



NetApp

Microsoft
Azure

NetApp Cloud
Volumes ONTAP

Westcon  Comstor

NetApp Cloud Volumes ONTAP

Optimize your cloud storage costs and performance while enhancing data protection, security and compliance with industry-leading data management.

What Is Cloud Volumes ONTAP?

NetApp Cloud Volumes ONTAP is the industry's leading cloud data management solution built on NetApp's proven ONTAP storage software, available natively on Amazon Web Services (AWS), Microsoft Azure and Google Cloud Platform (GCP) clouds

The challenge

Companies across all industries are leveraging cloud to drive business growth and innovation. But despite the fast cloud adoption, most traditional enterprise applications still run on premises to migrate traditional applications to cloud. Organizations need to modernize applications, acquire new knowledge, and update policies. This makes your cloud journey slow, expensive and complex

What Does It Do for Your Customer?

Cloud Volumes ONTAP gives your customers the ability to seamlessly move data from the edge to the data center to the cloud and back. It brings the hybrid cloud together by tying NetApp on-premises storage systems to AWS/Azure/GCP environments and serves as the central point of control. Cloud Volumes ONTAP provides robust data protection (backup, archiving and Disaster recovery) for workloads in AWS, Azure and GCP – often a customer's first stage of their "cloud journey." More importantly, Cloud Volumes ONTAP enables them to optimize storage consumption and dramatically reduce costs.

The opportunity

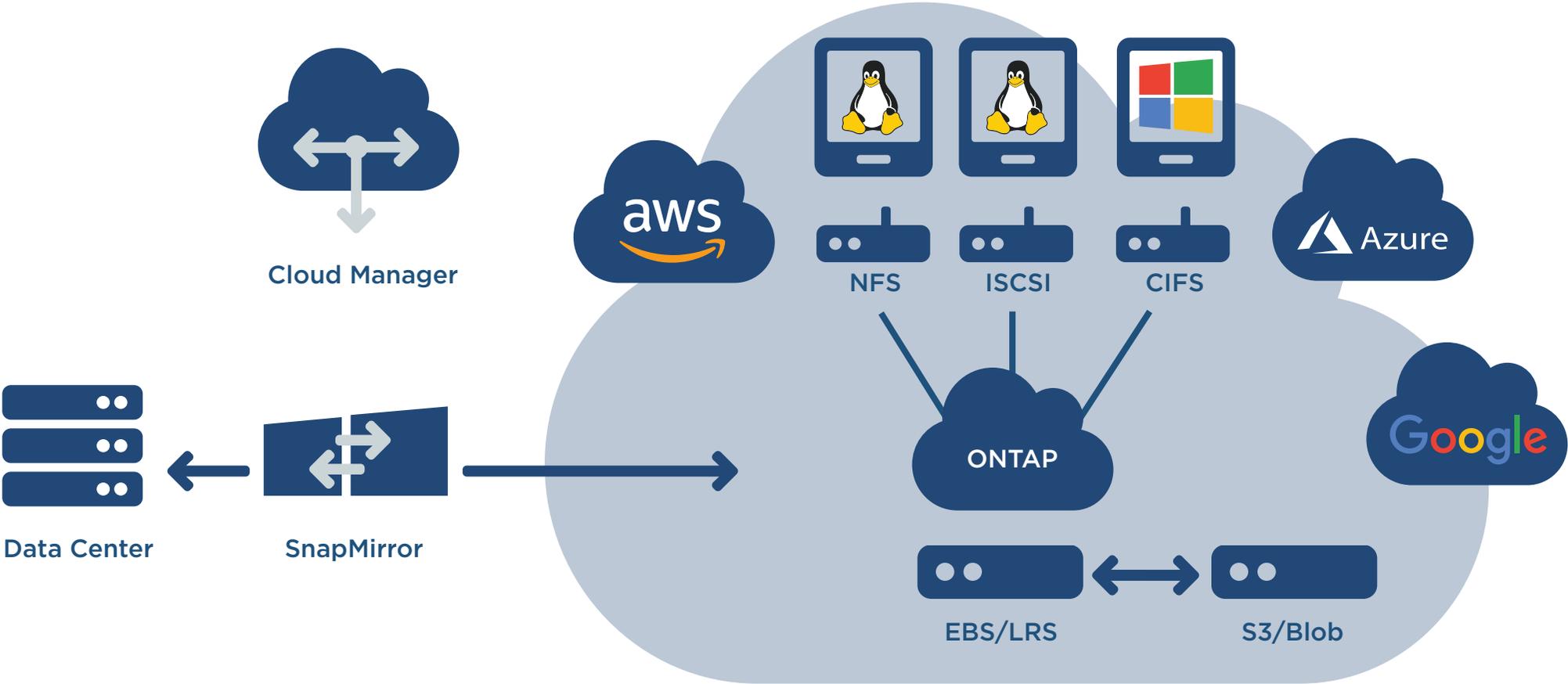
Get the freedom to run traditional and cloud native applications anywhere and move them across the hybrid multi cloud, without redesigning your code, your processes, or your teams. Harness cloud advantages faster, and at lower costs, and get peace of mind, knowing that your data is always available, secure and compliant.



