



Reducing the Cost and Complexity in the Data Centre

Charlie Lavacchia
Director, SAN Product Management
Network Appliance Inc.

- ▶ **Operating in more than 5,000 data centers worldwide**
- ▶ **Growing over 15 times faster than the industry in SAN**
- ▶ **Over 10,000 contracts for 24x7 global support**
- ▶ **Excellent customer satisfaction: 9.3 out of 10**
- ▶ **Over 6 million Exchange seats worldwide**
- ▶ **World's largest Linux data warehouse runs on NetApp**
- ▶ **SAP, Oracle and SAS run their business on NetApp**





What Customers Are Saying...

“NetApp enabled us to maintain operations 24x7x365 and improve performance with a 10:1 savings.”



“NetApp for our data center is like the 737 for our business. Flexible, scalable and cost-effective .”



“Reduced IT costs from \$500M to \$220M annually moving to the Grid and NetApp”



“With NetApp/VERITAS solution we achieved a 200% faster recovery time and 100%ROI in 18 months



“NetApp provides nonstop service.”



Experts, tools, & partners to:

- ▶ Understand your existing environment
- ▶ Plan for scale, capacity and flexibility
- ▶ Deploy solutions that drive availability, on time & on budget
- ▶ Tune for reliability, performance, and best practices



Assess

Design

Implement

Optimize

**Our knowledge becomes
your advantage**



Global

Capable

Responsive

Systems, processes and people to:

- ▶ **Meet site-specific needs everywhere**
- ▶ **Execute locally with global consistency**

- ▶ **Address complex & critical environments**
- ▶ **Align our delivery to your business needs**

- ▶ **Expedite and resolve issues quickly**
- ▶ **Proactively monitor; drive serviceability**

**Our execution becomes
your confidence**



Meeting Top IT Challenges

More Responsive

Improve Application Availability

More Business Value



More Responsive

Competitors

NetApp



Incompatible silos

Platforms



Common Architecture

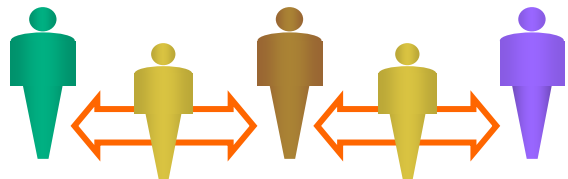


Software & Processes



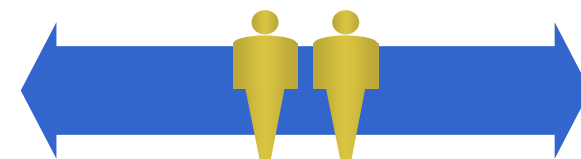
**Incompatible software;
different processes**

