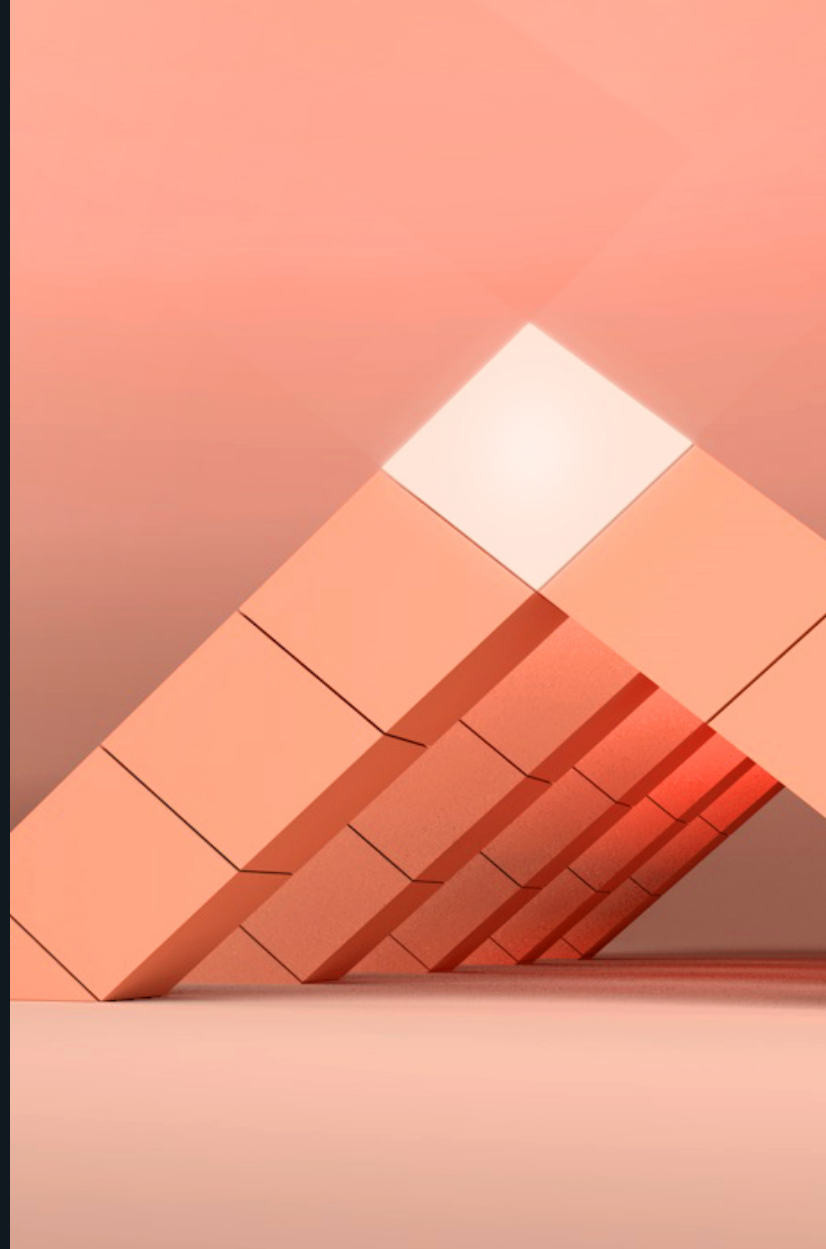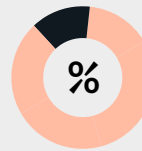# NetApp Keystone

Cloud storage on and off your premises, with payments to fit your business.

NetApp® Keystone provides a portfolio of payment solutions and storage-as-a-service offerings for hybrid cloud environments to deliver greater agility, financial flexibility, and reduced financial risk that helps you meet your business outcomes, and save on upfront cash.

ⱀ NetApp

Flexible Consumption for Financial and Operational Advantages

Many companies are moving storage budgets to flexible consumption models. IDC predicts that flexible models will grow by 13.7% in the next year, vs. under 1% for traditional capital expenditure (capex). Why the shift? Pay-as-you-go models (think "as-a-service") better align cost with usage, are inherently more flexible and scalable, and help avoid overbuying and overprovisioning.

