

SOLUTION BRIEF

NetApp BlueXP



Build, protect and govern your hybrid multicloud data estate from a single unified console.

You are hoping for an evolved cloud state in which complexity doesn't hold you back. Where the underlying technologies complement each other and are unified by automation, security and data management that spans your on-premises environment and your public cloud accounts.

Today's hybrid multicloud conundrum

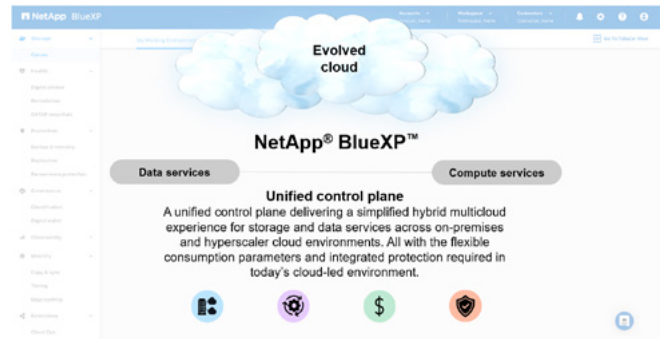
Your organization is already using several clouds, and you're not alone. Gartner's recent Cloud End-User Buying Behavior Survey shows that adoption of multicloud infrastructure is prevalent among respondents (76% . Like many, you ended up with multiple clouds by accident either through business unit IT cloud decisions, "shadow IT" cloud adoption, or mergers and acquisitions of other businesses with different cloud providers.

As you're keenly aware, storage is one of the largest cost drivers for cloud workloads both in terms of hard dollars and the time and attention required for its ongoing management and security. This complexity and cost are real stumbling blocks that have caused your organization significant delays in successful cloud adoption. However, for those willing to find a solution to the complexity and cost of hybrid multicloud, the longer-term gain is worth it. A recent IDC survey found, "Multicloud organizations are 6.3 times faster to market and more successful than their competition".

Your business data moves and lives among a mess of on-premises and cloud repositories. Effective use of that data is hampered through the friction brought on by poor communication among those disparate locations. If your IT Ops, Cloud Ops, DevOps, SecOps, even FinOps teams are to be successful taking on the challenge of driving innovation with data while still containing growing storage costs, things need to change.

This, when factored with the management interface mess associated with hybrid multicloud management, creates pain points difficult to overcome. Your Ops team deal with duplicated platform services across different UIs that lead to poor customer experiences. The lack of integrated way to consume value-added data services creates complexity and resource waste. The lack of hybrid multicloud single sign on makes it difficult to access and manage. The ability to secure and monitor all environment consistently is difficult at best. The complexity of licenses and charging across products and investments is unmanageable, and you can forget about investment protection.

These are precisely the challenges NetApp is taking on with BlueXP.



Enter NetApp® BlueXP™

BlueXP is the industry's leading approach for unified management of your hybrid multicloud world. BlueXP brings together an array of capabilities for storing and protecting data across disparate environments, without the need for different frameworks, toolsets, and areas of expertise. This integrated approach combines an intuitive UI with AI Ops, machine learning, and policy-based automation to reduce skillsets needed to manage complex environments, cutting both cost and risk. True global visibility and control become reality across formerly disparate environments, allowing consistent operational policies and controls.

BlueXP is a single unified control plane for the management of storage and data of your entire data estate, and complete APIs to accelerate automation at scale. Because its SaaS delivered, it allows you to discover, deploy, manage, and optimize all your storage and data services from one place. It has been engineered to extract complexity from hybrid multicloud environments through a common management experience, aligning technology needs and business requirements, and includes formidable cyber security and data protection capabilities built in.

With BlueXP, you are getting a unified approach to storage and data management that optimizes efficiency, maximizes flexibility, and reduces risk. BlueXP enables you orchestrate your sophisticated evolved cloud.

A unified experience across hybrid multicloud environments

BlueXP is for organizations like yours that are serious about pursuing a multicloud management strategy through adoption of common policies, procedures, processes, frameworks, and toolsets. BlueXP is a SaaS-delivered storage and data services console providing a single, unified control plane

that takes just minutes to set up. And, because it's SaaS, you receive on-going feature improvements, enhancements, and security updates on the fly freeing your team to innovate rather than administrate.

The intuitive web-based UI is at once familiar and easy to learn so you can take control of your disparate environments and deploy modern data protection, data optimization, data governance, and security within minutes of the first log-in. The interface gives you complete access to a spectrum of resources including storage provisioning, observability, cyber resilience, data governance and mobility, and FinOps capabilities from one common framework. The AI Ops driven health and status monitoring go beyond simplistic alerts of infrastructure and workload issues instead providing you with proactive guidance so you can intervene before situations become work-stopping problems.

