

Change the World with Data

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3 SEPTEMBER 2019

European Space Agency

Massive data to deepen our understanding of the universe

Map 1 billion stars, gather data from a robot on the Rosetta comet, and drive planetary missions to find more objects in the Solar System. Support astronomy missions that look at the Universe across different wavelengths. And make 2 PBs of data available to researchers and the general public to know the next unknown.

Those at the forefront of digital transformation use technology to radically improve the performance and reach of their enterprise

67% of Global 2000 CEOs will put digital transformation at the center of their growth and profitability strategies.

—Forbes

By 2020 it is expected that...

50% of the G2000 will see the majority of their business depend on their ability to create digitally-enhanced products, services and experiences

—IDC Directions

Companies are transforming digitally to create value

Enable new
customer
touch points



....so that customer loyalty and engagement increases through tailored in-park experiences and rewards—even after they get home

Foster new
innovation

FICO®

... building the FICO Analytic Cloud that enables their customers to create and deploy data analytics applications and services up to 70% faster

Optimize
operations

VITAL
ENERGi

...helps customers to reduce carbon emissions and save money by making better decisions—faster--through real-time insights

Providing much needed growth for those who get it right

Revenue growth from information-based products will double the rest of the product/service portfolio for one-third of Global 2000 companies.

—IDC FutureScape

Companies with data-driven environments have up to **50% higher market value** than other businesses.

—IDC FutureScape

Becoming a
data-centric organization
is no small undertaking

No longer is data locked away on devices hidden behind firewalls. Instead, it is becoming:



Distributed

Stored in multiple locations — on-premises, and multiple cloud locations



Dynamic

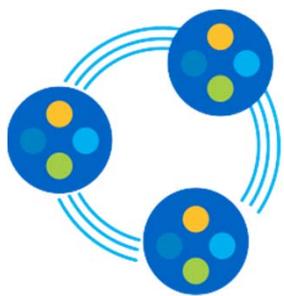
An influx of constantly changing data that requires you to know where the data is and its source



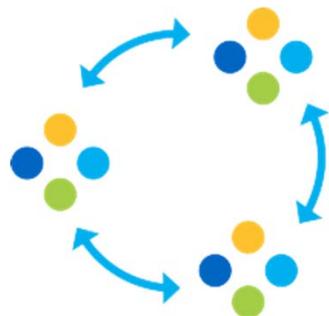
Diverse

Structured, unstructured, machine learning, and streaming — generated in and outside the organization

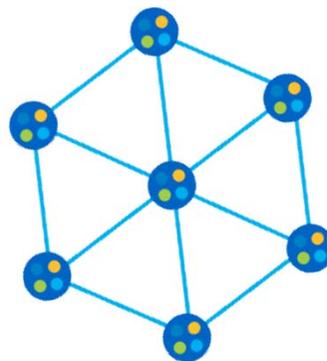
This requires a holistic approach to hybrid cloud data services that is:



