SOLVING BUSINESS ISSUES

NetApp Private Storage for Cloud: Solving the issues of cloud data privacy and data sovereignty

How the combination of NetApp and Equinix ensures your data remains safe, secure and compliant with regulations when used in a hybrid cloud.

EQUINIX | **NetApp**®

Safety first. The laws…

The fundamental right to privacy and the impact of new and enhanced data privacy laws and regulations are causing concern for companies as they try to embrace the cloud. Whether it is the European Court of Justice (ECJ) invalidating the Safe Harbor Agreement, the new EU General Data Protection Regulation (GDPR), the Hong Kong Data Protection Ordinance enforcing data sovereignty obligations, Canada's new Digital Privacy Act, or Australia's new Australian Privacy Principles (APPs), companies are forced to address compliance issues as they take advantage of new technical capabilities. Data stored in any cloud with dealings in the U.S. is accessible by the U.S. government—no matter where in the world the data is kept. Data Protection Authorities (DPAs) are concerned that the lack of adequate data protection laws in the U.S. opens this data to government snooping, and inadequate data protection laws that disregard an individual's fundamental right to privacy.

These laws, as well as others, have caused considerable upheaval throughout the world—but none as substantial as the turmoil faced by U.S. companies with the Safe Harbor invalidation that resulted in over 4,700 U.S.-based multi-national companies scrambling to comply with local laws.

New Customer Challenges

With the huge volumes of information needing to be made readily accessible to employees, customers and partners around the world, it is paramount that all organizations reconsider how they approach data protection and data privacy.

Now is the perfect time to act and take full advantage of this situation. Stay ahead of your competitors by addressing data privacy upfront and benefit from increased cloud flexibility and agility. Bring new business ideas rapidly to market, as well as simply paying for the cloud services you use, when you need them. But how can you do all this safely?

Partnering for Complete Control and Compliance in the Hybrid Cloud

NetApp has joined forces with Equinix to make it possible to create highly reliable, high-performance, cost-effective storage for distributed business applications in a hybrid or public cloud environment.

NetApp has long been in full compliance with the data protection laws of every country in which it does business. The company has been identified by DPAs worldwide as a "model of excellence" for global data privacy compliance. NetApp is one of less than 100 companies worldwide that has obtained EU approval for Binding Corporate Rules (BCRs), and finalizing Cross Border Privacy Rules (CBPRs) in Asia Pacific.

The Equinix portfolio of advanced interconnection solutions helps forge essential business connections, from one-to-one direct connections within the same data center, to the many-to-many connections that make them the Home of the Interconnected Cloud™.

Control

This partnership puts you, the customer, in control and enables you to leverage the best that both hybrid and public clouds have to offer by using NetApp® Private Storage (NPS) for Cloud together with the Equinix Cloud Exchange™.

Compliance

Crucially in our digital world, NPS for Cloud in an Equinix data center helps you to comply with the multitude of global data privacy laws, while also allowing you to comply with all other regulatory requirements, including data sovereignty laws, telecommunications laws, and regulated industries restrictions around the use of the cloud.

Data privacy regulations will continue to expand, but NPS for Cloud will remain a valid solution regardless of what transpires in this complex and highly challenging legal framework.

How does it work?

NPS for Cloud connects to hyperscalers such as Amazon Web Services, Microsoft® Azure, SoftLayer (an IBM Company), or other cloud providers' compute facilities through Equinix Cloud Exchange.

Alternatively, a connection to these clouds can be made through Direct Connect (Amazon), ExpressRoute (Microsoft), Direct Link (SoftLayer), or any other vendor's connectivity solutions from an Equinix data center.

By keeping your data next to—rather than in—the cloud, an NPS for Cloud approach helps to mitigate data privacy and sovereignty issues. This solution keeps the company, as "master of its data", and is a simple and legally admissible way to continue benefiting from the advantages of the cloud without concerns.