The BlueXP powerful tenancy model and customizable RBAC enable you to control who gets in, who does what, and who stays out. The new tenancy model is granular but flexible. It enables sub-tenancies that range from organizations to roles with much in between. This model delivers you a better tenancy organization, on-boarding, and administration.

The enhanced RBAC functionality provides granular permissions over a range of resources, with the ability for you to create custom roles as you need. Together and integrated into BlueXP delivers a centralized service to configure BlueXP services with a modern, granular RBAC structure.

APIs go well beyond connecting

BlueXP API and automation layers are not just about our stuff, but how we play well in the sandbox. As the foundation of modern application architecture, the APIs built into BlueXP support automation, multi-experience development, integration, and ecosystems.

The BlueXP enhanced APIs are the core of its backend. And, because no organization fully abandons their existing infrastructure, the BlueXP APIs enable the true global visibility of NetApp and disparate non-NetApp working environments, frameworks, and toolsets. It is the backbone that enables the use of common services, policies, procedures, and consolidated management across all. BlueXP enables you to run your business as you see fit.

If security is a concern for you, BlueXP can also run in a dark site with no external connection if wanted. Your credentials and confidential subscriptions remain safe with API details kept within the virtual network (VNet) or virtual private cloud (VPC) and have no public access. Finally, so you can feel fully confident in your security measures, NetApp has fully certified the environment. BlueXP is SOC 2 Type 2 certified and has been audited to affirm it ascribes to applicable Trust Services criteria.

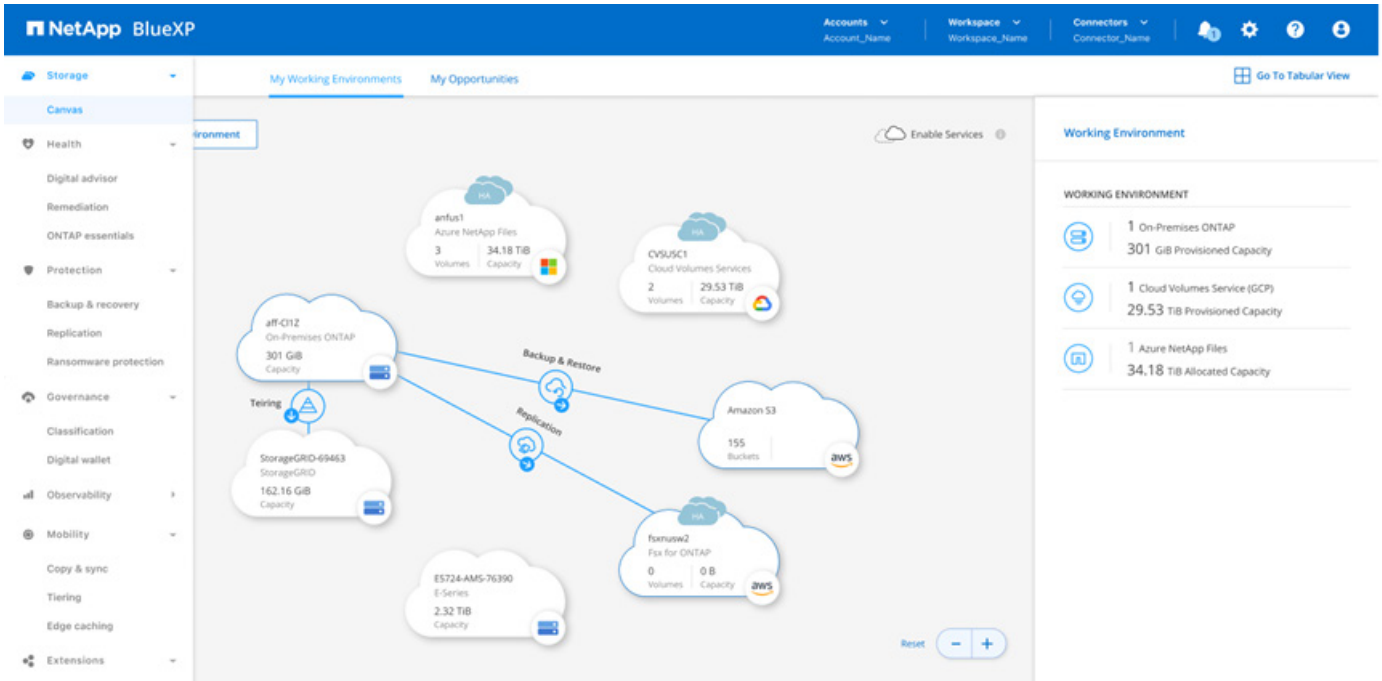
Continuous protection of both data and infrastructure

