Cloud on your terms

Public cloud has come a long way since first becoming popular for easier deployment of compute resources. Now, cloud providers give you nearly infinite options to configure your public cloud experience and leverage services like cloud-native application development, AI and big data analytics, and IoT and machine learning. By now, your infrastructure, applications and data have extended across any number of clouds – private and public, each with its own service stack, tools and APIs. The complexity of managing multi-cloud, and integrating it successfully into your on-premises and private cloud environments, is preventing your business from unlocking the deep value of your data and accelerating your digital transformation.

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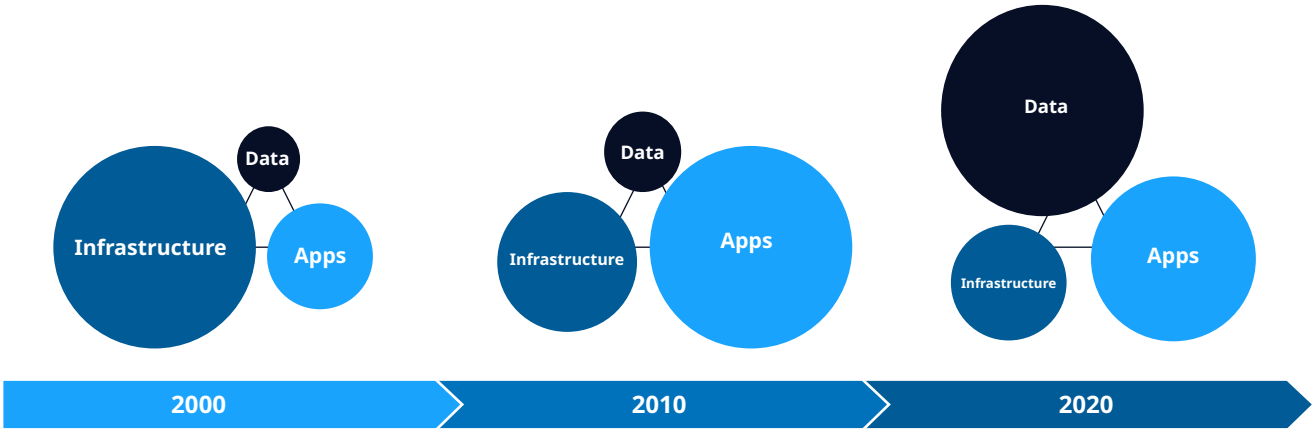

A shift in IT conversations from infrastructure to data

Conversations have changed over the last couple decades. Twenty years ago they were centered around technology that enabled the infrastructure required to run key applications, which in turn produced data. Data protection needs were localized, as were recovery solutions.

As we moved into the era of virtualization, the scope and definition of data expanded. Applications, operating systems, virtual machines, configurations, templates, and the data created by all of these now needed to be protected. Businesses became more dependent on applications, as well as the data they created and consumed. Infrastructure started to commoditize with mid-range modular systems replacing high-end, bespoke solutions.

And now, converged and hyper-converged infrastructures have grown in popularity, further simplifying infrastructures, and more and more applications (and even businesses) are born in the cloud where infrastructure is a diminished part of the discussion.

Meanwhile, the quantity of data has grown, and with it, the need to extract business insights from it. This requires control over where data resides and having the tools and applications to mine its value.

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Let's talk about your cloud journey

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Let's talk about your cloud journey

Data management is critical

Data is the key to unlocking new business insights and driving market-leading change, making data management the lynchpin to any transformation vision. To transform data management, businesses have to:

Integrate and simplify hybrid cloud operations, migration and automation

Deliver agile infrastructure services to meet modern business needs

Govern and manage data to ensure efficiency, compliance and quality

Deliver agile, secure, and cost effective software-defined WAN for hybrid cloud

Transform how employees, customers and things connect and collaborate

At the same time, data is increasingly:

Distributed
Data no longer lives in your data center alone. Enterprise data is distributed across multiple sites and clouds.

Dynamic
Because data sets quickly grow and change, it's difficult to keep up with or track where data is and where it came from.

Diverse
New data sources and new data types are complicating data management.