Cloud manager

NetApp management suite

Manage and monitor cloud storage on site or directly in the cloud.



How Cloud Volumes ONTAP Can Help You Address Your Customer's Challenges

Customer Challenge

- Get cost-effective data protection: backup and disaster recovery (DR)
- Reduce AWS, Azure or GCP storage spend
- Migrate workloads seamlessly in a hybrid multicloud environment
- Keep data secure
- Maintain business continuity

Why Use Cloud Volumes ONTAP?

- Recover from data loss with seamless failover, fallback, and restore, while keeping storage consumption to a minimum
- Dramatically reduce AWS, Azure or GCP storage costs with the storage-optimizing technologies of Cloud Volumes ONTAP
- Enable simple point-and-click provisioning, deployment, and management of storage in AWS, Azure or in GCP and on premises
- Secure data-at-rest in AWS, Azure or in GCP, while giving them full ownership of the encryption keys
- Ensure that data in the cloud is always available

How Does It Work?

- Native ONTAP replication between clouds; data efficiencies in ONTAP
- Pay for the cost of a 2-year license in a few months; Prove it with the TCO Calculator
- NetApp OnCommand® Cloud Manager, the free underlying management tool that deploys and manages Cloud Volumes ONTAP
- Cloud Volumes ONTAP-managed encryption
- Cloud Volumes ONTAP supports a two-node solution within different availability zones in AWS, Azure or GCP

Where Are the Potential Sales Opportunities?

- NetApp customers with ONTAP AFF, FAS, and HCI systems who want the same enterprise data management in the cloud as they are accustomed to on-premises
- Customers consolidating data centers and moving workloads to the cloud
- Customers who want to use AWS, Azure or GCP for backup and disaster recovery
- Customers with workloads currently in AWS, Azure or in GCP who want to decrease their storage spend

What You Will Sell

- Cloud Volumes ONTAP for AWS, Azure or for GCP, available as:
- Bring Your Own License (BYOL): 1/2/3-year licenses purchased through distribution -or-
- Pay As You Go (PAYGO) License: multiple hourly priced options purchased through the AWS, Azure or GCP Marketplace
- OnCommand Cloud Manager: available for free

Additional resources:

- Use the TCO Calculator to estimate how much your customer could save in AWS or Azure storage costs by adopting Cloud Volumes ONTAP
- Offer a free custom assessment with the NetApp Cloud Assessment Tool to show customers how they can monitor AWS or Azure cloud storage resources to optimize efficiency and data protection while saving money
- Help your customers with a free 30-day trial or a proof of concept, if necessary

