ESG BUSINESS JUSTIFICATION BRIEF

AWS Marketplace Series:
Migrating Workloads with NetApp Cloud Volumes ONTAP
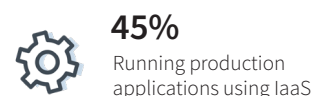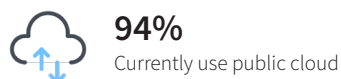
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Applications Are Moving to the Public Cloud

Organizations are moving many applications into the cloud to gain agility, flexibility, and cost efficiency. The vast majority of ESG research respondents (94%) said they currently use public cloud services (IaaS or SaaS), and 38% reported that they follow cloud-first policies. In addition, respondents reported that on average 74% of their current workloads or applications could be targets for moving to the public cloud in the next five years.[1]

While test/dev workloads were initially the most common workloads moved to the cloud, today that has changed dramatically. Organizations gain in flexibility and cost savings when applications with unpredictable usage patterns can be spun up or down on demand. According to ESG research, 51% of respondents in North America and Western Europe that are using cloud IaaS are running business intelligence queries, and 45% are running production applications.[2]

94%
Currently use public cloud

74%
Of on-prem workloads could move to cloud

45%
Running production applications using IaaS

However, the journey to the cloud is often neither simple nor smooth. Applications may require refactoring to move, a tedious process that delays cloud deployments. In addition, applications continue to require performance, protection, and security monitoring and management that aligns with their policies and on-premises workloads. How can organizations maintain control of their data in the cloud while gaining agility and cost efficiency? And, in the bigger picture, how can businesses best justify their investments in tools that simplify and speed moving workloads to the cloud?

NetApp Cloud Volumes ONTAP: Speed and Simplify Cloud Applications and Management

NetApp Cloud Volumes ONTAP is cloud-native data management software that runs on AWS infrastructure to address the needs of your storage in the cloud. It enables organizations to manage and protect their AWS cloud storage with the same parameters and policies as their on-premises storage. With Cloud Volumes ONTAP for AWS you can:

Seamlessly move Windows and Linux applications to the AWS cloud, with unified data management across SMB, NFS, CIFS, and iSCSI.

Automate storage provisioning and management for simplification and cost reduction.

Match storage to your needs. Some workloads will need cloud storage that provides non-disruptive services for production applications and file services; others may require less stringent SLAs for test/dev or disaster recovery capacity. With Cloud Volumes ONTAP, you can select the right virtual storage environment for each workload.

Minimize cloud storage footprint and costs with primary data deduplication, compression, and thin provisioning.

Protect data and reduce costs with NetApp SnapMirror replication, and NetApp Snapshots for nearly instantaneous, application-consistent, point-in-time data copies that can be rapidly recovered while minimizing storage capacity and cost.

Centralize management with NetApp Cloud Manager software for installation, resource assignment, and provisioning.

Choose your consumption model, either pay-as-you-go (charged on an hourly basis,) or bring-your-own-license (with 1-, 2-, or 3-year subscriptions). This supports applications that need to be quickly provisioned on demand for short periods of time as well as deterministic workloads for the long term.

Scale easily with high availability.

Why AWS Marketplace?

Choose from thousands of solutions

Manage cloud storage with NetApp Cloud Volumes ONTAP

Pay only for what you use

AWS Marketplace is a digital catalog with thousands of software listings from independent software vendors that make it easy to test, buy, and deploy software that runs on AWS. Solutions are available through a wide variety of delivery methods.

Other benefits include:

- Ready-to-run software.

- Searchable catalog.

- Detailed usage tracking.

- Free trials.

- Simple procurement, no provisioning required.

ESG Business Justification

- AWS Marketplace brings one-click shopping to enterprise-class IT. Organizations can quickly and easily spin production workloads up and down with NetApp Cloud Volumes ONTAP's flexible, on-demand provisioning.

- ESG observed how Cloud Volumes ONTAP offers high performance, high throughput, and low latency for uncompromised production workloads in the cloud.

- Cloud Manager simplifies configuration, deployment, and ongoing management and can automate data movement to and from the cloud.

- RESTful API calls enable automation and orchestration.

- Cloud Volumes ONTAP supports containerized workloads with Kubernetes integration.

- Cloud Volumes ONTAP allows organizations to monitor their cloud resources to understand usage and costs over time, enabling them to choose when to move workloads to the most cost-efficient storage.

- Organizations can choose to manage their cloud storage or take advantage of NetApp's fully managed service.

- Enterprise-class features such as NetApp SnapLock file locking, FlexClone volumes, and data tiering to object storage are also supported.

- Compliance and data encryption ensure security controls.

- For customers that already have on-premises NetApp storage, Cloud Volumes ONTAP provides the same familiar file system experience, eliminating the need to acquire new skills .

Why Cloud Volumes ONTAP?

Simplify and speed moving workloads to the cloud

Leverage enterprise-grade storage features in AWS cloud

Reduce costs

Maintain control

Retain protection and security

Benefit from flexible consumption models and pricing

The Bigger Truth

According to ESG research, 64% of respondents say IT is more complex than two years ago.[3] Organizations want to take advantage of the cloud to improve operational efficiency, reduce costs, and increase flexibility and agility, but getting there is often the stumbling block. The challenge is to find a way to leverage the cloud in the most efficient and effective way to deliver enterprise features while reducing cost and complexity.

ESG believes there is ample business justification for investing in NetApp Cloud Volumes ONTAP on AWS Marketplace, which can help customers quickly and easily get applications to the cloud. Production applications in the cloud need the same advanced storage functionality as on-premises, and Cloud Volumes ONTAP offers no-compromise performance, availability, and protection. To reduce costs, increase efficiency, and maintain control of storage in the cloud, Cloud Volumes ONTAP is worth a serious look.

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