



Solution Brief

Pay per Use with NetApp OnDemand

A new option to consume NetApp ONTAP storage infrastructure

Key Benefits

Maintain Control

Benefit from cloudlike business model while maintaining on-premises control of data and infrastructure.

Keep Pace with Business Demands

Simple scaling makes it easy to adjust capacity as business needs change.

Maximize Budget

Pay for usage with no upfront investment or assets to purchase.

Streamline Operations and Procurement

Avoid lengthy, complex procurement justification process.

The Changing Model for Technology Acquisitions

With the escalating adoption of cloud computing, many organizations are moving away from owning technology assets. Rather than making large upfront capital expenditures, there is a continued shift toward opex. However, many large enterprises still have concerns about security, overall costs, disaster recovery, and speed of cloud solutions. This concern is leading them to search for an option that combines the benefits of cloud-based pricing with an on-premises solution.

Enabling the Hybrid Cloud

NetApp's vision for the future of data management is to create a Data Fabric that spans your entire IT landscape. The Data Fabric enabled by NetApp takes the worry and complexity out of managing and maintaining control of confidential data across hybrid cloud resources. This capability enables organizations to adhere to internal data security policies, maintain compliance with government regulations, and promote greater innovation and IT responsiveness.

NetApp OnDemand

NetApp provides many innovative solutions that help customers overcome budgetary challenges, optimize cash flow, and improve return on investment. Taking it a step further to address the demand for cloud-based pricing, NetApp is now offering a new solution that enables customers to pay for actual use of infrastructure.

NetApp® OnDemand is a simple, agile, cost-effective program that provides customers the flexibility of an on-premises storage solution with a consumption-based billing model to easily scale storage to keep pace with growing data volumes. This program is financially backed by NetApp and includes all the data storage benefits that NetApp customers have come to expect:

- Scale to meet changing business demands in a timely fashion
- Refresh aging technology with limited budget while avoiding complex procurement processes
- Reduce asset base in order to improve return on assets

Usage-Based Consumption Program

NetApp OnDemand is an on-premises consumption program for infrastructure owned by NetApp. Customers use and pay for resources on a monthly basis, consistent with selected service levels to meet specific business requirements:

- Pay for actual usage
- Match expense to consumption
- Eliminate upfront investment
- Simplify procurement
- Buy based on desired business outcomes versus complicated configurations

Based on the selected service levels, NetApp defines, installs, and implements the configuration at the customer location that best meets service-level objectives. NetApp then monitors, measures, and provides reports that document actual usage.

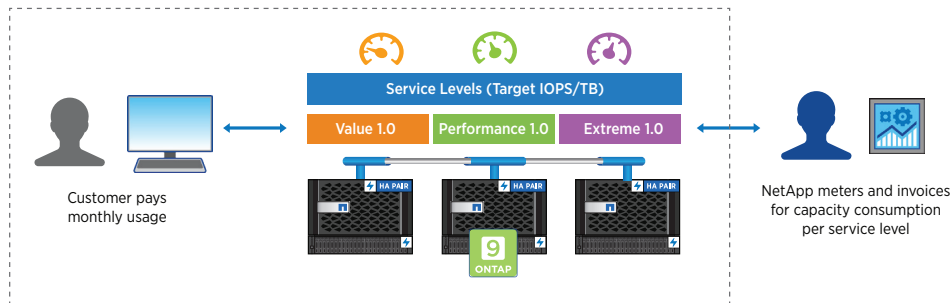


Figure 1) NetApp OnDemand provides a consumption-based program for on-premises equipment.

Customers retain complete autonomy over their data and are solely responsible for performing data management tasks, including backup, disaster recovery, and archiving to meet compliance requirements.

Simple: Streamline Operations and Procurement

Traditional financing shifts budget from capex to opex and improves ROI. However, the procurement process can still be time consuming, and fixed payment structures are inflexible.

With NetApp OnDemand, customers can avoid complex, time-consuming procurement and justification processes by growing their NetApp® ONTAP® clusters seamlessly. The flexibility of NetApp OnDemand allows customers to eliminate overprovisioning by matching capacity requirements to data growth:

- Remove limitations of leasing or need for customized financial models
- Scale to keep pace with growing data volumes and avoid the need to correctly size environments

Agile: Keep Pace with Growing Data

NetApp OnDemand makes it easy for customers to increase utilization when needed, with no upfront financial commitment. You can rapidly scale to meet business demands, with the ability to match budgets to cash flow to keep pace with changing business requirements:

- Match infrastructure costs with business model
- Scale to keep pace with growing data volumes
- Maintain on-premises control of data, disaster recovery, and speed of operations

Cost Effective: Pay Only for Actual Usage

NetApp OnDemand matches expenditures to actual asset utilization. With no upfront investment or assets to purchase, you can put your capital back to work for you:

- Structure payments to meet cash flow

- Optimize investments across the business by avoiding large upfront expenditures

A New Way to Pay

Each month NetApp will generate an invoice for the greater of the “minimum spend” or “flex fee” for the infrastructure installed at the customer’s facility:

- **Minimum spend.** NetApp defines the minimum monthly payment based on the customer-elected contract term and the number of requested service levels on the ONTAP cluster.
- **Flex fee.** NetApp calculates monthly fees based on capacity provisioned at each service level as well as usage of NetApp SnapMirror® and/or NetApp SnapVault® on the NetApp ONTAP cluster. Applicable rates may adjust up or down on a monthly basis as consumption dictates.

Usage-Based Pricing Makes Good Management Sense

NetApp OnDemand makes it easy for customers to adjust capacity as business needs change. With simple scaling, you no longer have to over purchase to accommodate unpredictable storage needs:

- **Protect investments.** Conserve cash for higher yielding uses of working capital, while aligning storage expenses with business operation needs and revenues.
- **Avoid ownership risks.** Eliminate technology obsolescence.
- **Improve operations.** Monitor and manage capacity and software usage to facilitate budgetary planning and optimize storage utilization.

About NetApp

Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.

www.netapp.com