NetApp

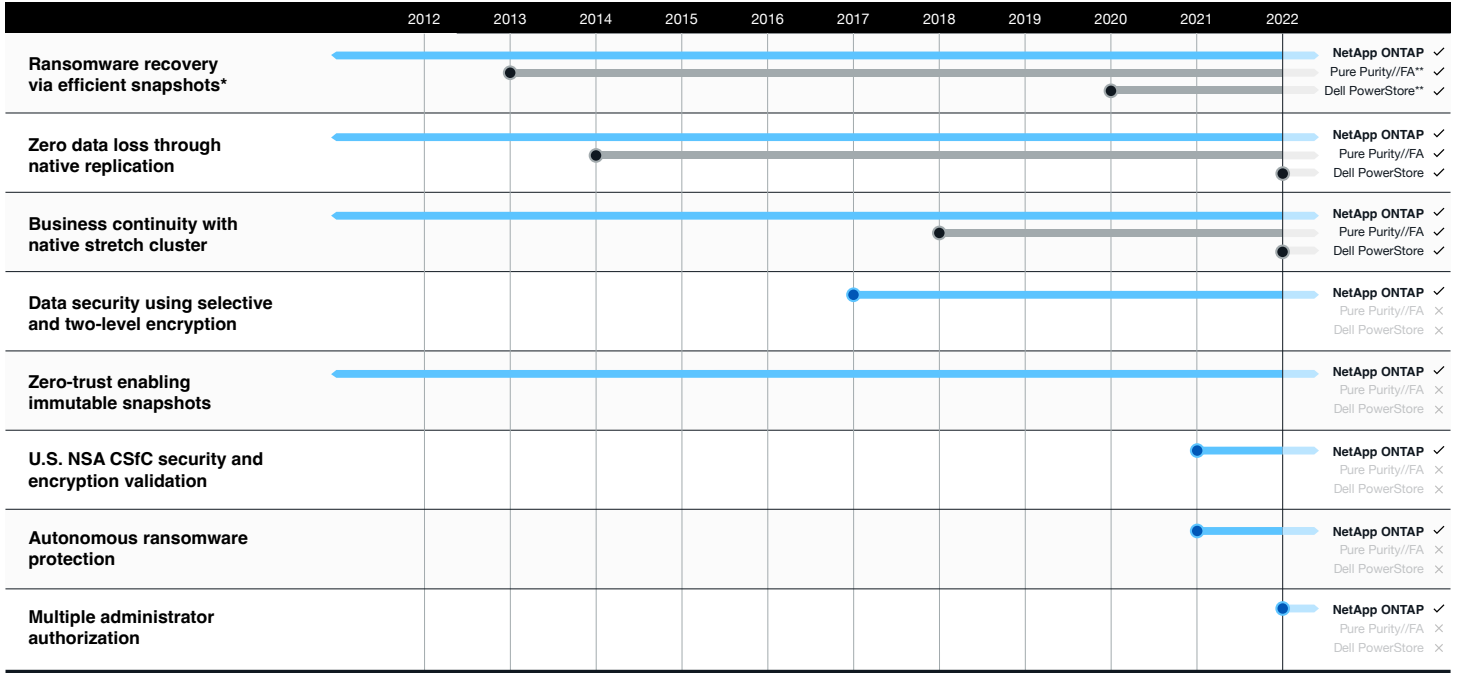# Think you know the future of storage? Think again.

Legacy technology or market disruptor? Data innovator or imitator?
Locked-in-the-box manufacturer or out-of-the-box storage and cloud pioneer?
With all the market claims out there, it's difficult to discern hype from reality.

