

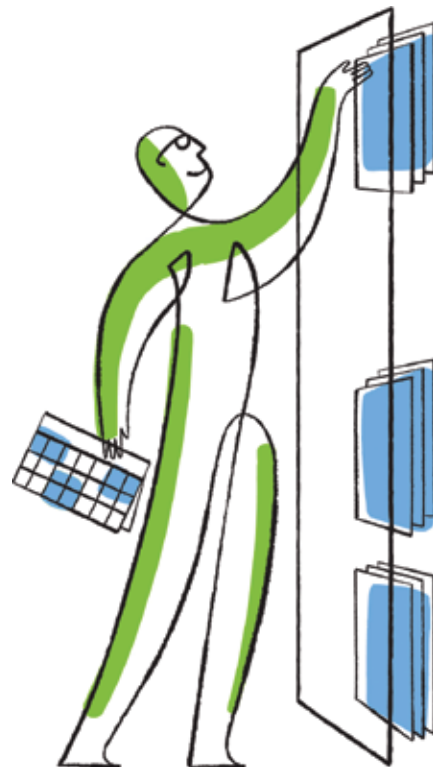


**NetApp®**

*Midsized Business Portfolio Brochure*

# Make the Smart Storage Decision for Your Business

Start right. Keep it simple. Grow smart.



“With NetApp, we have realized major cost savings in terms of our storage and server infrastructure. This has allowed us to catch up with other colleges and universities that compete with us by freeing up budget to invest in classroom technologies.”

**Bill Reniff**

CFO/VP, Finance and Administration, Baldwin-Wallace College

With today's challenging business environment plagued by economic uncertainty, doing more with fewer resources is a requirement. Winning organizations depend on IT to help them operate cost-efficiently, innovate, and get to market more quickly than their competition. IT is critical to sustaining and increasing business success. If IT can't respond quickly, it can be a serious bottleneck. Transforming IT from a bottleneck into a competitive asset starts with a smart decision regarding your storage strategy.

NetApp® storage helps winning companies start right, keep it simple, and grow smart.

#### **Business Success Is Built on Netapp**

Since 1992, NetApp innovations have focused on taking the complexity out of storage while driving down the cost of data management capabilities. Today, NetApp creates the most feature-rich and best value storage and data management products available. NetApp maintains close partnerships with VMware, Microsoft, and Cisco. Together, we develop, integrate, and support our industry-leading solutions to make storage and data management even easier.

#### **Did You Know?**

NetApp midsize customers:

- Deploy virtual machines in minutes rather than hours and days
- Cut backup time by 80%
- Manage on average 500TB per administrator
- Use up to 83% less capacity for virtual machines
- Achieve less than 5-minute recovery time objective
- Achieve payback period in less than a year

Simplicity and affordability make NetApp the ideal solution for midsize businesses. Companies in all industries rely on NetApp to help them successfully address similar challenges:

- Make the most of limited budgets and resources
- Free time, money, and people to focus on the business
- Protect storage investments

NetApp helps meet these challenges with affordable, best-in-class storage solutions that are easy to implement and use.

#### **Making a Smart Decision**

Applications such as Microsoft® Exchange, Microsoft SQL Server®, and Microsoft SharePoint® serve a wide range of critical business functions. However, the server and storage infrastructure for Windows® environments that midsize companies have evolved over time is neither efficient nor sustainable. The typical Windows environment has one workload per physical server. Servers and software licenses are underutilized. Infrastructure administration is inefficient. And it is difficult to reassign free capacity to other uses. That's why growing midsize businesses are implementing server and storage virtualization.

By combining NetApp storage with server and desktop virtualization, you can create a Windows IT environment that is never a bottleneck to business growth. When you virtualize your Windows environment onto a NetApp unified storage solution, you'll save money, simplify management, and enhance data protection with innovative storage systems you won't outgrow. You can do more with a single NetApp storage system than you can with multiple single-purpose products from other storage vendors.