**Unified software;
Same processes**



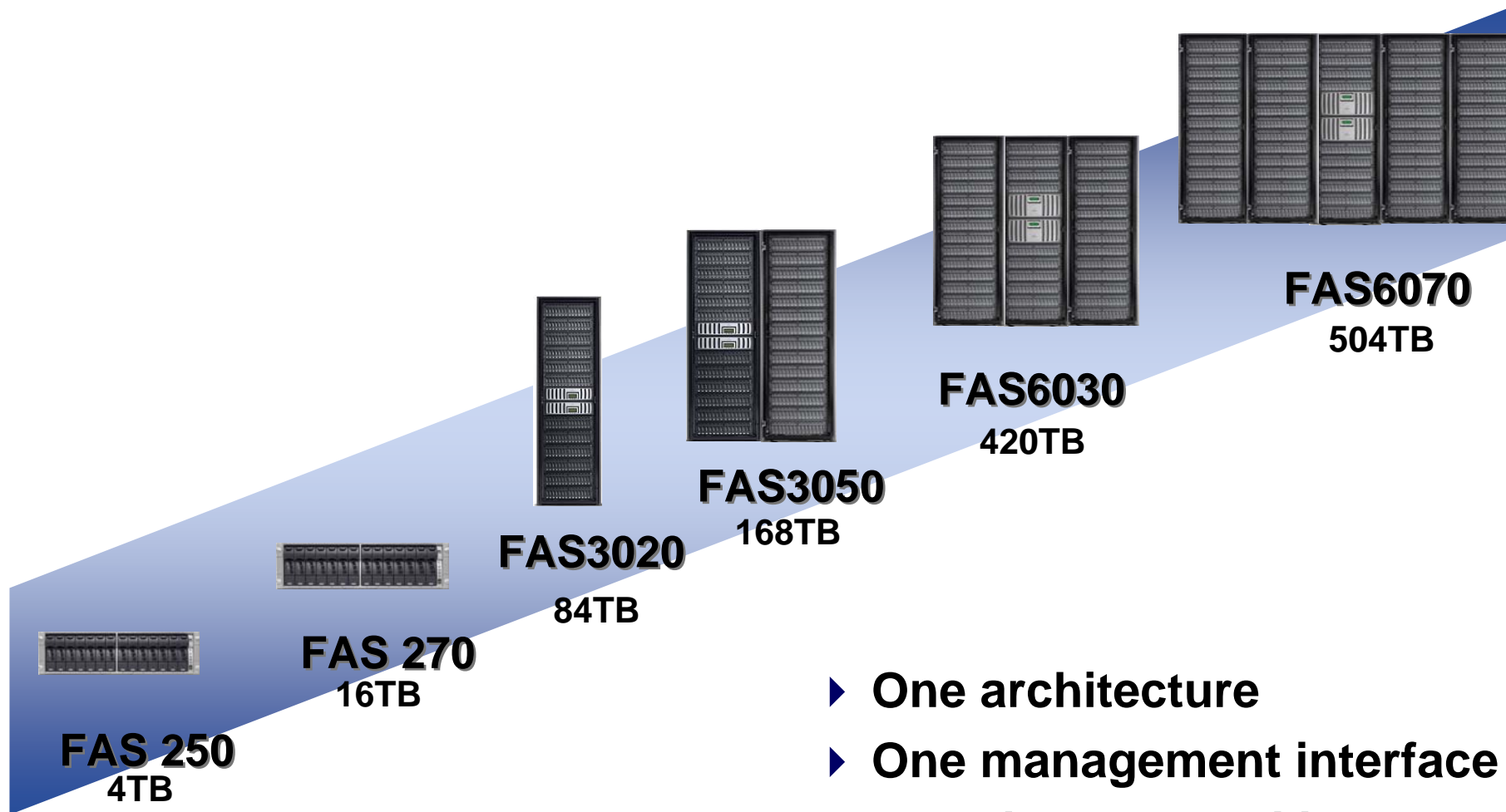
**Lots of experts and
integration services**

**Experts &
Integration
Services**



**Reduced training &
service requirements**

Single Unified Flexible Family



- ▶ One architecture
- ▶ One management interface
- ▶ Total interoperability
- ▶ Learn one; know them all



Dramatic Productivity Impact

Task	Competitor	NetApp
Change DB Size 500 DB's x 4 changes/year = 2000 changes	290 days for 1 fulltime admin	4 days for 1 fulltime admin
Create Clones 3/week for 5 weeks = 15 Clones	2 days	8 minutes

Source: Veritest, 5/05 Scalability and Performance comparison

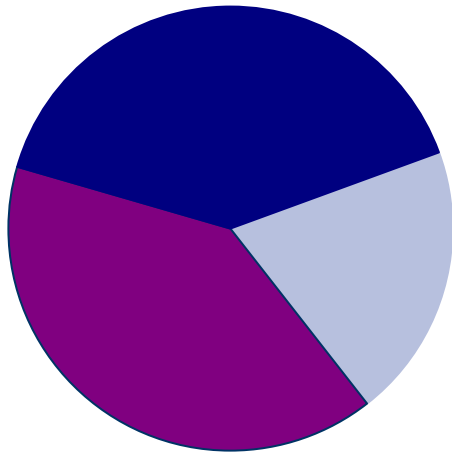
“New project storage activation cycles reduced from eight to 12 weeks to hours.”