A legacy of innovation

NetApp is proud of its legacy of innovation. When it comes to data storage, you have a choice. As a proven leader in modernizing and simplifying storage, NetApp works with organizations across every industry to build their data fabric. We can help you strategically address today's complex IT challenges and pave a path to the future.
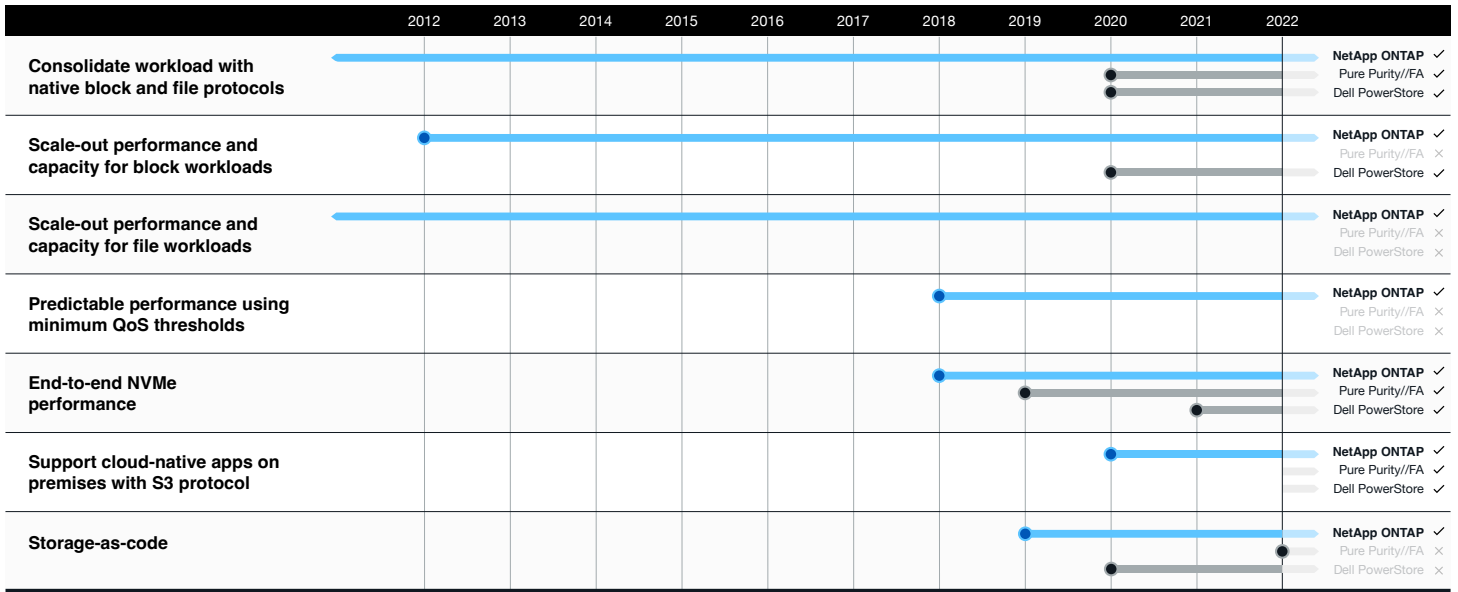
🔒 First in security and cyber-resilience.

NetApp was first to bring ransomware protection, security, data protection, and compliance features to market. That innovation continues today, delivering a unified architecture to protect your most valuable asset—your data.

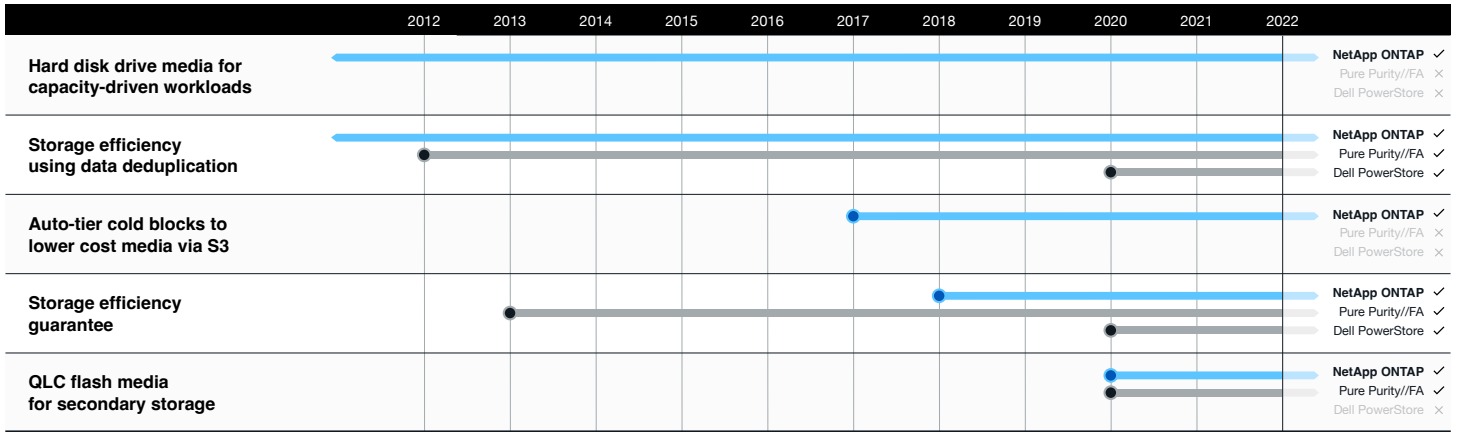| Feature	NetApp ONTAP	Pure Purity//FA	Dell PowerStore
Ransomware recovery via efficient snapshots*	✓	✓	✓
Zero data loss through native replication	✓	✓	✓
Business continuity with native stretch cluster	✓	✓	✓
Data security using selective and two-level encryption	✓	✓	✗
Zero-trust enabling immutable snapshots	✓	✓	✗
U.S. NSA CSfC security and encryption validation	✓	✗	✗
Autonomous ransomware protection	✓	✗	✗
Multiple administrator authorization	✓	✗	✗

🗄 First in performance and consolidation.