CAGR growth, CY18-CY22[1]

13.7% flexible consumption models

0.9% CAPEX

Advantages of flexible consumption:

- Alignment of costs and usage
- Predictable budgeting
- No overbuying or overprovisioning
- Flexibility and scalability

A complete portfolio

NetApp offers flexible payment solutions and cloud storage services that minimize upfront cash.

NetApp Keystone

Flex Pay	Flex Subscription	Flex Utility
• Payment options including creative financing, leasing, and fixed or variable solutions to fit your cash flow. Now includes FlexPod® Consumption Model.	• Pay-as-you-grow subscriptions delivering a seamless hybrid cloud experience. Rapid service adoption with field-proven deployments enables us to bring the cloud to you in as little as 2 weeks.	• A true utility service that aligns costs with actual usage. One subscription for on-premises and cloud services ensures you can easily scale across any cloud. Data fabric in action!

Example use cases

• Wants to own or lease assets, paying over time • Have security requirements that dictate no external monitoring and billing software • Can predict capacity growth • Has a well-managed infrastructure with high asset utilization • Wants to pay for storage based on capacity	• Prefers 100% opex, with no assets on balance sheet • Wants to act as an internal or external service provider and better align costs with usage • Has variable capacity growth • Seeks to reduce time spent on typical storage tasks (migrations, tech refresh, upgrades) • Need solutions for migrating workloads to the cloud, or from the cloud to on the premises • Wants to leverage the cloud for bursting, data migrations, backup, DR, and tiering	• Prefers 100% variable, pay-per-use consumption • Wants a true hybrid multicloud environment • Prefers a single subscription for on the premises and the cloud

Why customers love NetApp Keystone[2]

- **54%** of NetApp customers surveyed prefer nontraditional payment models.
- **66%** see similar pricing, or a net cost advantage, for pay-per-use storage.
- **55%** utilize a pay-per-use model for more than half of their storage.

NetApp Keystone Flex Subscription   Pay for only what you need, when you need it.

Pay for performance
Storage service tiers based on IOPS and latency to meet various workload needs - Extreme, Premium, Standard, and Value.

Pay for use
Predictable billing for committed capacity, plus pay-per-use billing for burst capacity.

Get a bundle price
Hardware, core OS, and support for one $/TiB price. One invoice for your file, block, object, and cloud storage services.

Choose a flexible term
As little as 12 months, 100TiB or more per site. Then, you can auto renew for 12 months or go month-to-month.

Choose who operates
Operated by NetApp, partner, or you. Active IQ integration provides a single dashboard for Flex Subscription and existing NetApp systems.

Leverage the cloud
Single orchestration, provisioning, and management across clouds. Hybrid cloud integration offers bursting, migrations, backups, DR, and tiering to the cloud.
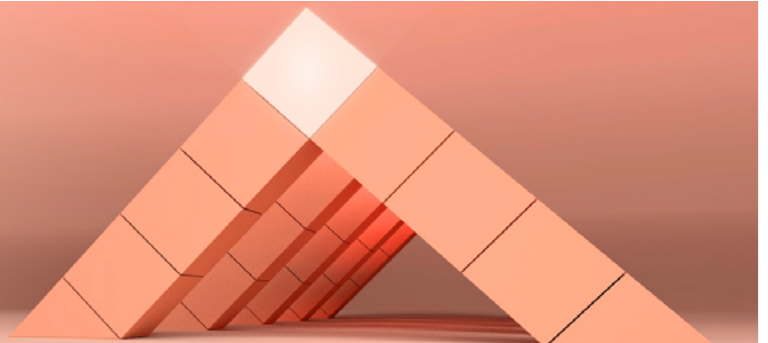
Tier on premises or to the cloud
Automated tiering puts infrequently accessed data on lower cost storage, either on your premises or to any public cloud.