Eight reasons to use NetApp Cloud Volumes ONTAP



Cost

Drastically lower TCO for standard cloud storage



Performance

Faster response time on cloud storage



Portability

Simple, fast replication across zones, regions, and clouds



Protection

Peace of mind, knowing that your data is always restorable



Security

Built-in data security that you can control



Privacy

Always-on All-driven privacy compliance controls



Flexibility

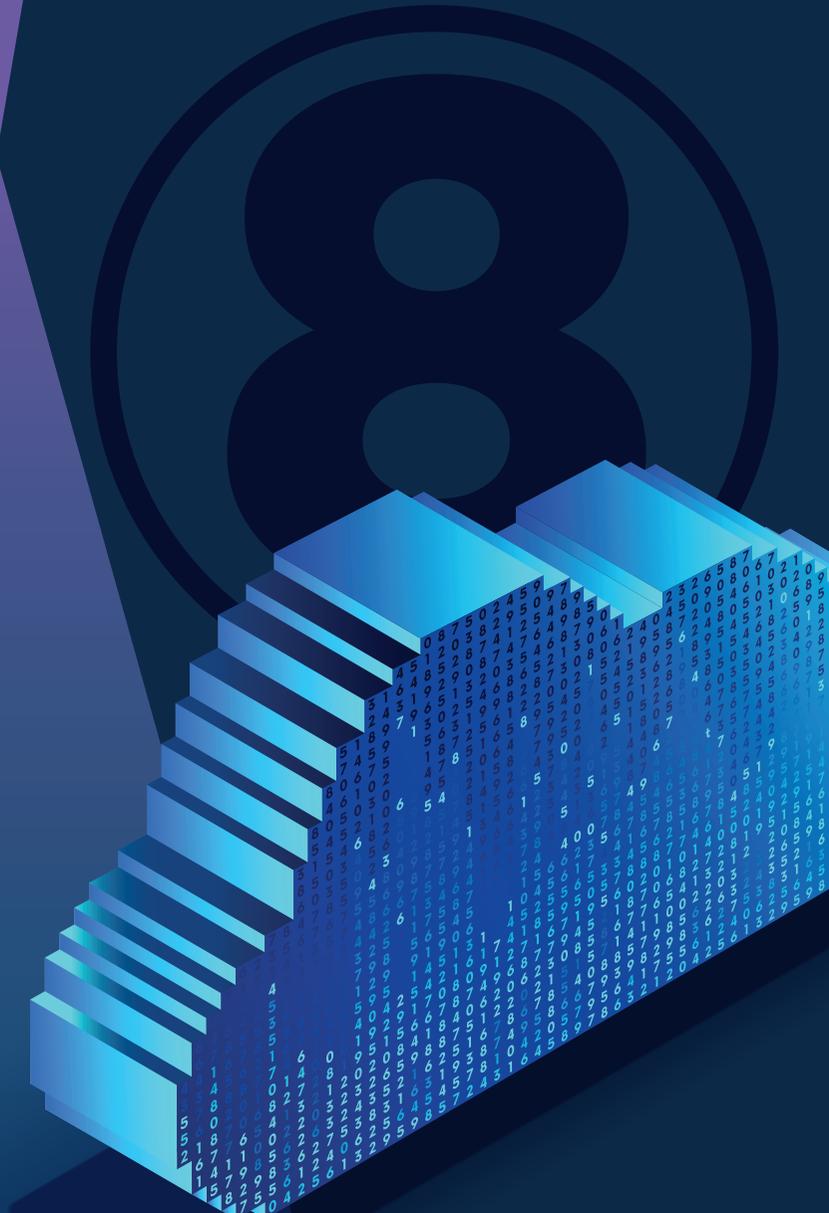
Manage storage in AWS, Azure, Google Cloud, or on-premises



