NetApp

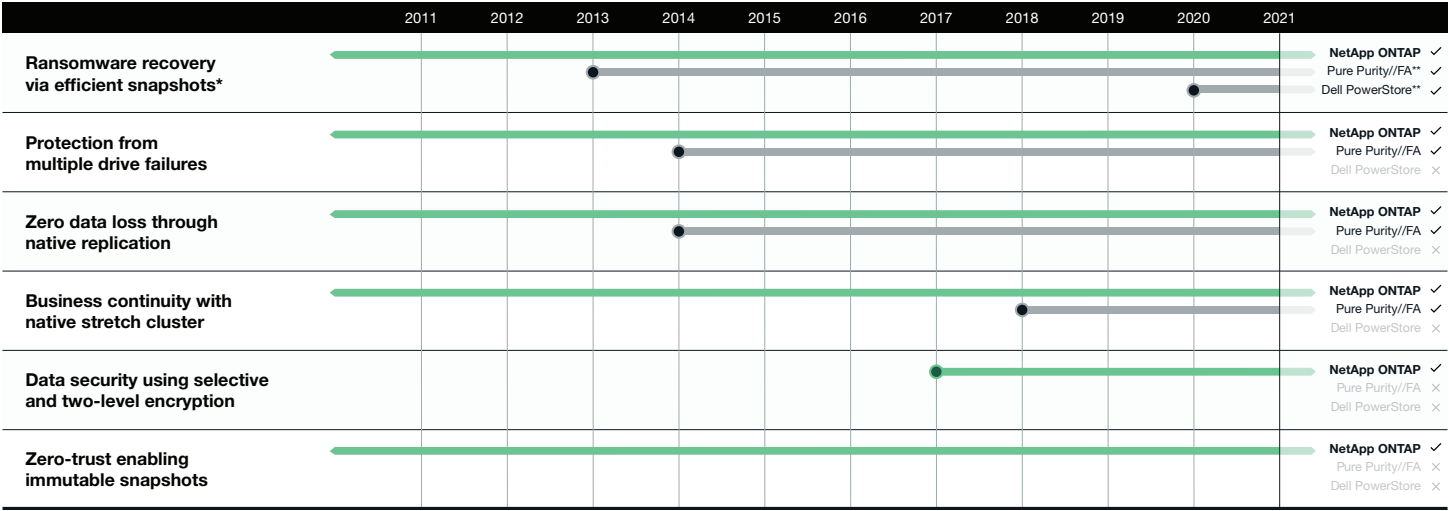# Think you know the future of storage? Think again