While other environments tend to be application-centric, focusing on backup, recovery, and security independently, NetApp and BlueXP are different, approaching cyber protection from the inside out with zero-trust capabilities. Data protection is in the DNA of BlueXP. It's data-centric by design and includes capabilities to map and secure data in any source to ensure that it is protected against corruption or loss due to adverse events. It's classification engine tags data according to level of sensitivity and risk profile to allow implementation of proper corrective and protection procedures when needed. The governance information ensures proper permissions and access controls. The integrated AI Ops notify you of potential anomalies and ransomware threats.

BlueXP delivers cyber resiliency through the block-level, incremental forever backup capabilities, replication and mirroring, and data synchronization engine. And, because data protection is built into BlueXP, not bolted on, the services are never a drag on your infrastructure. This ensures your organization's information is fully protected, secure and always available no matter where it resides.

Investment management delivers value

BlueXP aligns technology and financial objectives into a common language to make responding urgent business needs faster and your budget reviews a bit easier. Through the BlueXP digital wallet you get on-demand provisioning to deploy assets where and when needed to blend technical needs with business/FinOps requirements. The digital wallet delivers FinOps financial dynamics needed to manage licenses and entitlements, manage marketplace subscriptions, monitor utilization, and protect investments. This consumption-based model



aligns asset costs-to-asset value, which improves your overall ROI through higher levels of continuous infrastructure use during the life of the assets.

The BlueXP digital wallet makes it simple to convert licenses and entitlements from one product to another. In effect, you can exchange one service for a different service if the original entitlement is no longer required or reallocate to other environments. Even reallocating storage commitments from ONTAP to Cloud Volumes ONTAP (CVO) within the same Keystone subscription or changing charging methods on CVO are possible.

Your teams access the digital wallet is role-dependent giving you control over a repository of prepaid licenses for a variety of services across storage and data services regardless of where they came from, either procured directly or from your cloud marketplace of choice. Through this capability, your team can quickly access services they need and helping the FinOps team manage costs, monitor spending, and optimize investments across your entire environment, easily.

“NetApp technology helped with our hybrid multicloud approach by making the data agnostic to the platform. Working with the NetApp team to build our data strategy was proven to be a massive success.”

Scott Hunter, Global Infrastructure Services Director, AstraZeneca

What about the environment?

Sustainability is top of mind for all of us. Data expansion energy use is growing, and it is expected to be 8% of the world’s use in 2030. This is globally significant. NetApp believes environmental sustainability is a duty we owe to society today and to the future generations. Our approach is two-fold: to take a bold and active stance in reducing our greenhouse gas emissions and to drive innovation through our portfolio and process that will empower our customers to do the same.

At NetApp, we're working to curb the environmental effects of data expansion energy across three specific areas:

First, we've established bold, common-sense targets for reduction of greenhouse gas emissions. We have chosen targets that align to the best thinking in climate science for our direct carbon emissions and the indirect emissions associated with NetApp's purchase and use of electricity. Those targets will be published in our 2022 ESG Report in late November.

Second, we're focused on the carbon footprint of our customers' NetApp solutions, and we're providing estimated lifetime carbon emissions of our products (LCA or life cycle assessment) using PAIA (Product Attribute to Impact Algorithm) tool. More about that in a moment.

And third, we're committed to continuing to track and report on NetApp's sustainability initiatives. This year, we received a GOLD rating from EcoVadis (an improvement over last year's SILVER), the leading, evidence-based Environment, Social and Governance rating agency in the world. We ranked in the top 7% of companies that EcoVadis assessed, so this is external confirmation of the commitments and work we have disclosed – data you can use.

NetApp is your partner in making the world better.

Simplicity, security, savings, and sustainability are in the palm of your hands

NetApp is delivering on the promise of a better cloud. The NetApp BlueXP unified control plane delivers simplified hybrid multicloud experience for storage and data services across on-premises and hyperscaler cloud environments. BlueXP delivers unprecedented visibility across your entire data estate, for both NetApp and non-NetApp

environments. You can deploy, discover, manage, and optimize not only infrastructure and data, but the business processes that support them. You have all of that from one common framework, with common services and capabilities.

NetApp BlueXP is your answer orchestrate your world, your evolved cloud state.

i Gartner, ID G00750997, Aug 2021

ii Seagate-IDC Multicloud Maturity Report, June 2022 [LINK]

About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. www.netapp.com



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