Dell Technologies Fills the #NetAppGap

Increasing data demands require new, more efficient approaches to infrastructure. Siloed solutions can drive up operational complexity and cost, plus leave you with unforeseen impediments and risks. There's a lot to consider, from end-user connectivity to the varied components your multi-cloud vision requires to deliver critical business outcomes. With so many parts, you need to ensure that essential capabilities aren't missing, exposing your business to risks and hampering its success.

NetApp's limited portfolio addresses only a portion of a total technology strategy, while Dell Technologies offers you a complete portfolio of client and infrastructure solutions. Let's explore how solutions from Dell Technologies fill the gaps in NetApp's approach:

Ransomware Protection

Can NetApp help protect your business' backup data without a physical or logical air-gapped cyber vault solution? Fill the #NetAppGap with PowerProtect Data Manager and Cyber Recovery solutions. Learn more: https://dell.to/3BUKdsI

NetApp's ONTAP ransomware solution does not integrate data vaulting with air gap. Fill the #NetAppGap with Dell EMC PowerScale, which features integrated offline data vaulting using AirGap 2.0 technology from Ransomware Defender. Learn more: https://dell.to/3lnotPE

What it means to you: Ransomware attacks are on the rise. Cyber risks are a threat to your operations and your reputation. IT security is essential to any enterprise digital strategy. You need to protect your company's vital data and systems from ransomware and other cyber-attacks with a modern approach that not only detects and thwarts cyber criminals and enables fast data recovery, but you also need an air gapped data vault as a defense of last resort that creates network isolation of your business-critical data. After all, what good are immutable snapshots if your firmware and networks are corrupted?
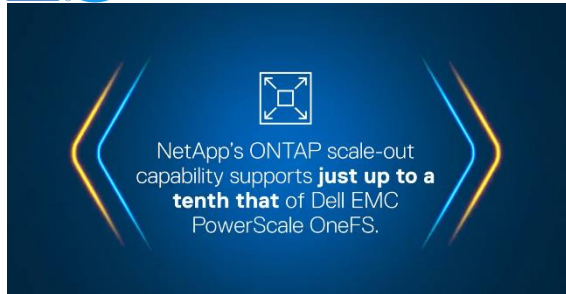
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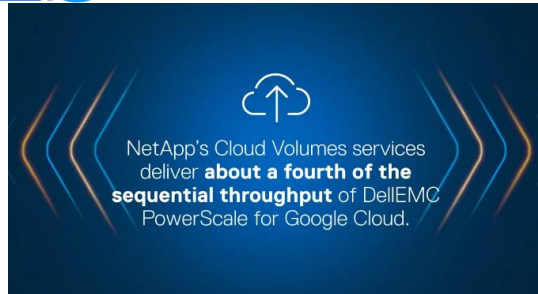
Unstructured Data

NetApp's ONTAP scale-out capability supports just up to a tenth that of Dell EMC PowerScale OneFS. Fill the #NetAppGap with PowerScale OneFS scale-out capability with up to 252 nodes per cluster. Learn more: https://dell.to/2XIFvQ8

NetApp's Cloud Volumes services deliver about a fourth of the sequential throughput of Dell EMC PowerScale for Google Cloud. Fill the #NetAppGap with up to 18.6 GB/s per 100TiB, at sub-ms latency, with PowerScale for Google Cloud. Learn more: https://dell.to/39BB9gk

What it means to you: Unstructured data is being generated everywhere and its value is enormous. Many of the applications generating this data are crucial to your company's strategy, vision, and goals. While unstructured data sources are diverse, there's typically one common thread: relentless and aggressive capacity growth. I/O requirements can be varied, but many modern workloads are performance-intensive. In fact, competitors' cloud storage offerings don't provide the throughput and scale-out capacity that is adequate for advanced use cases. How easily and expansively your unstructured storage platform scales both capacity and performance can have a significant impact on your ability to handle data growth successfully.

NetApp's ONTAP scale-out capability supports just up to a tenth that of Dell EMC PowerScale OneFS. Fill the NetApp gap with PowerScale OneFS scale-out capability with up to 252 nodes per cluster. *

NetApp's Cloud Volumes Services deliver about a fourth of the sequential throughput of Dell EMC PowerScale for Google Cloud services. Fill the NetApp gap with up to 18.6 GB/s per 100TiB, at sub-ms latency, with PowerScale for Google Cloud. **

* Based on Dell analysis, Sept. 2021.
** Based on Dell analysis comparing peak throughput at 100 TiB for Google Cloud, Sept. 2021.

Primary Storage Arrays

Can NetApp modernize your storage based on changing needs? Fill the #NetAppGap with Anytime Upgrade, the industry's most flexible upgrade program for controller upgrades: https://dell.to/2ZCJz5b

Fill the #NetAppGap w/ Dell EMC PowerMax persistent SCM & intelligent machine learning for array-based storage tiering: https://dell.to/3l0rlTv

What it means to you: As new projects come online and your business grows, infrastructure needs to evolve and will invariably require adaptation. NetApp has no modernization program to help you ease hardware transitions to deal with rapid business changes. Anytime Upgrade for PowerStore is the industry's most flexible storage controller upgrade program[1] enabling you to adapt your storage infrastructure based on the changing needs of your business, not the other way around.

