

Nominee: NetApp

Nomination title: NetApp: Backup and Recovery/Archive Product of the Year

What is the NetApp Backup as a Service product?

In an era of stringent data protection requirements, a comprehensive backup service provides UK businesses with assurance that their data is securely stored and accessible. With trusted NetApp partners on hand to manage the solution, the NetApp Backup as a Service (BaaS) product is an all-round offering from a single source, guaranteed by the NetApp quality seal. This seal reinforces NetApp partners' technical and service competency, as well as compliance to national federal data protection acts to ensure that NetApp customers are received the most secure, reliable, compliant data management services available.

The power of partnership in launching the NetApp Backup as a Service product

The BaaS service was launched in the UK in January 2017 through partners Node4 and Daisy, and aims to provide a new approach to backup designed for the data-driven age. Across EMEA, the solution has also been rolled out in France, Spain, the Netherlands, Austria, Switzerland and Germany using NetApp's authorised partner network with over 100 strict criteria.

At the media launch event for NetApp BaaS, Nathan Marke, Chief Digital Officer, Daisy Group, explained how the NetApp BaaS product was ideal for small to mid-market businesses: "Data is often referred to as the currency of the digital economy, but the cost of ensuring that it is always available has in the past prevented smaller businesses from maximising its value. Daisy's new NetApp-powered service puts enterprise-class availability in the hands of mid-market organisations. It is by leveraging NetApp's amazing technology – and wrapping it in amazing Daisy service – that we ensure businesses are immune to disaster and always on, 24x7."

Steve Denby, Head of Solution Sales, Node4, also stressed how the product provides business surety to enable increased focus on digital transformation: "Node4 partners with NetApp to deliver innovative service based solutions that support the modern Digital Transformation age. Today, NetApp is easily the most forward thinking partner of all the large vendors that we work with an unrivalled ability to execute on our shared vision. Node4 is committed to providing a high-quality solution using the most up-to-date technology on the market. With NetApp's storage infrastructure, our customers have more time on their hands to focus on IT issues that affect business outcomes with the reassurance of knowing that fundamental processes such as backup are being taken care of by a secure, reliable service."

What is the business need for Backup as a Service?

In the UK alone, the business cost of data loss is over £10.5 billion a year, and, as more data is produced, this is only going to rise. This makes reliably backing up data an incredibly important

and relevant factor for the majority of modern businesses, especially the likes of finance, retail, healthcare and the public sector.

According to a 2016 Garner survey of 2,600 worldwide, CIOs are already spending 18% of their budget in support of digitalisation, with this number likely to increase to 28% by 2018. The BaaS solution is NetApp's latest infrastructure as a service offering that is perfectly catered to meet the needs of businesses in the midst of digital transformation. Tape-based backups have been historically shown to be inefficient, degradable and unreliable. When compared to traditional tape-based storage, the NetApp BaaS solution, which disks and the cloud, is:

- More cost-effective
- More reliable
- More scalable
- Faster

By offering the NetApp BaaS solution using an OPEX model rather than CAPEX, NetApp has ensured that the new product is tailored to the modern data-driven, cost-oriented business. Companies get a better return on their investment and essentially pay for the services that they actually use. This allows businesses to scale their BaaS investment against their data landscape as this grows with the business.

Furthermore, from the perspective of the IT department, the NetApp BaaS product can help on the path to IT consolidation – making the phenomenon of shadow IT much easier to manage by providing a route for systems set up away from the IT department to be backed up efficiently and easily. This process which might not happen otherwise as those systems are not part of the organisation's existing infrastructure and are, therefore, not managed in the same way and possibly not backed up at all.

Who can benefit from the NetApp Backup as a Service offering?

Using NetApp Auto Support, existing NetApp customers who are licensed to use services such as SnapMirror and SnapVault, but are not actively using them to their full potential can be located. With support from NetApp and its accredited partners, these customers can use the BaaS product to maximise their investment and improve their IT. This enables NetApp to proactively help customers manage their IT provision, as well as update, upgrade and improve in order to see the benefits of a more cost-effective solution.

While perfect for existing customers, the BaaS product is fully software agnostic. This means that any customer with any backup software can benefit from the BaaS service offering delivered by NetApp and its partners.

The BaaS offering is the perfect addition to NetApp's Data Fabric vision – NetApp's way of managing a business's entire data landscape, wherever it's stored. This vision spans on premise storage and across different cloud environments, offering a comprehensive backup solution across this whole ecosystem. Being able to conveniently backup your data into the cloud with full choice

and control offers businesses unparalleled flexibility and scalability in their storage utilisation, safe in the knowledge that NetApp will be able to help them backup that data.

Why nominee should win

- **NetApp's Backup-as-a-Service (BaaS) product offers smaller businesses enterprise-quality backup solutions designed for the data-driven age**
- **By offering the product using an OPEX model rather than CAPEX model, BaaS is perfect for cost-oriented businesses. It enables smaller companies to pay for the services they actually use rather than costly packages**
- **As part of NetApp's Data Fabric vision, BaaS offers businesses unparalleled data portability, spanning on-premise and cloud environment environments, so businesses can always keep track of what data they have, and where it's stored**
- **Launched in conjunction with partners Daisy and Node4, the BaaS product is guaranteed by NetApp's quality seal**