

**FACT SHEET** 

## Think you know the future of storage? Think again

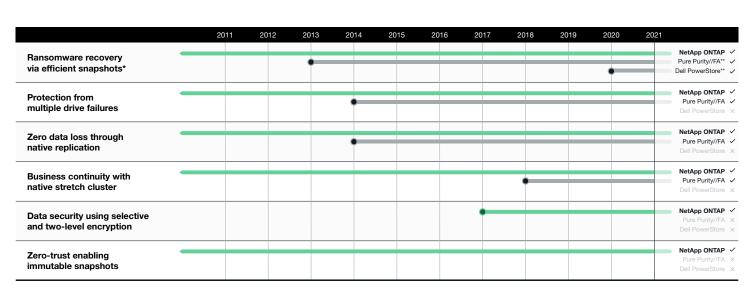
Legacy technology or market disruptor? Data innovator or imitator? Locked-in-the-box manufacturer or out-of-the-box storage and cloud pioneer? With all the market claims out there, it's difficult to discern hype from reality.

#### A legacy of innovation

NetApp is proud of its legacy of innovation. When it comes to data storage, you have a choice. As a proven leader in modernizing and simplifying storage, NetApp works with organizations across every industry to build their data fabric. We can help you strategically address today's complex IT challenges and pave a path to the future.

#### First in security and protection.

NetApp was first to bring security, data protection, and compliance features to market. That innovation continues today, delivering a unified architecture to protect your most valuable asset—your data.



### First in performance and consolidation.

From on premises to the cloud, NetApp® storage solutions deliver industry-leading performance. Scale up, out, or to the cloud—any cloud.



# First in storage and cost efficiency.

Achieve industry-leading storage efficiency, backed by the NetApp guarantee. Right-size your storage and take charge of cloud spend.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Hard disk drive media for capacity-driven workloads												NetApp ONTAP Pure Purity//FA Dell PowerStore
Storage efficiency using data deduplication		•								•		NetApp ONTAP Pure Purity//FA Dell PowerStore
Auto-tier cold blocks to ower cost media via S3							•					NetApp ONTAP Pure Purity//FA Dell PowerStore
Storage efficiency guarantee			•					•		•		NetApp ONTAP Pure Purity//FA Dell PowerStore
QLC flash media or secondary storage												NetApp ONTAP Pure Purity//FA Dell PowerStore

#### First in cloud—every cloud. NetApp Cloud Services are second to none. Only NetApp provides data

services that work across the biggest clouds, private clouds, virtual machines (VMs), and microservices.

bundles						G	oogle -	•		Dell PowerStore
Software-defined storage		9	AWS							NetApp ONTAP Pure Purity//FA
n the cloud marketplace		,	vs		A	zure	ws		Azure	Dell PowerStore
Storage-as-a-service						AWS   A	•			NetApp ONTAF
native in the cloud							ure   Google	AWS		Pure Purity//FA  Dell PowerStore
Pay-as-you-grow capex						•				NetApp ONTAF
financing								•	_	Pure Purity//F/ Dell PowerStore
Storage-as-a-service										NetApp ONTAI
on premises									•	Pure Purity//F/ Dell PowerStore
Performance and availability										NetApp ONTAI
SLA for storage-as-a-service								•		Pure Purity//FA Dell PowerStore

box-checking exercise. NetApp has a hard-earned reputation as one of the most trusted names in data storage, with a robust portfolio of protection, security, performance, consolidation, efficiency, and cloud. Cut through the fiction and find a storage partner with a history of innovation who can help you get more out of your data on premises and in the cloud. If you're considering another vendor because you think they are innovating, you should be talking to NetApp.

First to market is a big deal. So is solution completeness. Selecting the right infrastructure is more than a



Choose NetApp →

<sup>\*</sup> Longer lines show a history of innovation. \*\* Product names are abbreviated due to space constraints. Full product names are Pure Storage Purity//FA and Dell EMC PowerStore OS.