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, **organizations across every industry work with NetApp to build their data fabric.** We can help you strategically address today's complex IT challenges and pave a path to the future.
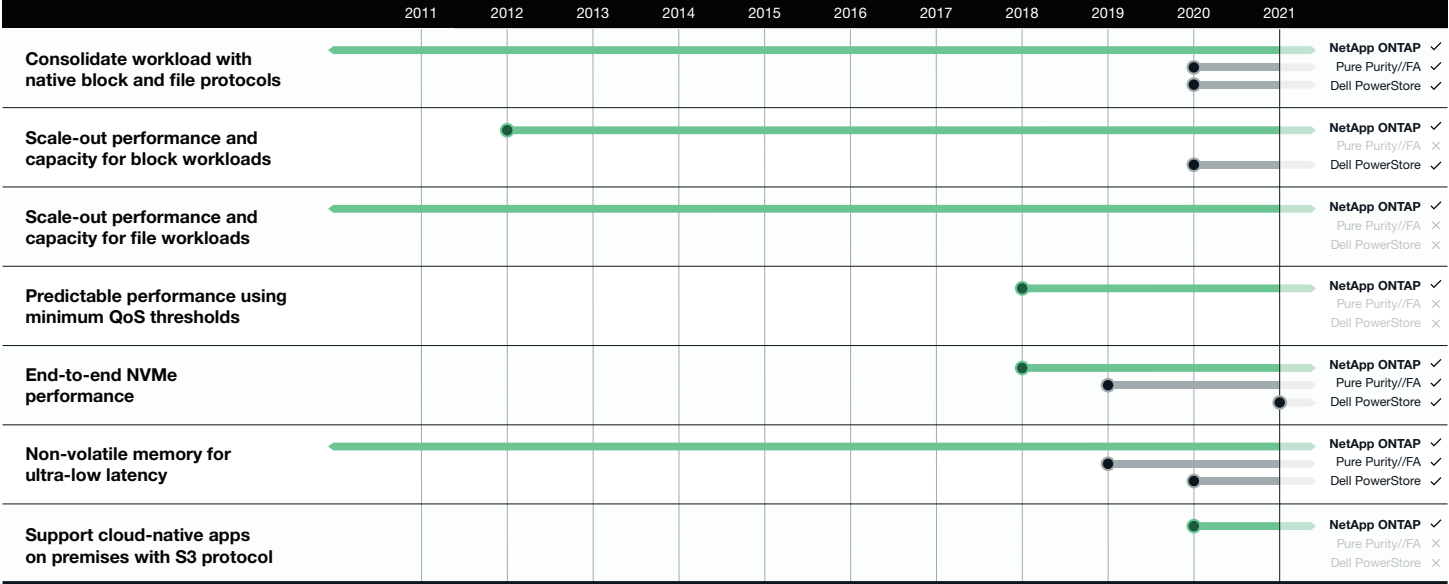
First in security and protection.

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.

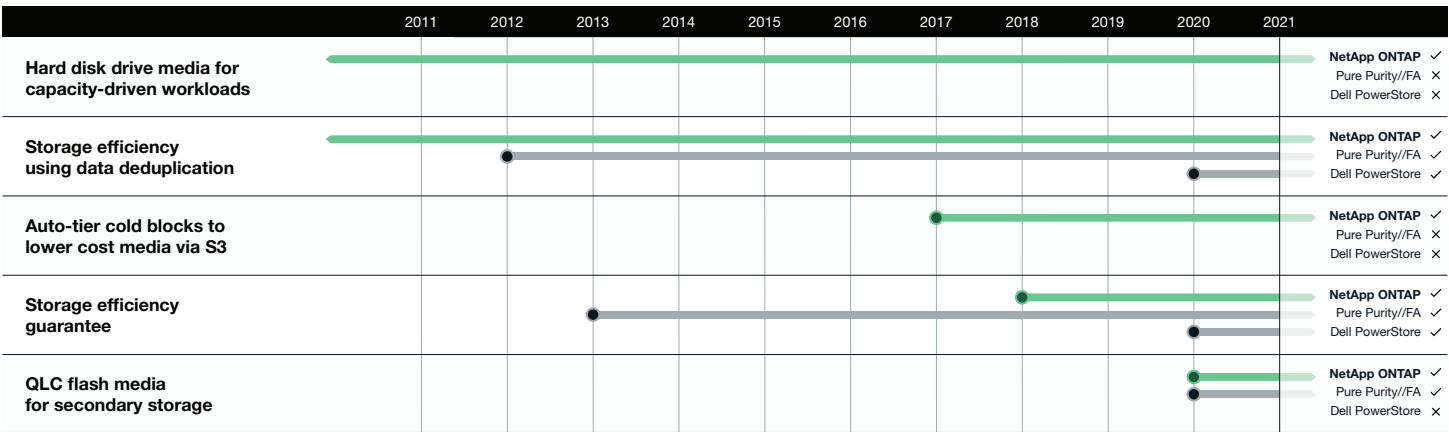|	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Ransomware recovery via efficient snapshots*												NetApp ONTAP	✓
												Pure Purity//FA**	✓
												Dell PowerStore**	✓
Protection from multiple drive failures												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Zero data loss through native replication												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Business continuity with native stretch cluster												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✗
Data security using selective and two-level encryption												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗
Zero-trust enabling immutable snapshots												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗

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.