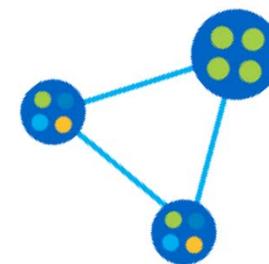
Secure



Efficient



Future-proof

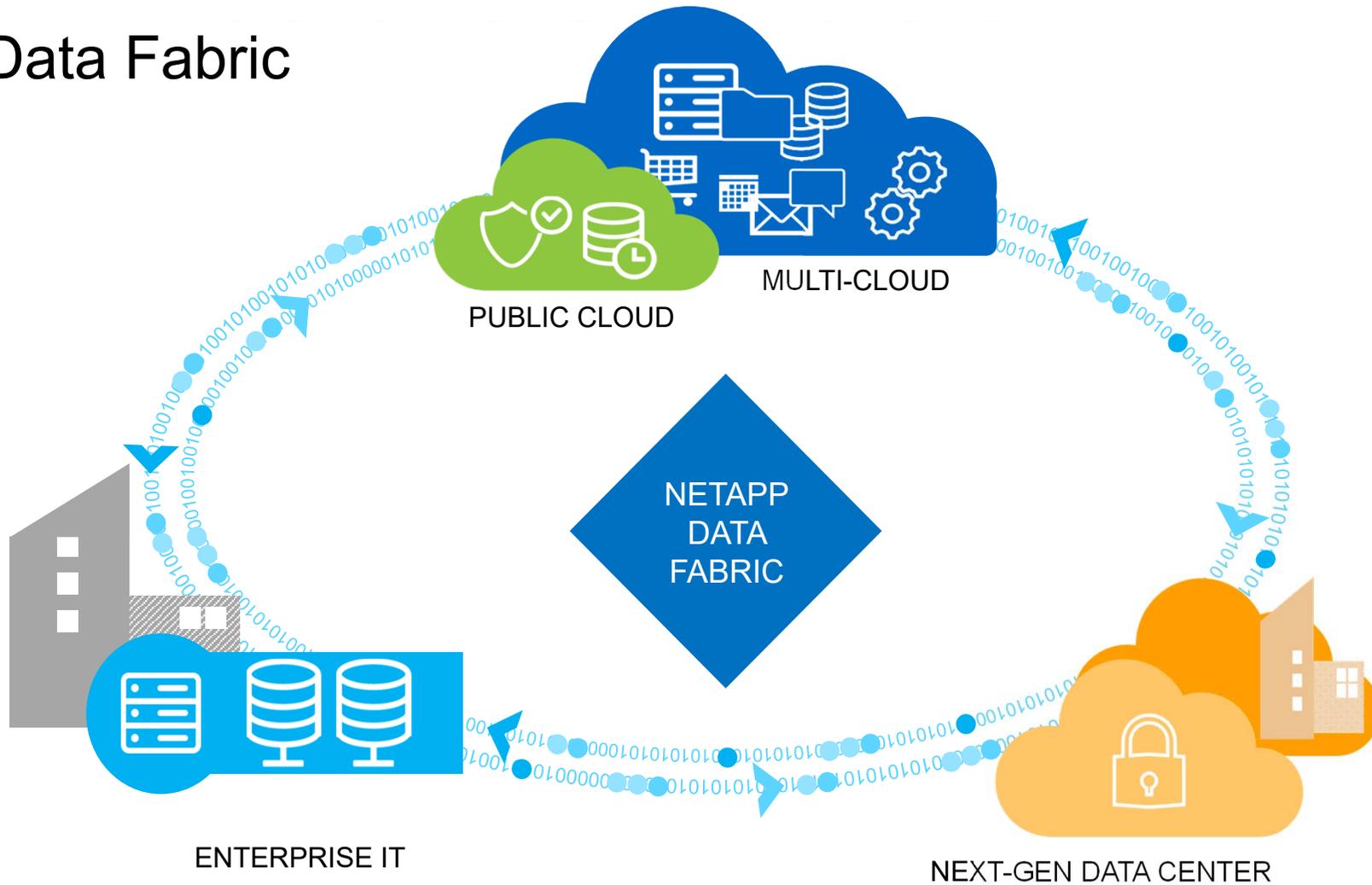


Open

...and enabled by a Data Fabric

The NetApp Data Fabric is built for a **data-centric world**

NetApp Data Fabric

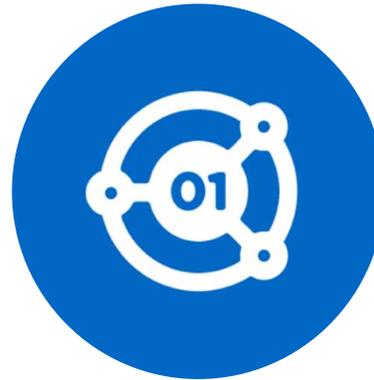


These capabilities are built into industry-leading software, services and systems you can use to:



HARNESS
the power of the
hybrid cloud

Freely and securely
manage and move
data—anywhere, on any
cloud



BUILD
a next-generation
data center

Get the scale and
quality of service
modern applications
require



MODERNIZE
storage through
data management

Upgrade infrastructure
to bring modern data
services to existing
applications

Harness the Power of the Hybrid Cloud



Delivering content to global news giants

In creating, producing and publishing content for 600+ newspapers including The Washington Post, Wall Street Journal and Financial Times, EidosMedia needed a digital platform to let customers deliver content to any destination—websites, mobile applications or newspapers.

With NetApp ONTAP Cloud, developers test and deploy applications in minutes. They pay up front or as they go. Back up their critical data and move data to different clouds and back to on-premises as needed.

EidosMedia gives journalists the content availability they need to continually feed their readers of 160+ websites globally.

Only NetApp

- Strategically partners and deploys solutions with AWS, Azure, Google, IBM, 300+ cloud service providers
- Proven expertise from 1500+ public cloud customers managing 200+ PB
- Deploys new app environments 20x faster
- Automates data analytics 30x faster
- Backs up/restores to cloud 90% faster



How will you
change the world
with data?