Improve Application Availability

Applications Errors
40% of Downtime



Operational Failures
40% of Downtime

All Other Failures
20% of Downtime

Keys Takeaways

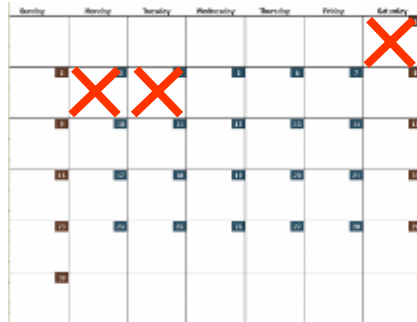
- ▶ **Simplify procedures to reduce operator errors**
- ▶ **Improve application recovery times**
- ▶ **Protect more of your applications**

Source: Gartner Data Center Survey (15 April, 2005)

Competitors

Setting up DR

- ▶ Step 1
- ▶ Step 2
- ▶ Step 3
- ▶ Step 4
-
-
-
- ▶ Step ???

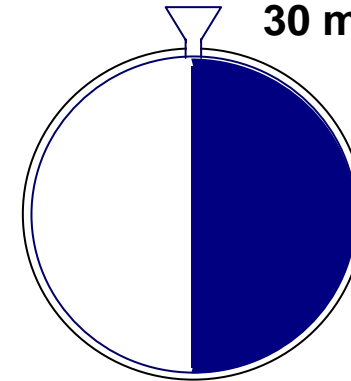


3 days

NetApp

Setting up DR

- ▶ Step 1
- ▶ Step 2
- ▶ Step 3



30 minutes

- ▶ **Complex processes**
- ▶ **Incompatible software**
- ▶ **More prone to errors**
- ▶ **Need lots of expensive Professional Services**

- ▶ **Simple processes**
- ▶ **Unified Software**
- ▶ **Less prone to errors**
- ▶ **Faster deployments**

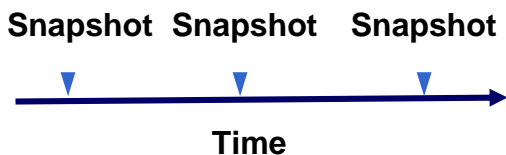
NetApp is so cost effective that we now have almost every process protected instead of just the most critical ones.





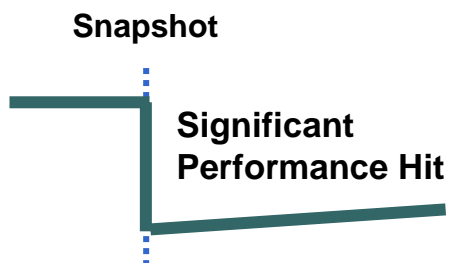
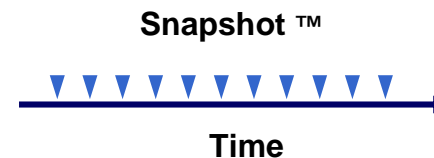
Fast Recovery From Application Errors

Competitors

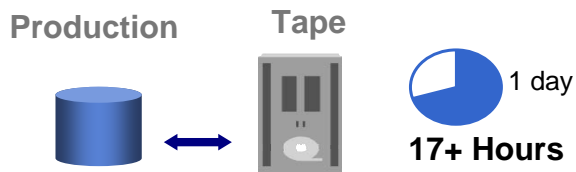
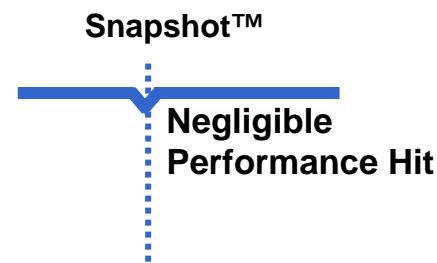


