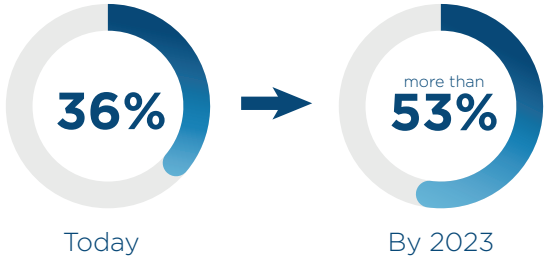
People and organizations are generating more data than ever. IDC predicts that the global datasphere will balloon to 175 zettabytes by 2025.¹ This creates challenges and opportunities for companies that want to stay competitive.

To meet the increasing demands of a data-driven world, NetApp has also evolved. In an IDC Perspective called, “A New NetApp is on the Rise,” IDC noted that NetApp’s strategic orientation has shifted from being a storage provider to being a data services provider for companies looking to better leverage data to drive digital transformation that supports their own business growth.²

NetApp is rising to these challenges because they reflect the challenges of our partners and customers. Here are the key ways NetApp is adding value for customers on their digital transformation journey, as described in the IDC report.




Digital Transformation

IDC predicts that digital transformation spending will **grow to more than 53%** of all information and communications technology investment by 2023, **up from 36%** today.³



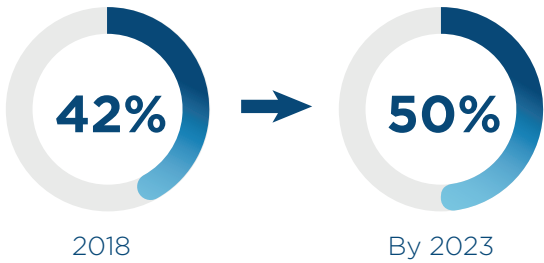
Today → By 2023

IDC Digital Transformation Spending Prediction

-  NetApp was the first established storage provider to understand the importance of the evolution to hybrid cloud and has maintained leadership in this area.
-  NetApp has been first to market with many hybrid cloud integration capabilities and continues to innovate with multi-cloud capabilities, extensive hybrid cloud integration points, and enterprise-class web-scale infrastructure offerings for on-premises and private cloud environments.
-  NetApp introduced NetApp HCI—software-defined, enterprise-scale hybrid cloud infrastructure—to give customers an option for traditional or private cloud deployments that delivers the advantages of the “public cloud experience” for on-premises infrastructure.




Hybrid Cloud

IDC notes that cloud-based spend is **moving from 42%** of total information and communications technology spend in 2018 to **50% by 2023**, and 52% of IT organizations already had a hybrid cloud environment in 2019.⁴



2018 → By 2023


Information and Communications Technology Cloud-Based Spend

-  NetApp has aligned our product and sales strategies to ensure that our solutions company-agnostic in terms of whether customers buy on-premises or public cloud-based infrastructure. This gives customers more freedom to locate workloads in the optimal location (on premises or off premises) based on their requirements.
-  NetApp has introduced a number of offerings across Amazon Web Services, Microsoft Azure, and Google Cloud Platform. With Azure NetApp Files (ANF), we are also able to make an enterprise-class file service available on public cloud environments as a first-party offering with a low entry price point.
-  NetApp has embraced the use of AI and machine learning to drive value for customers. Our predictive analytics platform, Active IQ, is one of the most mature in the industry. Data collected across all of NetApp’s customer touch points (over 200 billion data points per day) is analyzed using AI and ML to make customers’ lives better in a systematic manner, driving higher performance and availability, easier administration, and lower cost.

Customer Experience

Customer experience (CX) goes beyond technical support: it includes the entire life-cycle experience of the customer.




-  NetApp continues to make partners and customers a priority. We have made significant investments to improve our ability to deliver a consistently superior customer experience across our entire customer base, and we are proud to be recognized for our industry-leading customer service.

Learn more about how NetApp can help you rise to the challenge of digital transformation.

¹ IDC White Paper, sponsored by Seagate, Data Age 2025: The Digitization of the World From Edge to Core, November 2018

² IDC, A New NetApp is on the Rise, doc #US45948920, February 2020

³ <https://www.techrepublic.com/article/idc-digital-transformation-spending-will-eat-up-50-of-it-budgets-by-2023/>

⁴ IDC, A New NetApp is on the Rise, doc #US45948920, February 2020