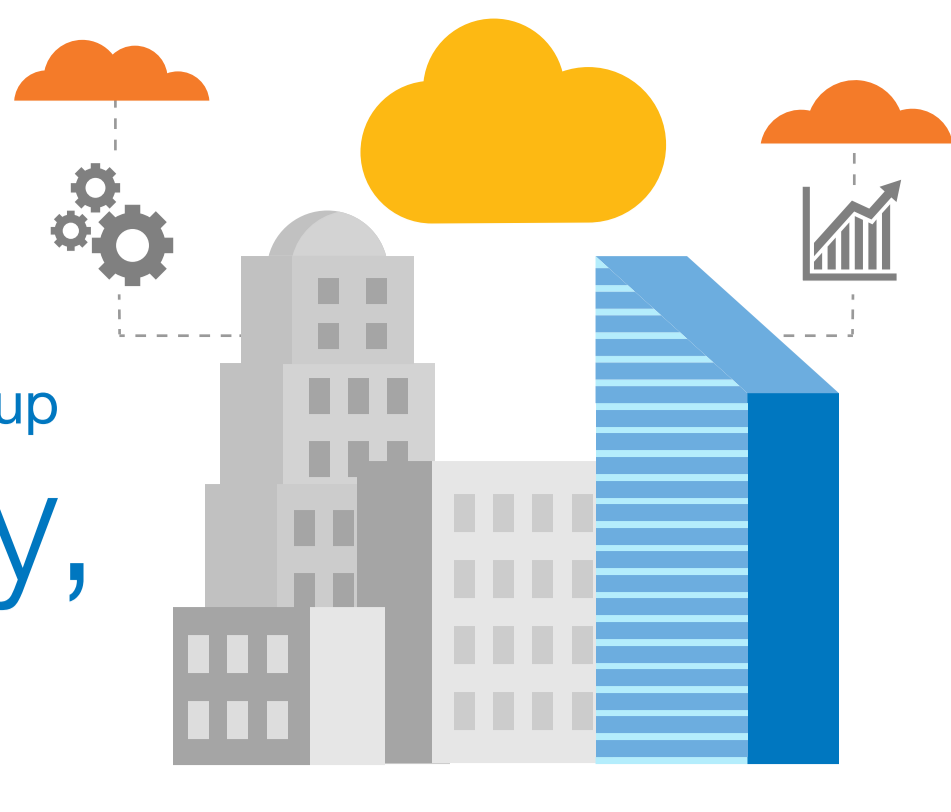




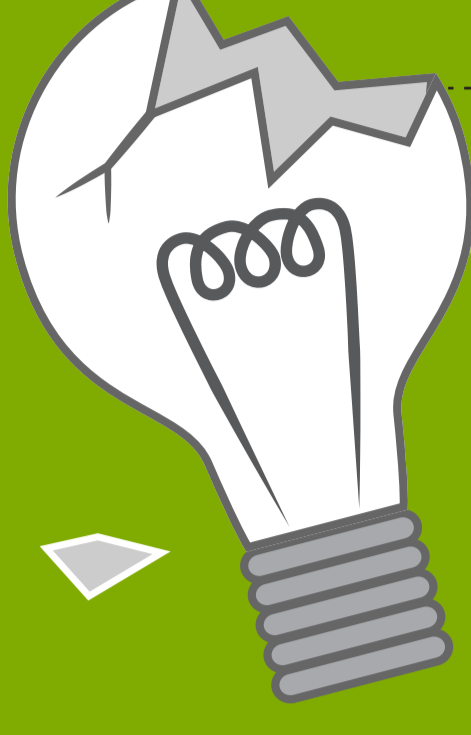
How Cloud-Integrated Storage for Backup

Boosts Efficiency, Lowers Costs



Enterprises face enormous challenges managing their data backup and recovery processes. Traditional on-premises backup and recovery solutions can't meet today's business needs. **Why?**

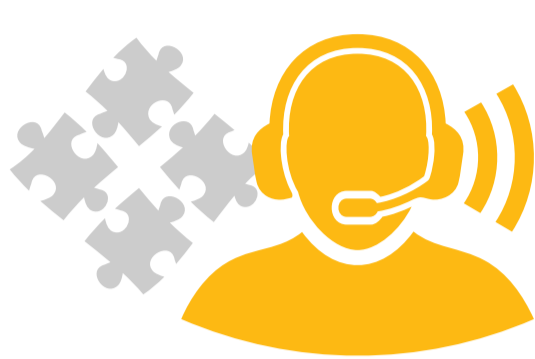
Today's backup solutions fall short in three major areas:



Too expensive

Too slow and complex

Too risky



This presents a major problem for IT leaders

Just look at their highest IT priorities for the next 12 months:



Information Security Initiatives



Improving Data Backup and Recovery



Managing Data Growth

This high priority is also vital to achieve this goal of IT executives:



Nearly 40% Accelerating business processes and agility

And risk profiles and complexity are increasing



43%
Reliance on Technology



Top Two Risks



42%
Business Complexity

A change in backup strategies is needed.

Cloud-integrated storage can help.

Consider these benefits:



Reduced costs

Some cloud-integrated storage appliances can **reduce datasets by 30 times**.



Reduced risks

Restore data up to **32 times faster** than with tape.



Reduced complexity

Data is sent offsite to the cloud, so you no longer have to physically ship and handle tape media or have a secondary backup appliance.

Result:

Cost savings of hundreds of thousands of dollars yearly



Result:

Recovery time objectives shrink, business objectives are more easily met



Result:

IT staff can spend more time working on strategic efforts



NetApp® AltaVault®

is the only cloud-integrated storage that lets you securely back up data to the cloud—at up to

90% less TCO

than on-premises methods.



Easy to deploy and manage



Improves recoverability



Enables data security and compliance in the cloud



Compatible with all leading backup and archival software solutions

For More Information Visit www.NetApp.com/AltaVault