Minimal Data Loss

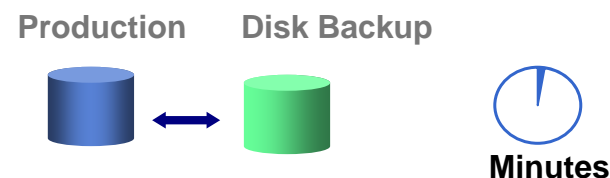
NetApp



Negligible Performance Overhead



Faster Backup & Recovery



NetApp customers reported at least 2x faster application restores than competitors' customers.

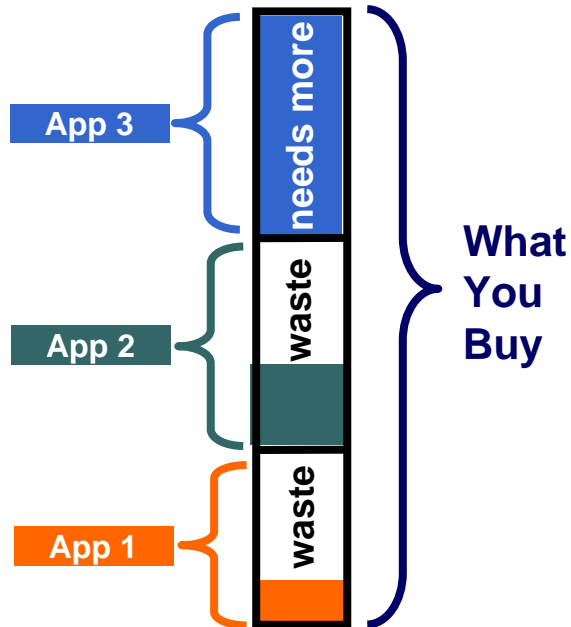
MERCER
Management Consulting



More Business Value

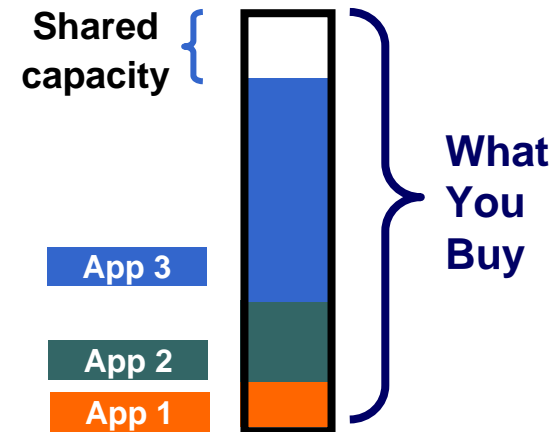
Highest Utilization With Thin Provisioning

Competitors: 40% Utilization



- ▶ Labor some provisioning leads to excess capacity
- ▶ Lots of excess capacity, but never where you need it
- ▶ Lost productivity

NetApp: 60%+ Utilization



- ▶ Policy-based provisioning
- ▶ Dramatically higher utilization
- ▶ Reduced operator intervention