Availability

ensure that data in the cloud is always available

NetApp



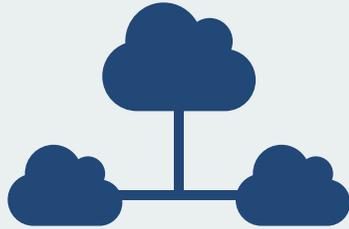
Where NetApp adds value

Use case

- Quickly migrate applications and run enterprise apps and file services in the cloud
- Maintain business continuity and keep data secure
- Dramatically reduce public cloud storage spend

NetApp benefits

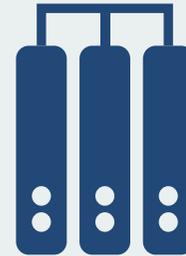
- Move data from on-premises storage to any cloud
- Provision data services in any cloud using the same interface
- Achieve more efficient DR than standard cloud storage and easy to set up
- Leverage NetApp ONTAP features and in-house ONTAP expertise
- Storage efficiencies reduce cloud footprint
- Tiering puts infrequently accessed blocks into less costly object/blob storage



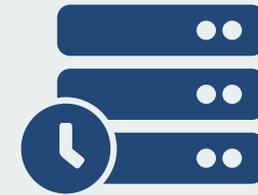
Business applications



DevOps solutions



File and block storage



Disaster recovery

Licensing

Free Edition

- Deploy Cloud Volumes ONTAP up to 500GB, free
- VO NFS/SMB single node
- VO File High Availability (HA)
- No term limit
- Upgrade when you need more capacity

Essential

- Deploy Cloud Volumes ONTAP from the AWS marketplace or NetApp sales for AWS, Azure and Google Cloud
- CVO NFS/SMB single node file or High Availability (HA)
- Monthly or Fixed Terms 1yr, 2yr, 3yr
- Capacity minimum 4TB

Professional

- Deploy both Cloud Volumes ONTAP and Cloud Backup from the AWS marketplace or NetApp sales for AWS, Azure and Google Cloud
- CVO NFS/SMB High Availability + Cloud Backup
- Monthly or Fixed Terms 1yr, 2yr, 3yr Capacity minimum 4TB

Eight Benefits of NetApp Cloud Volumes ONTAP



Multi-cloud support

AWS Azure and GCP



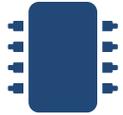
Multi-protocol support

NFS, CIFS, iSCSI



Storage efficiency for cost savings

Thin-provisioning, deduplication, compression, compaction



GUI driven deployment and management

- Cloud Manager helps deploy and monitor storage in the cloud and helps ease license, entitlement and upgrades
- System Manager manages on-prem systems and Cloud Volumes ONTAP



