



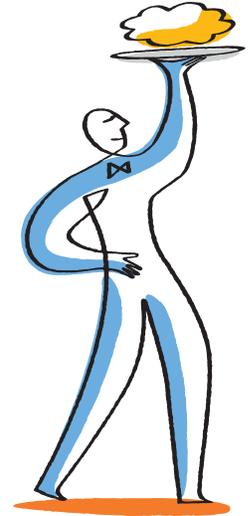
NetApp®



Cloud Service Brief

NetApp Private Storage for Amazon Web Services

Combine the performance, agility, and control of private NetApp storage with the efficiency and elasticity of the AWS cloud



CLOUD SERVICE HIGHLIGHTS

Improve Efficiency for Performance Workloads

- Run high-performance workloads and big data analytics at a lower cost.

Maintain the Control, Compliance, and Mobility of Your Data

- Keep your data on private storage while easily making it available to EC2.
- Meet strict compliance and data retention regulations.

Gain Enhanced Data Protection at a Lower Cost

- Deploy disaster recovery while activating EC2 only as needed for test and failover.

Increase Agility Using a Mix of On-Premises and Cloud Resources

- Develop using AWS' cloud infrastructure and deploy to your virtualized data center for long-term control.
- Use on-demand cloud resources for data center consolidation.

The Challenge

Most of today's organizations understand the economic and flexibility benefits that cloud computing offers. Many even have top-down mandates to move a percentage of workloads into the cloud. Yet, many organizations still seek better ways to leverage a combination of public clouds and private data center resources.

The Cloud Service

NetApp Private Storage for Amazon Web Services (AWS) delivers a better solution, connecting the benefits of both cloud and data center virtualization. NetApp Private Storage for AWS is an enterprise private storage solution for AWS Elastic Cloud Compute (EC2). Delivered in collaboration with AWS, this solution allows enterprise customers to leverage the performance, customization, and control of private storage resources with the efficiency and elasticity benefits of the AWS cloud.

The service couples NetApp® dedicated enterprise storage with AWS EC2 for on-demand performance computing while also offering an option to use

AWS' Simple Storage Service (S3) for tiered disk-based backup and recovery. Your organization can now bidirectionally replicate data from on-premise NetApp storage to NetApp storage in an AWS Direct Connect data center provided by Equinix. This enables you to leverage on-demand cloud services while retaining full control and mobility of your enterprise data.

NetApp Private Storage for AWS allows your organization to build an agile hybrid infrastructure that balances cloud and data center virtualization resources to best meet your business needs. The solution provides cloud benefits with proven enterprise storage, enhanced data protection at a lower cost than that of traditional approaches, and the agility to adjust virtual and cloud resources to optimize business outcomes.

Improve Efficiency for Performance Workloads

Reap the speed and reliability benefits of NetApp storage and the economic benefits of AWS EC2 to run high-IOPS workloads in the cloud. You'll get the performance you need to keep

your enterprise applications running without the capital investment in compute resources.

Leverage big data analytics at a lower cost

Instead of purchasing expensive compute assets, keep petabyte-sized datasets on NetApp and use Amazon's Elastic MapReduce (EMR) analytics suite as needed. You'll optimize decision making at a fraction of the cost of typical in-house solutions.

Maintain the Control, Compliance, and Mobility of Your Data

Unlike many cloud storage services, NetApp Private Storage for AWS lets you maintain full control and mobility of your data. Pay per use for cloud compute resources while your data resides within secure private storage. To meet the strictest data retention regulations use SnapLock® software, a flexible data permanence solution. If needed, you can easily move the data back to your NetApp on-premise private cloud using NetApp SnapMirror® technology.

Gain Cost-Effective Data Protection

Keeping your data protected and available is essential to the long-term success of your business. Due to cost constraints, many businesses have inadequate backup and no disaster recovery solutions in place.

Enable cost-effective disaster recovery

Replication from your on-premise NetApp storage to NetApp storage in the AWS Direct Connect data center will provide protection in the event of an outage or disaster. You'll save by activating EC2 only in test and failover scenarios rather than making capital investments for compute resources.

Enhance backup and recovery

Extend NetApp disk-based backup and recovery by adding replication to S3 for a more reliable and higher RTO alternative to a tape archive. You can use SnapVault® technology to back up data from your on-premise NetApp

SOLUTION COMPONENTS

AWS Products and Technologies

Amazon Elastic Compute Cloud (EC2)

Amazon Simple Storage Service (S3)

Amazon Direct Connect

NetApp Products and Technologies

NetApp FAS series storage systems

SnapShot®

SnapMirror®

SnapVault®

SnapLock®

Third Party Products and Technologies

Equinix Direct Connect Colocation Facility

XO Communications Network Services

storage to NetApp in the AWS Direct Connect data center. Alternatively, you can capture NetApp Snapshot™ copies from your DR copy. Add in replication to Amazon S3 to archive older data and the net result is a robust, tiered backup and recovery solution.

Increase Agility Using a Mix of On-Premises and Cloud Resources

NetApp Private Storage for AWS gives you control over highly flexible cloud resources. With this solution you can dynamically change your use of cloud and virtualized data center resources and balance your opex-capex profile to optimize your business.

Accelerate time to market by taking advantage of the speed and flexibility of EC2 on NetApp for test and development and then deploy to your virtualized data center for maximum performance and control. With the capability to leverage on-demand cloud resources, NetApp Private Storage for AWS offers the perfect solution for mergers, acquisitions, and other data center consolidation projects. You can move workloads to secure storage and EC2 in the AWS Availability Zone and then seamlessly migrate back to your data center after consolidation is complete. As your user base grows, economics may favor a shift from opex to capex resources to support your SaaS applications. With NetApp Private Storage for AWS you have more flexibility to make those adjustments.

Leverage the Experience of Industry Leaders

With NetApp Private Storage for AWS you can move your business to the cloud with confidence by leveraging the experience of industry leaders in storage and cloud computing. The AWS global computing infrastructure is the backbone of Amazon.com's multibillion-dollar retail business and powers hundreds of thousands of businesses in 190 countries around the world. And over one billion end users rely on cloud services built on NetApp; 77% of FORTUNE 500 companies have built their storage infrastructure on NetApp.

About Amazon Web Services

Amazon Web Services offers a complete set of infrastructure and application services that enable you to run virtually everything in the cloud, from enterprise applications and big data projects to social games and mobile apps. Learn more at aws.amazon.com.

About NetApp

NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate performance breakthroughs. Discover our passion for helping companies around the world go further, faster at www.netapp.com.

Go further, faster®



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