From on premises to the cloud, NetApp® storage solutions deliver industry-leading performance. Scale up, out, or to the cloud—any cloud.

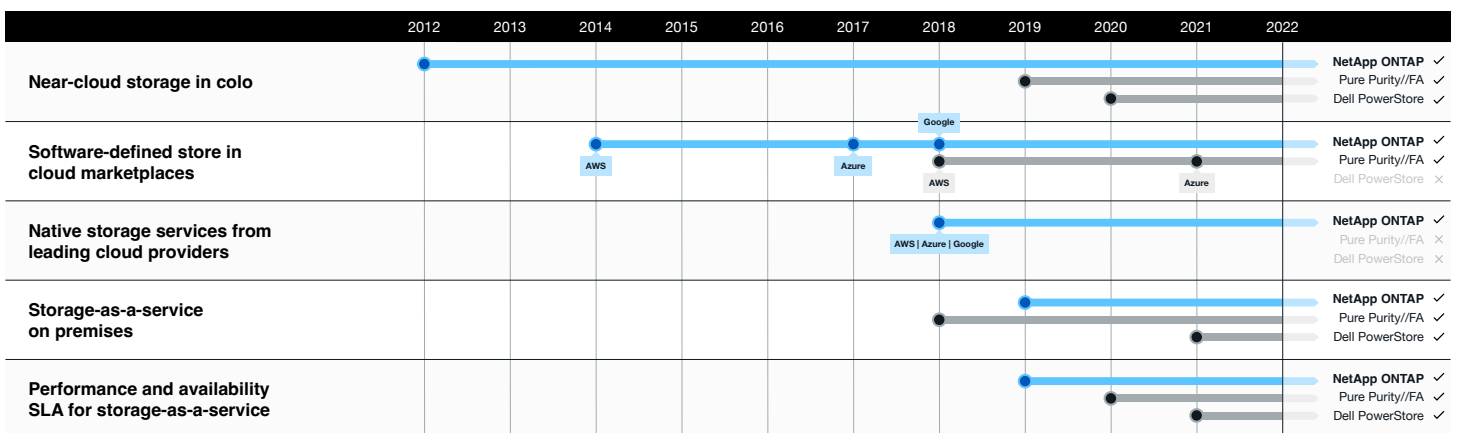| Feature	NetApp ONTAP	Pure Purity//FA	Dell PowerStore
Consolidate workload with native block and file protocols	✓	✓	✓
Scale-out performance and capacity for block workloads	✓	✓	✓
Scale-out performance and capacity for file workloads	✓	✗	✗
Predictable performance using minimum QoS thresholds	✓	✓	✗
End-to-end NVMe performance	✓	✓	✓
Support cloud-native apps on premises with S3 protocol	✓	✗	✗
Storage-as-code	✓	✗	✗

☰ First in storage and cost efficiency.

Achieve industry-leading storage efficiency, backed by the NetApp guarantee. Right-size your storage and take charge of cloud spend.

Feature	NetApp ONTAP	Pure Purity//FA	Dell PowerStore
Hard disk drive media for capacity-driven workloads	✓	✗	✗
Storage efficiency using data deduplication	✓	✓	✓
Auto-tier cold blocks to lower cost media via S3	✓	✗	✗
Storage efficiency guarantee	✓	✓	✓
QLC flash media for secondary storage	✓	✓	✗

☁ First in the public clouds.

NetApp multi-cloud services are second to none. Only NetApp provides data services that work across the biggest clouds, private clouds, virtual machines (VMs), and microservices.

Feature	NetApp ONTAP	Pure Purity//FA	Dell PowerStore
Near-cloud storage in colo	✓	✓	✓
Software-defined store in cloud marketplaces	✓	✗	✗
Native storage services from leading cloud providers	✓	✗	✗
Storage-as-a-service on premises	✓	✓	✓
Performance and availability SLA for storage-as-a-service	✓	✓	✓

First to market is a big deal. So is solution completeness. Selecting the right infrastructure is more than a box-checking exercise. **NetApp has a hard-earned reputation as one of the most trusted names in data storage**, with a robust portfolio of **cyber-resiliency, protection, security, performance, consolidation, efficiency, and cloud**. Cut through the fiction and find a storage partner with a history of innovation who can help you get more out of your data on premises and in the cloud. If you're considering another vendor because you think they are innovating, you should be talking to NetApp.

Choose NetApp →

* Longer lines show a history of innovation.
** Product names are abbreviated due to space constraints. Full product names are Pure Storage Purity//FA and Dell EMC PowerStore OS.

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