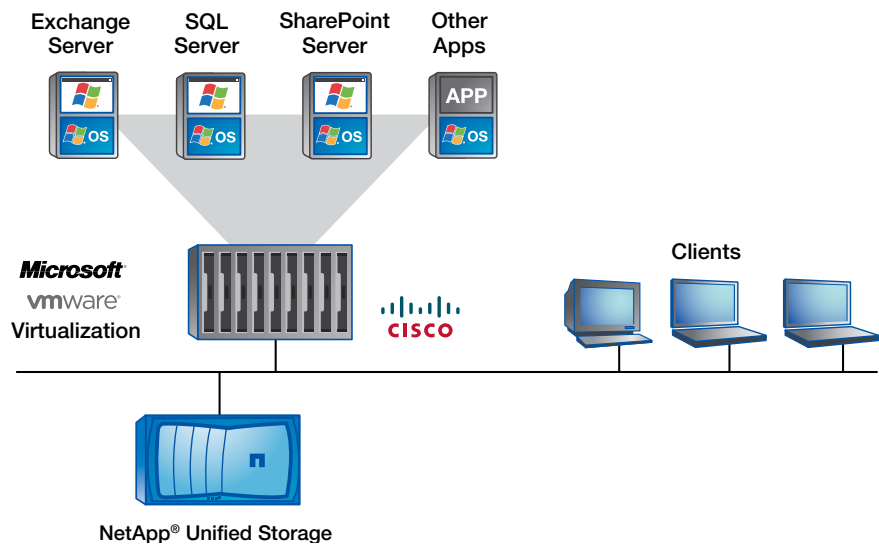


Figure 1) Midsize business virtualized Windows infrastructure built on NetApp.

### Start Right

Make the most of your budget with NetApp storage that meets all your file, application, and virtualization needs. For a low starting price below \$8,000, you'll:

- Buy a best-in-class storage solution that fits any budget
- Buy less storage to store more data
- Achieve 30% to 50% space savings and save up to 95% for backups
- Deploy quickly and save time and money
- Cut your IT infrastructure costs by as much as 50%

### Keep It Simple

While virtualization simplifies your server environment, it also makes storage management—such as backup and recovery—more complex. NetApp keeps it simple so you can focus on your business. We work closely with VMware, Microsoft, and Cisco to streamline management through the automation of repetitive tasks and elimination of extraneous processes. With NetApp, you can:

- Reduce management overhead by 60%
- Cut provisioning time from hours or days to minutes
- Back up in seconds to eliminate backup windows
- Recover data, including single Exchange mailboxes, in minutes

To further simplify management, you can choose to manage your NetApp storage solution from the included System Manager tool or your Microsoft Management Console.

### Grow Smart

With NetApp solutions, you can protect your storage investment with systems that grow with your business. All NetApp systems are built on a unified architecture and use the same operating system, software, and management tools. Adding capabilities is as simple as turning on a license. Systems are easy to scale with data-in-place upgrades. As your needs evolve, you can:

- Say goodbye to “rip and replace”
- Add new capabilities on the fly
- Grow and evolve your Windows environment in minutes
- Repurpose your storage investment
- Make “yes” a standard IT response

### How To Grow Smart

Our solutions and straightforward pricing structure make it easy to buy everything you need to get your business moving. And, as your business needs evolve, adding new capabilities is as easy as turning on a new license. When you buy a solution from NetApp, your resources go further, and your business goes faster.

### Partnering for Your Success

We have developed an extensive network of global channel and NetApp support partners to simplify the purchasing, delivery, installation, and support of your NetApp products. In addition, we have partnered with a number of industry leaders to bring you the best in technology solutions for your business. NetApp stands behind each of our partners, and together we are committed to enabling our customers to get the most out of their IT investments.

### Learn More

Growing companies are built on NetApp. To learn more about how NetApp's simple and affordable solutions can help your resources go further and your business move faster, visit [www.netapp.com/us/solutions/midsize](http://www.netapp.com/us/solutions/midsize) and contact your partner for more details.

### About NetApp

NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Discover our passion for helping companies around the world go further, faster at [www.netapp.com](http://www.netapp.com).

Go further, faster®

## BEST-IN-CLASS AFFORDABLE, EASY-TO-USE, AND SCALABLE SYSTEMS

FAS2220



FAS2240



FAS3220



### Ideal for Virtualization, Storage Consolidation, and Distributed Environments

All protocols included

- **Included software:** Data ONTAP® Essentials
- **Efficiency:** FlexVol®, deduplication, compression, and thin provisioning
- **Availability:** Multipath I/O and MultiStore®
- **Data protection:** RAID-DP®, Snapshot™, NearStore®, and Open Systems SnapVault®
- **Performance:** FlexShare®
- **Management:** System Manager, Operations Manager, Protection Manager, and Provision Manager