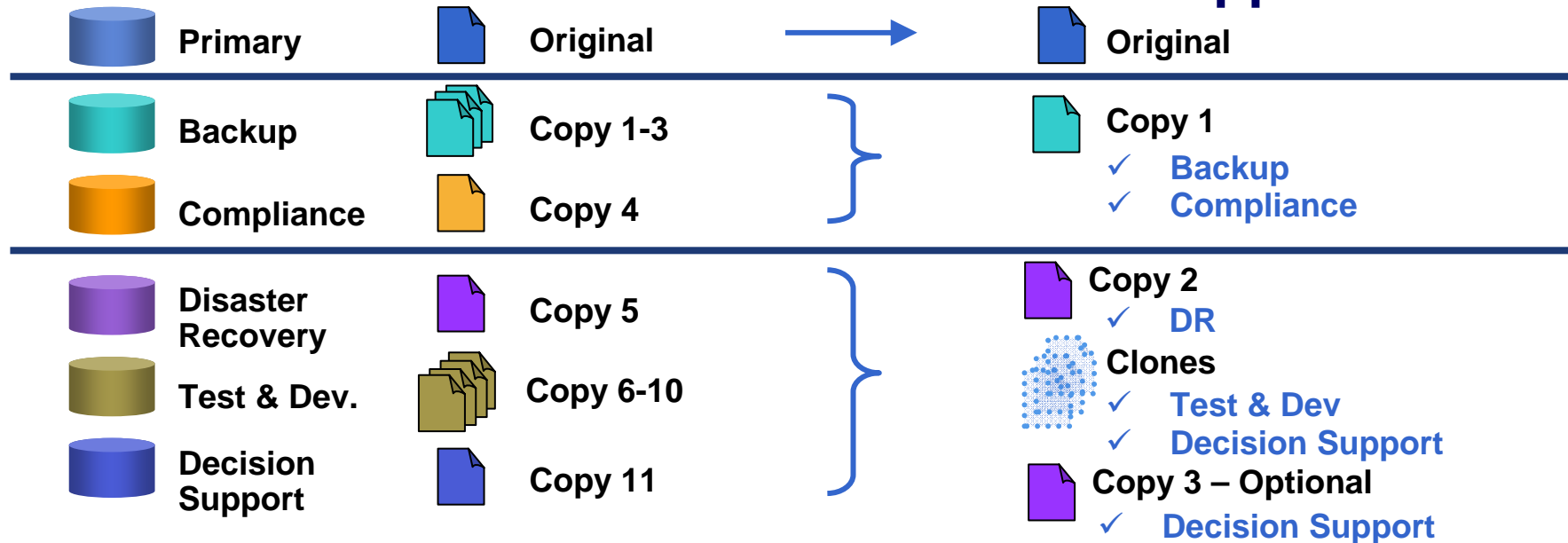
“Our storage utilization went up from 43% to 76% once we moved to NetApp FlexVol.”