NetApp + Equinix

- Comply with data protection and sovereignty regulatory requirements.
- Maintain control of your data.
- Combine public cloud benefits with proven enterprise storage.
- Connect to new clouds in minutes. Switch at any time.
- Eliminate cloud vendor lock in and expensive data migrations.
- Reduce business risks by using multiple clouds.

This is due to the fact that the data is stored in the relevant country according to the applicable requirements, while the compute service can be accessed from the public cloud. Also, since the data continues to be stored on the company's own storage system, the company maintains complete control of it.

Compliance, compliance, compliance…

In guidance produced by many DPAs to clarify the requirements on companies when outsourcing to the 'cloud' and other third-party IT services, the DPAs state that,

'Where a third party delivers services on behalf of a company—including a cloud provider—this is considered outsourcing and companies need to consider the relevant regulatory obligations and how they comply with them.'

They continue…*'A company should consider any relevant legal or regulatory obligations that may arise such as data protection laws.'*

Simply put, it is a business that bears the responsibility to ensure that they comply with the multitude of data protection laws and regulations. Unsurprisingly, few will have the time or money to invest in such a gargantuan task.

Avoid this legal uncertainty and ensure an appropriate level of protection which is simple to implement, with the hybrid cloud solution, NetApp Private Storage (NPS) for Cloud.

Be warned: For those unprepared for legislative changes, there are hefty fines and criminal penalties, including sanctions up to 4% of global annual revenue, to pay for non-compliance. Having control over where data is stored, how it is processed, who has access to it, and ensuring that it's correctly protected has never been more critical.
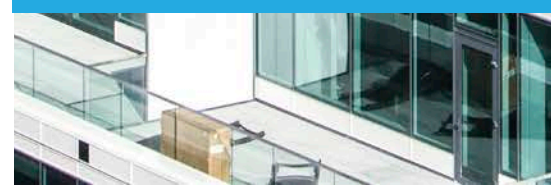
Get the 'Best of Both'

NetApp products and solutions combined with Equinix Cloud Exchange enable efficient, flexible, and cost-effective storage solutions with performance, security, and total control.

NetApp & Equinix: Making a Hybrid Cloud Work

A history of innovation
A shared vision for creating choice and control in the hybrid cloud

Private cloud services let companies retain control, but they do not normally offer the low-cost commodity compute power and scalability of public cloud services.

And public cloud services, although they provide great flexibility and scalability, require giving up control and putting your data into the hands of external providers.

No single cloud type is just right.

Designed to keep you in control, NPS for Cloud solutions gives you the freedom to connect to the clouds you want while maintaining complete control of your data on your own dedicated, private NetApp storage systems.

NPS for Cloud is one of the key components of NetApp's Data Fabric vision for the future of data management. This Data Fabric approach gives you the freedom to seamlessly manage your data across the hybrid cloud. You can move data where you need it most, innovate faster, and always make the best decisions for you and your organization.

Equinix Cloud Exchange is an advanced interconnection solution that can dynamically connect NPS customers to multiple public clouds across multiple networks around the globe.

The automated provisioning, combined with advanced service orchestration, greatly simplifies the process of interconnecting enterprise storage resources to cloud services, slashing connection times from days or even weeks to minutes.

It all adds up to good news for you!

The partnership between NetApp and Equinix was inspired by our joint vision to put our customer's needs first, so naturally you benefit the most.

Improve flexibility and eliminate lock-in

- Connect to the world's leading clouds and switch in minutes without data migration.
- Combine multiple clouds to solve a single workload challenge.
- Use standardized tools to manage workloads across on-premises and cloud infrastructure.

Accelerate performance and ensure availability

- Leverage high-throughput, direct connections with latency as low as 1 ms* round trip to private enterprise storage.
- Run a broader range of workloads in the cloud of your choice.
- Significantly improve connectivity performance over VPN.

