

## Nominee: NetApp

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### Nomination title: NetApp: Cloud-specific Backup as a Service

Time is money and money is ...data. The enterprise is saturated with ever-growing data streams that require a fully-fledged data fabric to process and store it – and cloud specific back-up poses many advantages. NetApp's AltaVault® solutions cater to shopping lists throughout the enterprise – where top security, zero risk and speedy recovery time are top line needs for those seeking high-class storage products.

NetApp® AltaVault® cloud-integrated data storage is a game-changing piece of tech that speeds recovery and reduces risk, enabling customers to back up data with security to any cloud. It is the crowning feature in NetApp's cloud-specific backup and recovery services tool-box. But what sets AltaVault® apart from other cloud-specific back-up and products?

Using inline deduplication, businesses needn't worry about doubling up on data and incurring dead-weight costs for unnecessary space utilised. Meanwhile, the space required can be significantly reduced thanks to the NetApp® AltaVault® 30:1 data compression reduction ratios. It is a nifty piece of technology, enabling businesses to integrate easily into existing backup architecture and the customer's favourite cloud, with minimal fuss. Its flexibility and adaptability is second only to its end-to-end security for data at rest and in flight – effectively shoring up any vulnerabilities – using FIPS 140-2 level 1-validated encryption. Finally, AltaVault® takes customers from zero to protect in less than 30 minutes.

It is NetApp's commitment to providing services that are both dependable and reliable that makes AltaVault® really stand out. NetApp upholds rigorous delivery standards with service providers certified according to a list of 100 criteria points, providing a unique level of trust among customers. Moreover, service providers are re-certified annually to ensure the quality of delivery is maintained and local data privacy is secure.

Data storage is a complex process that NetApp strives to simplify. Legal and regulatory compliance can place a wide range of requirements on an organisation – as well as informal threats to data integrity. NetApp® AltaVault® streamlines the selection of a suitable service provider, ensuring regional compliance. Together with end-to-end encryption ensuring the

secure movement of data between the primary storage source, to NetApp® AltaVault® Cloud-Integrated Storage and the cloud – NetApp customers reap the tangible benefits of seamless high-security storage and seamless integration.

Setting itself apart from its primary competitors, NetApp was the first storage company to define the BaaS market in Germany. NetApp works to support its customers in settling into a comfortable operational expenses model – ensuring the security and integrity of enterprise data is sufficiently backed up. Even for non-NetApp customers utilising AltaVault, essential support is offered to modernise and streamline their backup to the cloud. Indiscriminately supporting the security and safety of enterprise data is one of NetApp’s major differentiators.

A great example of NetApp’s cloud-specific backup as a service program in Germany is through Apollo-Optik – a German retailer with almost 1000 branches offering optical care products and sunglasses, which is part of the global Grand Vision Group with outlets in over 40 countries. Apollo Optik came to NetApp in order to help it to handle increasing amounts of data and its need for scalability. The organisation wanted to ensure corporate data at its headquarters was securely backed-up in the cloud backup, and without replication.

NetApp’s backup as a service solutions securely store Apollo Optik’s company data on the Cloud, while also combatting duplications. Apollo Optik’s data is stored on a NetApp MetroCluster at the company’s headquarters – which keeps mission critical apps always available – and is further secured with Snapshot integrated backup. Essentially, NetApp has created the Fort Knox of data storage, combining onsite backup with essential cloud integrated backup services with a simple, scalable extension, placing Apollo Optik in the control centre.

Demonstrating the perfect use case of the Data Fabric, Apollo Optik can now manage data with a single fabric covering all media sites – both on premises and across the cloud. As a result, they have halved the backup times and can now restore data within a few seconds. The company’s data is also backed-up several times throughout the day – a process which runs with no performance loss. Thanks to its deduplication services, the volume of data stored is decreased. NetApp provides the optional use of Teamix – a German IT service provider – boosting store archives with trusted, secure cloud hosting. Apollo Optik’s data is transferred securely via virtual private networks across to Teamix’s cloud data center in

**Nuremberg – where it is stored with personal storage options. This allows Apollo Optik to easily scale storage up and down, on demand, according to its needs.**

**Markus Abwandner, Head of Computing Center at Apollo-Optik has found the NetApp's cloud-specific backup services immensely useful over the years: "With the new solution we are armed for every case of data loss. Working together with NetApp was the best decision we made in the past ten years."**

**NetApp's backup as a service program is securing data throughout Germany with the help of its crowning feature AltaVault®. Bringing instant scalability, trusted, secure transmission of data and rigorously tested service providers to NetApp customers throughout EMEA's Germanic speaking nations. Giving businesses the confidence to handle their data innovatively, NetApp's backup as a service program is boosting the quality and potential of enterprise data.**

### **Why nominee should win**

- **NetApp is the first storage company to define the BaaS market in Germany**
- **NetApp upholds rigorous delivery standards with service providers certified according to 100 criteria points and annually re-certified to maintain standards of service.**
- **NetApp streamlines the selection of service provider to ensure regional compliance with data laws.**
- **NetApp AltaVault provides secure, end-to-end encryption for data transmissions, cuts out duplications and compresses data to 30:1 ratio – keeping customer's data secure and affordable.**