Security

Data encryption at the level of the storage volume



Data management

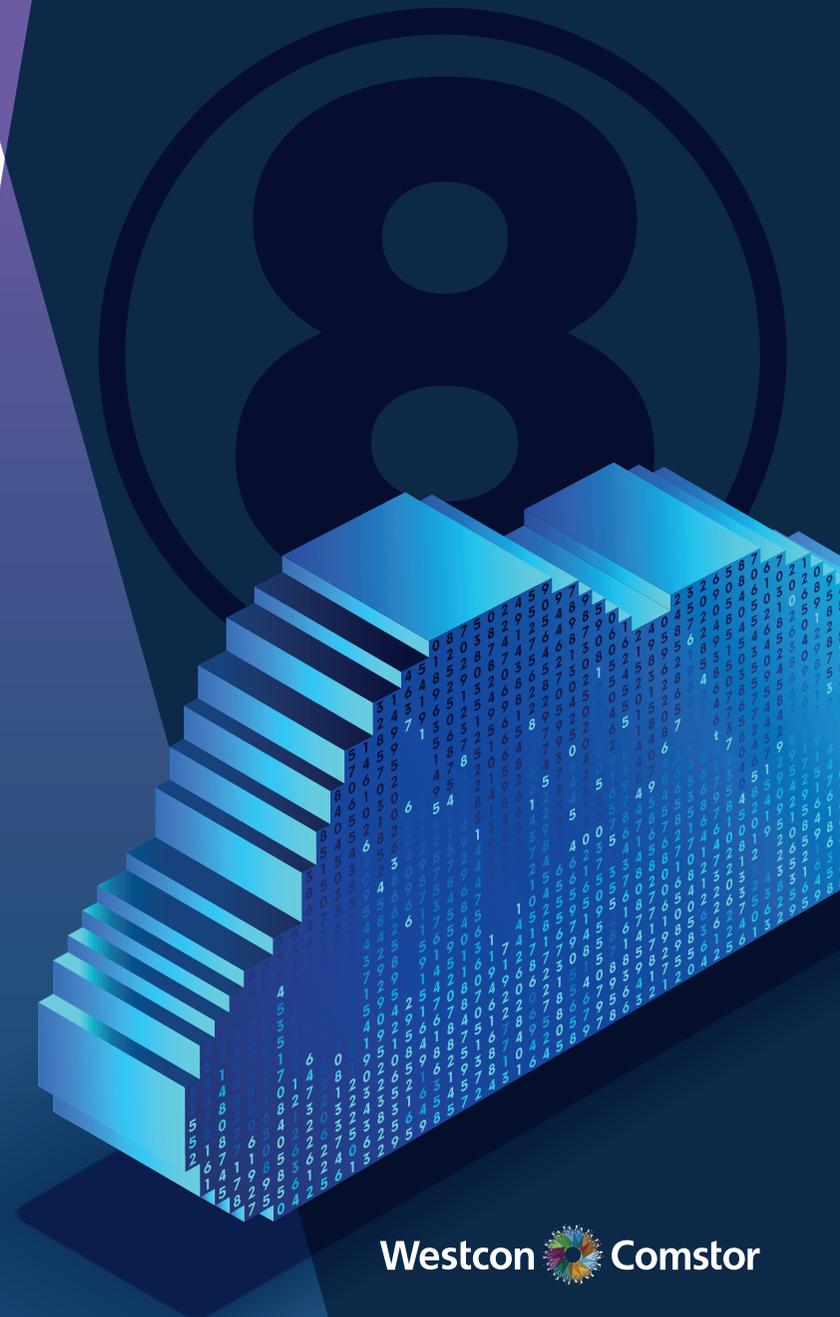
PIT recovery of data using zero-impact ONTAP Snapshot



Policy based tiering to lower cost storage tiers



Disaster recovery and failover using SnapMirror



Where does Westcon-Comstor fit in?

Introducing Westcon-Comstor | Cloudplace

The Westcon-Comstor CloudPlace programme is open to all partners, whether you're partnered with Microsoft or one of our other vendor partners. What we offer is quick, seamless onboarding onto the Azure Marketplace without unnecessary admin hoops to jump through.

As a member of CloudPlace, you get immediate access to the Westcon-Comstor product specialists, technical consultants, and vendor certified training. Furthermore, your account team will simplify the Azure Marketplace selling process for you.

By joining the CloudPlace programme, I have managed to achieve:

- Reduced overheads because Westcon-Comstor has taken over all my Azure admin
- I can focus on my strengths and deliver clients a cloud solution without drowning in setting up processes and platform requirements.
- I am 100% involved in my client's cloud buying cycle and even have access to volume discounts.
- I can sell multiple Azure solutions without worrying about being certified for each one.
- I can accelerate the journey from quote to solution delivery, meeting my customer's demands.

It is also a two-way street; those ISV partners looking to onboard and sell their solutions on the Azure Marketplace ask us how we can take you from "building" solutions to "selling" them.

Bottom line?

The Westcon-Comstor CloudPlace programme ensures you benefit from every sale on the Azure Marketplace while we manage the process of getting you in there and keeping you there.

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Kickstart your Westcon-Comstor Cloudplace