Advanced De-Duplication

Competitors

NetApp

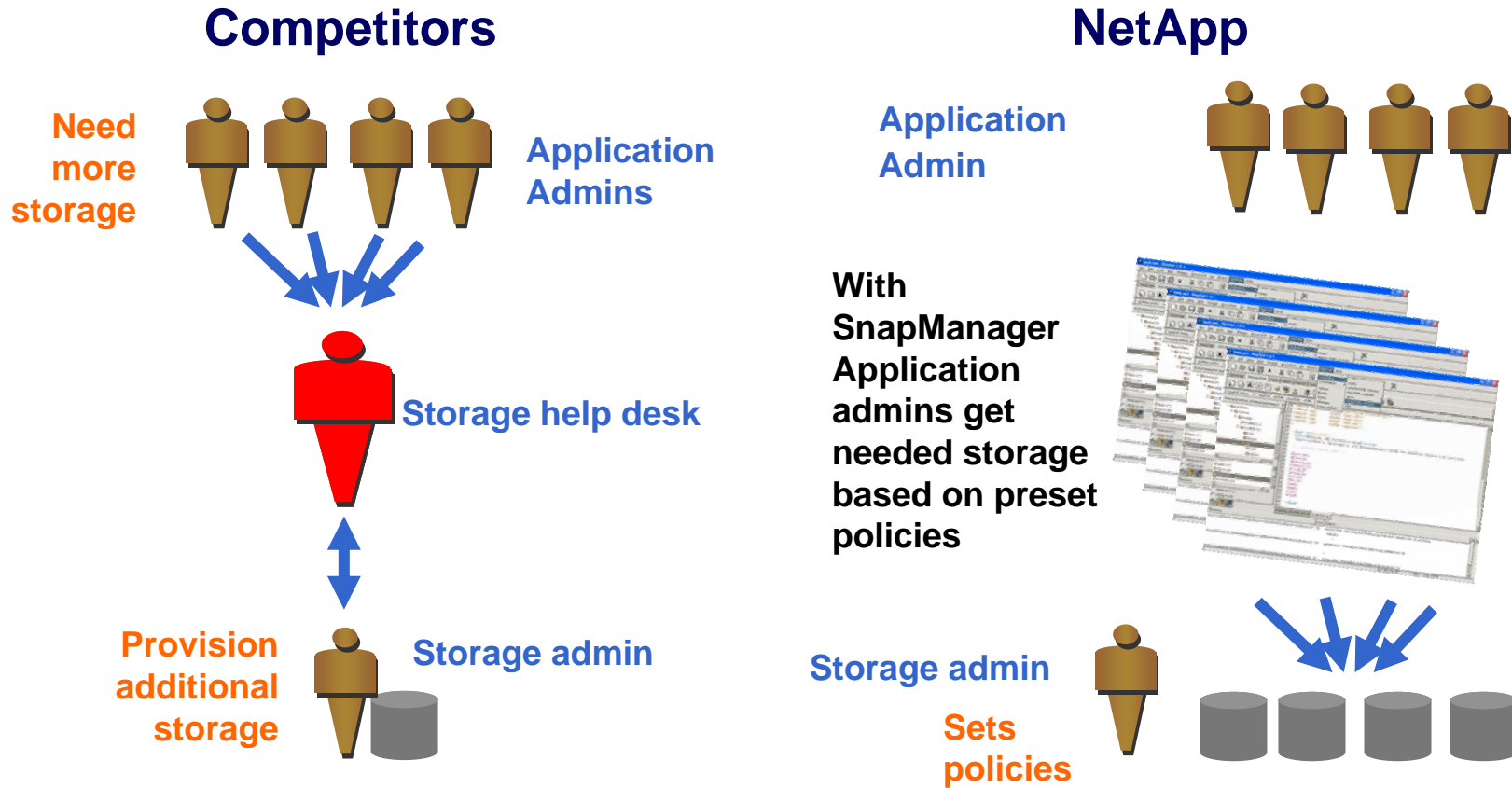


- ▶ Lots of Duplicate Data
- ▶ Idle DR copy
- ▶ Limited Versioning capabilities
- ▶ Multiple full copies is expensive

- ▶ Industry's most advanced de-duplication
- ▶ Put your DR copy to use
- ▶ Advanced Snapshot versioning
- ▶ Virtual copies that reduce cost

With NetApp we cut the cost of raw disk by 5x. Less copies also resulted in significant administrative and management savings.