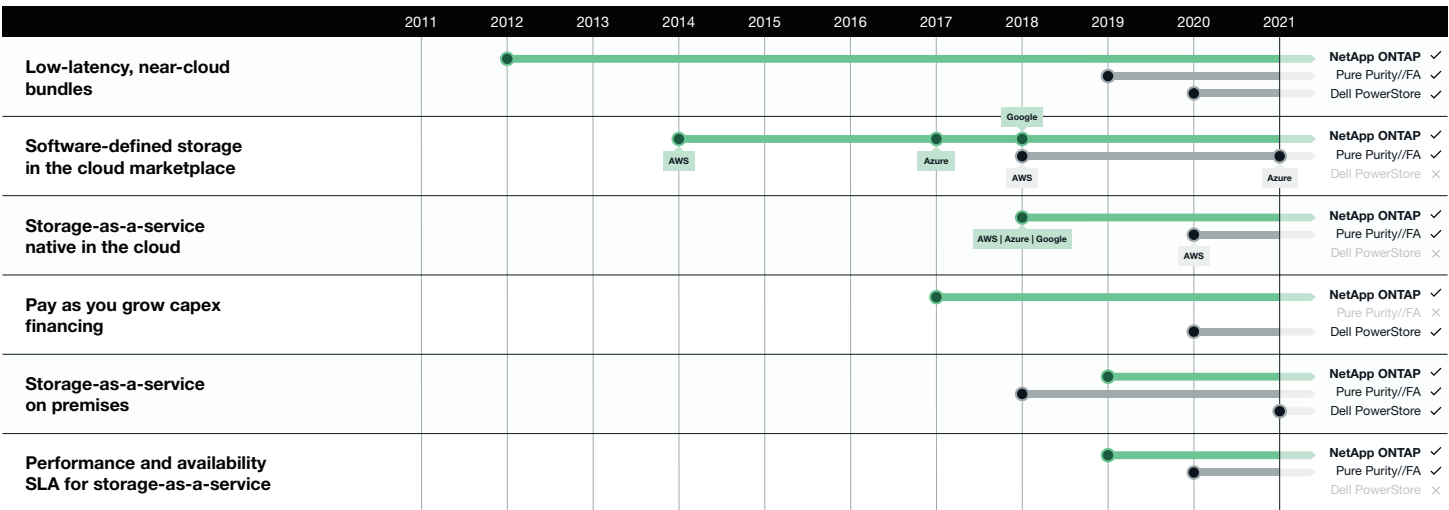|	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Consolidate workload with native block and file protocols												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Scale-out performance and capacity for block workloads												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✓
Scale-out performance and capacity for file workloads												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗
Predictable performance using minimum QoS thresholds												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗
End-to-end NVMe performance												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Non-volatile memory for ultra-low latency												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Support cloud-native apps on premises with S3 protocol												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗

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 lower cost media via S3												NetApp ONTAP	✓
												Pure Purity//FA	✗
												Dell PowerStore	✗
Storage efficiency guarantee												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
QLC flash media for 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.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
Low-latency, near-cloud bundles												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Software-defined storage in the cloud marketplace			AWS				Azure		AWS		Azure	NetApp ONTAP	✓
								Google				Pure Purity//FA	✓
												Dell PowerStore	✗
Storage-as-a-service native in the cloud							AWS | Azure | Google		AWS			NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✗
Pay as you grow capex financing												NetApp ONTAP	✓
												Dell PowerStore	✓
Storage-as-a-service on premises												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✓
Performance and availability SLA for storage-as-a-service												NetApp ONTAP	✓
												Pure Purity//FA	✓
												Dell PowerStore	✗

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

Choose NetApp →

* 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.

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