All protocols included

- **Included software:** Data ONTAP® Essentials
- **Efficiency:** FlexVol®, deduplication, compression, and thin provisioning
- **Availability:** Multipath I/O and MultiStore®
- **Data protection:** RAID-DP®, Snapshot™, NearStore®, and Open Systems SnapVault®
- **Performance:** FlexShare®
- **Management:** System Manager, Operations Manager, Protection Manager, and Provision Manager

Choose one protocol

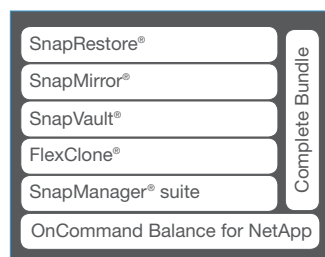
- **Included software:** Data ONTAP® Essentials
- **Efficiency:** FlexVol®, deduplication, compression, and thin provisioning
- **Availability:** Multipath I/O, MultiStore®, SyncMirror®, and MetroCluster™ (MetroCluster supported only on FAS3220)
- **Data protection:** RAID-DP®, Snapshot™, NearStore®, and Open Systems SnapVault®
- **Performance:** FlexShare® and FlexCache®
- **Management:** System Manager, Operations Manager, Protection Manager, and Provision Manager

Most affordable platform for value-oriented deployments

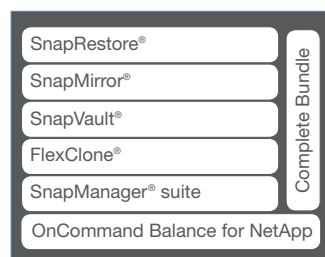
Best density and price-performance for larger deployments or consolidating multiple applications

Best overall performance, availability, and scalability for critical applications and support for third-party storage

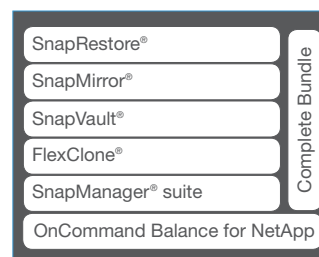
Data management and protection software:



Data management and protection software.



Data management and protection software.



- **SnapRestore:** Restore LUNs and file systems from previously backed-up Snapshot copies in seconds, irrespective of size or number of files.
- **SnapMirror:** Synchronous, semi-synchronous, and asynchronous data replication software that delivers simple, efficient, and flexible disaster recovery for business-critical applications.
- **SnapVault:** Disk-to-disk backup software for complete backups and online archives of backup copies to primary or secondary storage in minutes instead of hours or days.
- **FlexClone:** Instantly create transparent virtual copies of production databases or virtual machines without needing any additional storage capacity or compromising performance. Accelerates test and development and streamlines virtual machine deployment.
- **SnapManager Suite:** Enables application-aware and virtual machine-aware backup, recovery, and cloning. Includes SnapDrive® (for both Windows and UNIX®) and all SnapManager products (for Oracle®, Exchange, SharePoint, SQL Server, SAP®, virtual infrastructure, and Hyper-V™).
- **OnCommand Balance:** Reduces the cost and risk of deploying a virtual infrastructure by optimizing performance, capacity and storage utilization.
- **Complete Bundle:** Complete NetApp software set for data management, protection, compliance, and efficiency. (Note: OnCommand Balance is not included in the Complete Bundle option)

Optional hardware:



DS2246

This disk shelf holds 24 SAS 2.5" drives in only 2U of rack space, achieving both storage and performance density concurrently.

Optional hardware:



DS4243

This disk shelf is 4U high and supports 24 hard disk drives or solid state drives. Choose this disk shelf to maximize capacity and optimize cost.



www.netapp.com

© 2012 NetApp, Inc. All rights reserved. No portions of this document may be reproduced without prior written consent of NetApp, Inc. Specifications are subject to change without notice. NetApp, the NetApp logo, Go further, faster, Data ONTAP, FlexClone, FlexShare, FlexVol, MetroCluster, MultiStore, NearStore, OnCommand, RAID-DP, SnapDrive, SnapManager, SnapMirror, SnapRestore, Snapshot, and SnapVault are trademarks or registered trademarks of NetApp, Inc. in the United States and/or other countries. Microsoft, SharePoint, SQL Server, and Windows are registered trademarks and Hyper-V is a trademark of Microsoft Corporation. Oracle is a registered trademark of Oracle Corporation. SAP is a registered trademark of SAP AG. UNIX is a registered trademark of The Open Group. VMware is a registered trademark of VMware, Inc. All other brands or products are trademarks or registered trademarks of their respective holders and should be treated as such. NA-115-1012