Fill the #NetAppGap with Anytime Upgrade, the industry's most flexible upgrade program for controller upgrades.

PowerMax's high-performance SCM drive support, automated data placement, and simplified management is leading the way for the next generation datacenter. Internal machine learning optimizes data placement across flash and SCM media to maximize performance with no management overhead. Ask NetApp: How do you provide similar benefits without persistent SCM and no automated data placement to reduce the burden of operations for busy IT teams?

Fill the #NetAppGap w/ Dell EMC PowerMax persistent SCM & intelligent machine learning for array-based storage
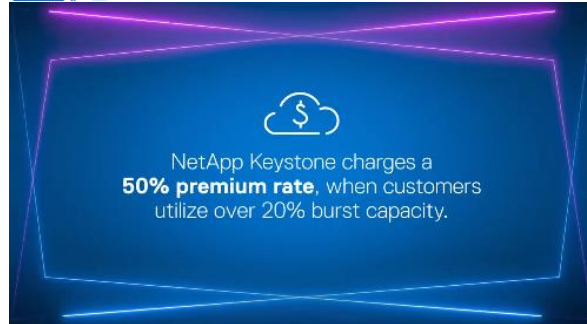
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[1] Based on Dell analysis, April 2020 using publicly available data to compare the highest available program/subscription offers for controller upgrades. Anytime Upgrade is available for purchase with PowerStore at POS only, and requires a ProSupport or ProSupport Plus contract with a 3, 4 or 5-year term. Upgrades available 180 days after invoice.

Storage as-a-Service

Purchasing NetApp Keystone requires a traditional sales motion, with no option for online ordering. Fill the #NetAppGap with the self-service simplicity of our APEX Console experience for APEX Data Storage Services: **https://dell.to/3agBGUZ**

Fill the #NetAppGap with Dell Technologies APEX Data Storage Services single usage rate and don't pay premium rates for on-demand: https://dell.to/3uJxGWx

Purchasing NetApp Keystone requires a **traditional** sales motion.

NetApp Keystone charges a **50% premium rate**, when customers utilize over 20% burst capacity.

What it means to you: With business needs evolving faster than ever, it is important that acquiring infrastructure doesn't impede your path to achieving your business goals. NetApp Keystone does not offer online procurement for NetApp Keystone. With online ordering through the APEX Console and a time to value in as few as 14 days[2], APEX Data Storages Services quickly delivers the technology you need to respond to business needs.

There are many important things to focus on when your business is growing, don't let storage usage rates add to your concerns. Get single rate transparency of APEX Data Storage Services, and don't worry about having to pay higher rates for on-demand usage. NetApp Keystone charges a 50% premium rate for on-demand usage over 20% burst capacity.[3]

Fill the #NetAppGap w/ APEX Data Storage Services for true simplicity in an as-a-service experience.

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[2] Applies in US, UK, France, and Germany. TTV measured between order acceptance and activation. Subject to customer acceptance of APEX terms, credit approval and site qualification, which must be completed before order placement, and customer participation in pre-deployment planning. Product availability, holidays and other factors may impact deployment time.

[3] Based on Dell analysis, September 2021.

Cloud

Want to snap your data directly to the cloud? You can't with NetApp AFF.

Cloud Mobility for Dell EMC PowerMax can snap block data directly to public clouds or to Dell EMC ECS object stores: https://dell.to/3iYd9sz

NetApp has no traditional HCI and is discontinuing its purpose-built dHCI appliance.

Fill the #NetAppGap with VCF on VxRail for a simple path to the hybrid cloud. https://dell.to/3lRB6E9

NetApp AFF **cannot move block data** to the cloud with snapshots alone.

NetApp has no traditional HCI and is **discontinuing** its purpose-built dHCI appliance.

What it means to you: A hybrid cloud strategy needs a straightforward approach to application and data mobility so IT teams can focus on delivering outcomes, not managing operational challenges. Migrating applications between clouds should be agile and straightforward so you can respond to evolving needs without burdensome workflows. VCF on VxRail provides a turnkey infrastructure with consistent operations in one complete, automated platform for a simple path to the hybrid cloud that delivers workload portability across private and public clouds. This elegant approach enables your IT teams to adapt fast when business needs change quickly. Since NetApp has announced the end of life of its dHCI appliance, what is its turnkey infrastructure for the hybrid cloud

Agility, data mobility, and cost reduction are the driving forces behind hybrid cloud adoption within most enterprises. Archiving and long-term retention are primary examples of data mobility use-cases that benefit from a flexible public-cloud consumption model. Where NetApp requires deployments of VSAs to migrate data, Dell EMC PowerMax Cloud Mobility provides the ability to snapshot data seamlessly and transparently from on-premises directly to the cloud. This elegant, built-in solution works without a VSA or other software running in the cloud consuming costly resources. Cloud Mobility reduces complexity and simplifies reporting, analytics, and dev/test operations in the cloud.