Maintain data stewardship and control

- Provide the highest security and service levels for your data by bypassing the public Internet.
- Maintain sovereignty with local data placement.
- Meet strict compliance requirements.
- Establish clear visibility to safely manage data across clouds.
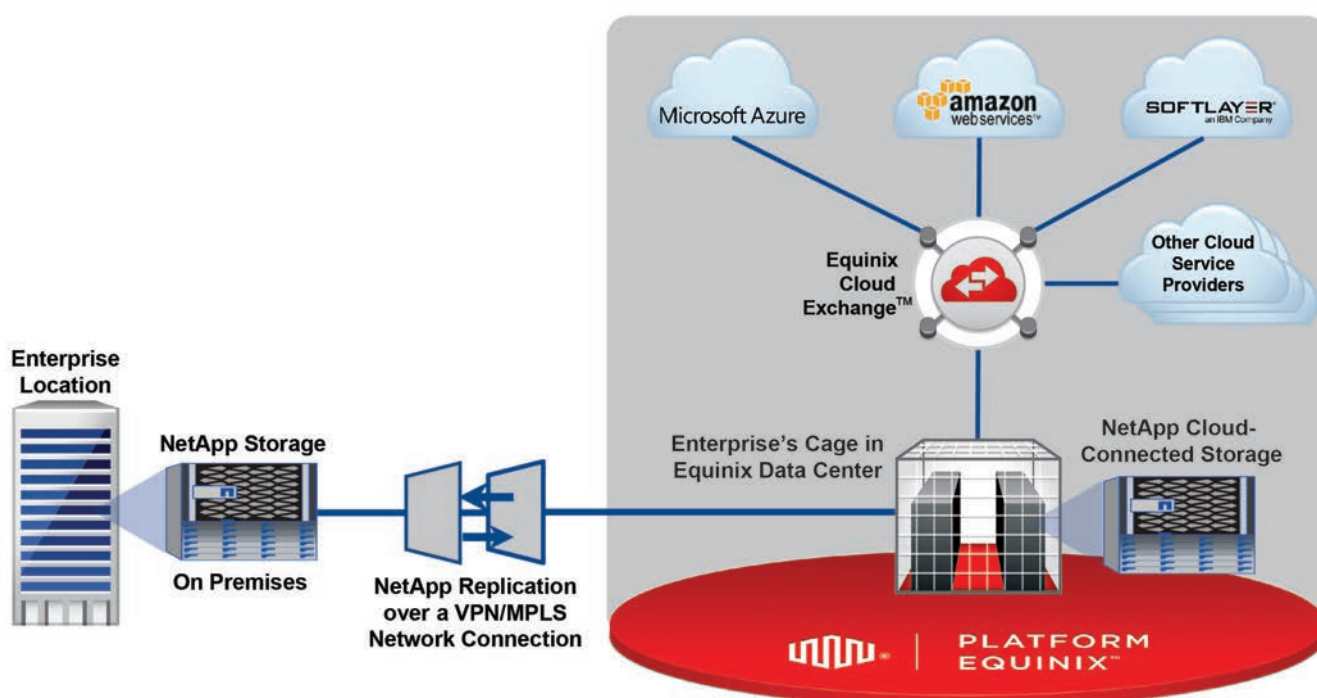
*Exact latency depends on Equinix data center location and other factors.

"We aim to give companies near-instant access to the broadest range of cloud and IT services. Equinix makes it simple and seamless for companies to connect to multiple clouds and networks – and to adjust their use of those services as business needs change."

Greg Adgate, VP Global Partnerships and Alliances, Equinix

"The Equinix Cloud Exchange platform's automated connections give NetApp customers direct, easy access to multiple clouds and managed services. This enables us to connect our infrastructure stack to multiple cloud vendors, expanding opportunities for our customers and our business."

Phil Brotherton, Vice President, Cloud Solutions Group, NetApp

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. To learn more, visit www.netapp.com.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

With 145 global data centers, Equinix enables more than 170,000 connections between customers, making it the world's leading global interconnection platform.

To learn more about our partnership, please contact us.

www.netapp.com
www.equinix.com