Get advanced data protection
MetroCluster capabilities with RPO = 0 is available for your mission critical workloads.
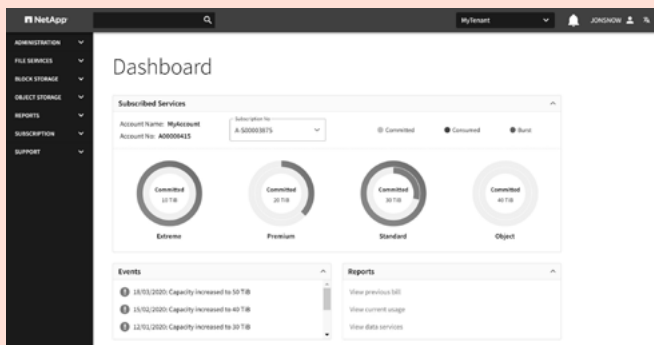
NetApp Keystone Flex Subscription benefits:

- Reduce upfront capital expenses
- Avoid overbuying and overprovisioning
- Align data storage costs with business activity
- Unlock the best of both clouds

- Scale storage across clouds easily
- Simplify purchasing
- Enable IT staff to focus on higher-value projects
- Support improved compliance, performance, and security

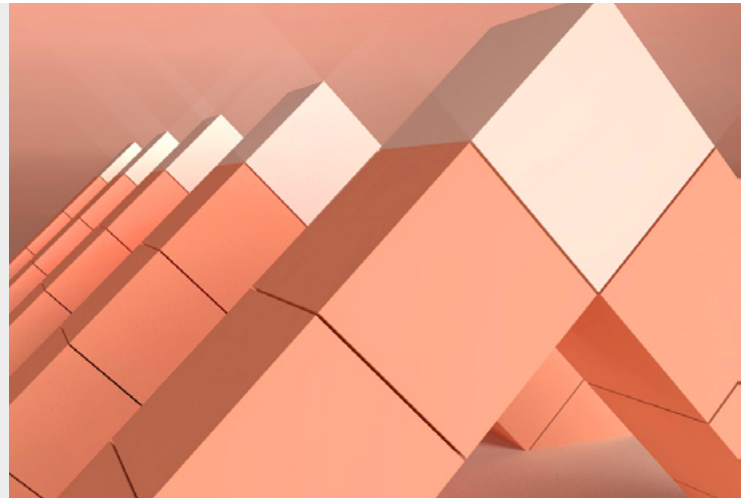## Roles and responsibilities across the service lifecycle

	NetApp Operated	Partner Operated	Customer Operated	
	NetApp	Partner	NetApp	Customer
Build, Configure, and Deploy	✓	✓	✓	
Monitor and Administer	✓	✓		✓
Operate and Optimize	✓	✓		✓
Support	✓	✓	✓	

A simple dashboard lets you monitor and manage your storage usage:

- Monitor committed capacity and usage
- Provision storage and set data protection policies
- Review daily burst capacity, usage, and billing
- Get alerts and notifications for capacity changes
- Gain visibility into monthly and historical billing
- Manage your subscription, by requesting more capacity and additional storage services
- Integrate orchestration tools using NetApp Keystone APIs

NetApp offers Active IQ integration for Flex Subscription as a way for users to view storage-as-a-service details along with information on any other NetApp infrastructure that they own. Active IQ provides a single dashboard view with visibility into capacity usage as well as trend data with the ability to create detailed reports. This visibility spans both on-premises and the public cloud infrastructure. Users can also manage their Flex Subscription via Active IQ with the ability to order new services for their subscription or update the capacity for existing services.

NetApp Keystone Flex Subscription lets you:

- Scale storage across clouds easily
- Pay for what you need, when you need it
- Operate like a cloud everywhere, on your terms
- Budget with predictable storage costs

Get started
Operate, manage, and pay for your storage differently. Getting started is simple.

Plan
Identify use cases that will benefit from a storage-as-a-service offering

Subscribe
- Select your performance tiers and committed capacity
- Select add-ons (data protection and hybrid cloud options)
- Select term (minimum one year and 100TiB per site

Deploy
NetApp delivers:
- Design
- Build
- Install
- Configure
- Deploy
- Onboard

Go
Create your first volume using NetApp Keystone's self-service portal or APIs

Find out what else NetApp Keystone can do for your business. Click here.

1 Extrapolation of data from IDC Q3 2020 Enterprise Storage Systems Tracker.
2 Enterprise Strategy Group, Quantitative Research Findings, July 2019.

■ NetApp