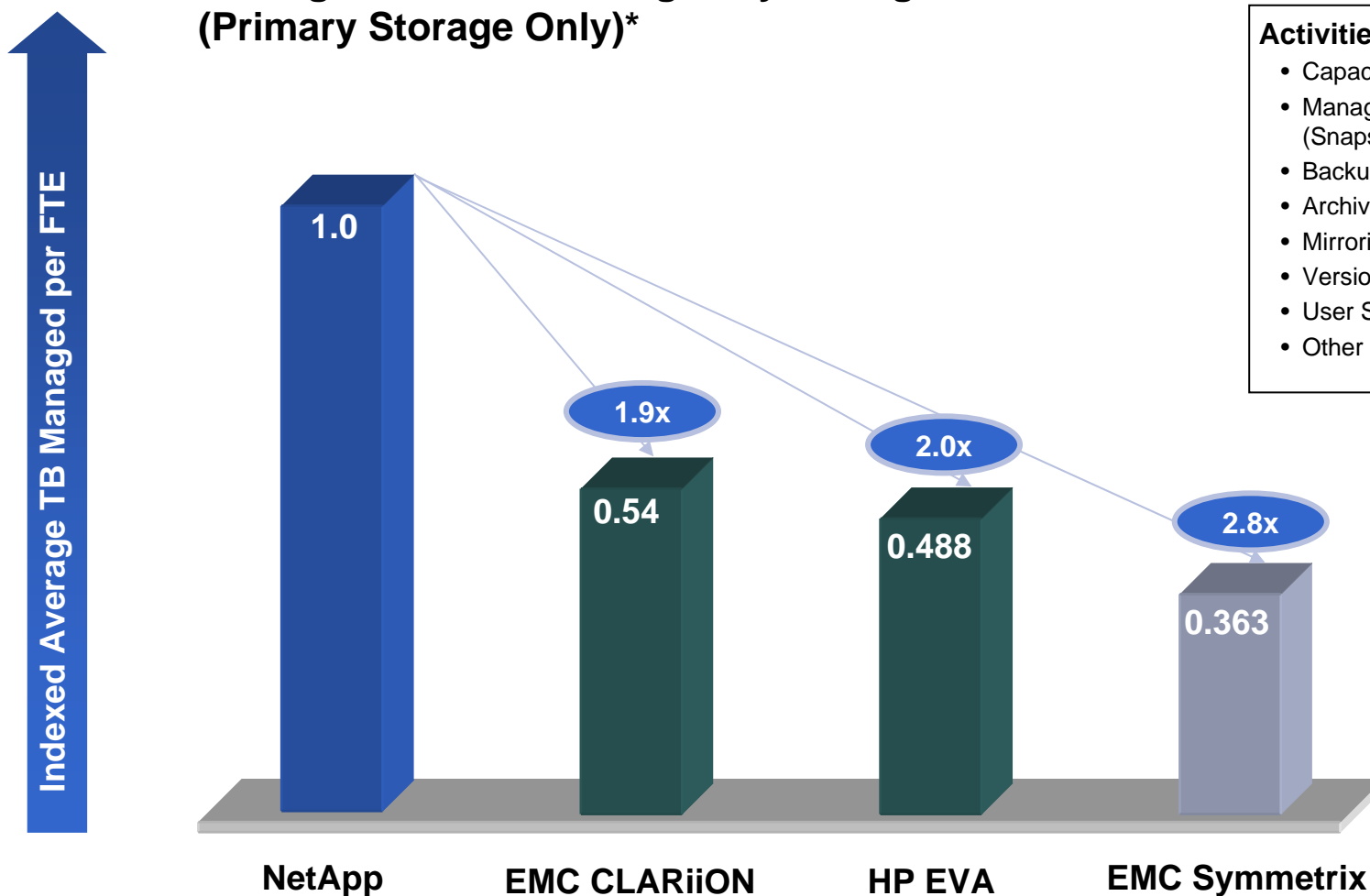
Reduced Administrative Costs



Now the DBA and Exchange administrators can manage some parts of their storage environment.



**Average TBs / FTE Managed by Storage Environment
(Primary Storage Only)***



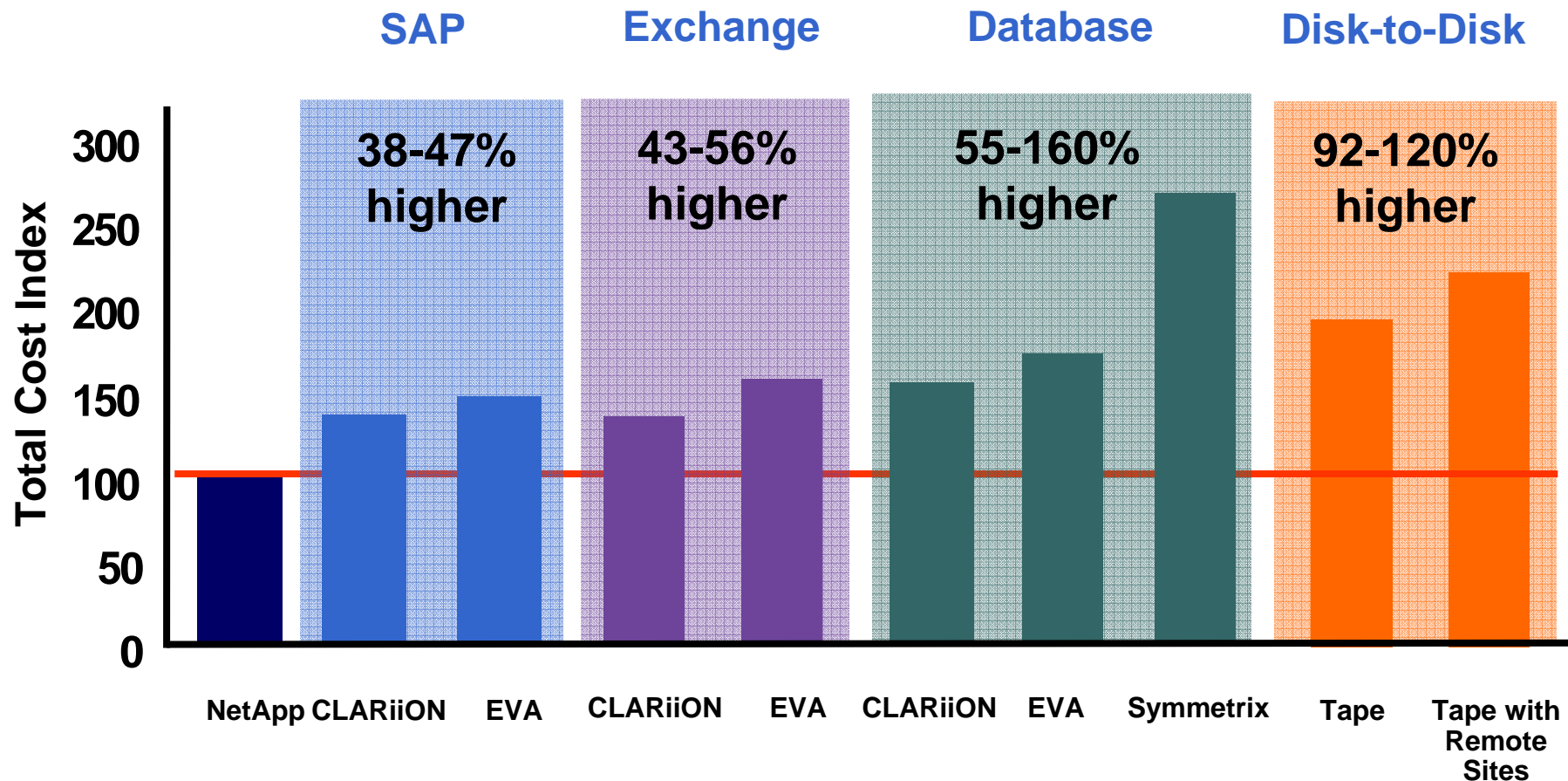
Activities measured include:

- Capacity Planning & Provisioning
- Managing Availability (Snapshot/Mirroring)
- Backups
- Archival/Compliance
- Mirroring for DR
- Version Changes & Upgrades
- User Support
- Other

Source: Mercer Customer Interviews, November 2005-May 2006.



The Industry's Best TCO



Source: Mercer Database & SAP Storage Total Cost Comparison Interviews
December 2005 - March 2006.




Extending NetApp in the Data Center

More Responsive

Higher Application Availability

More Business Value

A low-angle photograph of a modern glass skyscraper, showing the grid of windows and structural beams against a clear blue sky.

**Network Appliance brings
unmatched simplicity
to the complex world of
enterprise data management.**

- ▶ **Reduce cost & complexity**
- ▶ **Minimize risk**
- ▶ **Control change**