> NTT and NetApp have fully embraced hybrid and multi-cloud in our solutions and services to help clients avoid data silos. **We provide the tools, services and resources to create consistency across clouds to allow full mobility across environments so you can place and manage data wherever your business needs it.**

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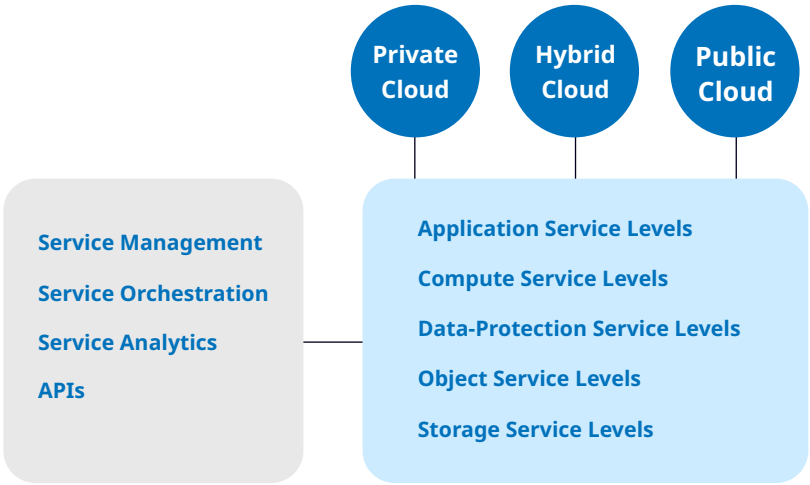
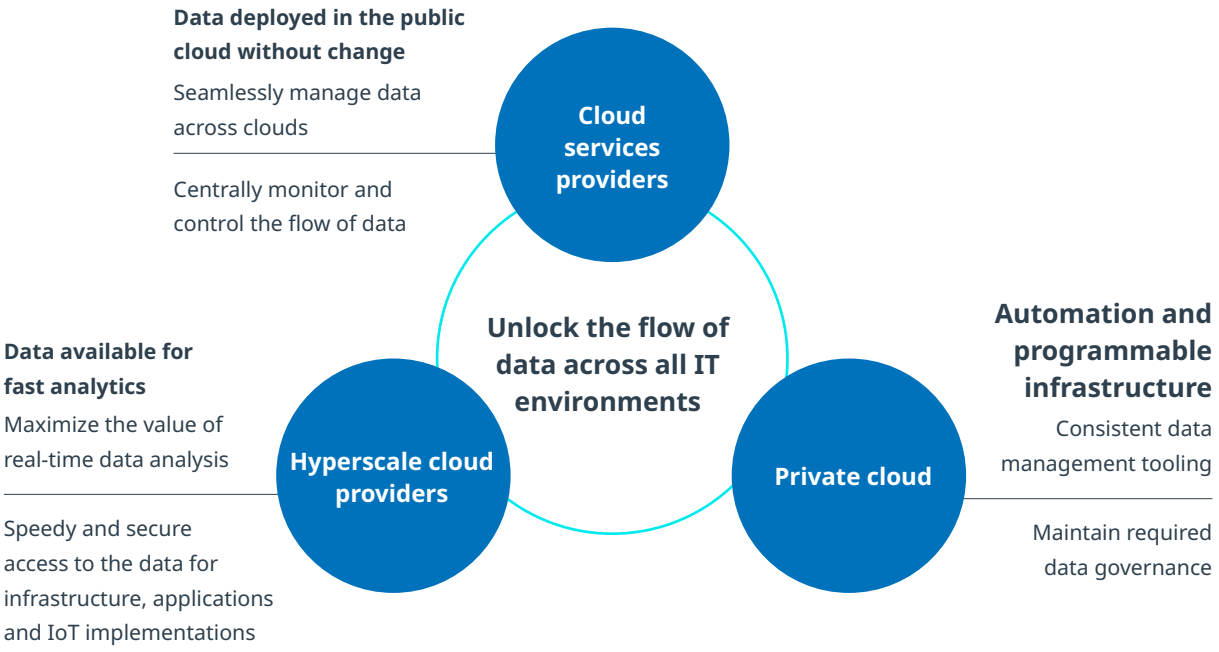
Let's talk about your cloud journey



Unleash the power of your data across hybrid cloud

If you're not turning your data into a strategic asset, you're missing a big opportunity. What does it look like when the power of your data is unleashed?



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Data Fabric

> Data Fabric is an architecture and set of data services that provide consistent capabilities across a choice of endpoints spanning on-premises and multiple cloud environments. **Data Fabric simplifies and integrates data management across cloud and on-premises to accelerate digital transformation.**[1]

Let's look at how we work with NetApp to optimize data across hybrid cloud, unleashing the power of the data to expand touch points and generate innovation.

1. **Optimize data across hybrid cloud**
   NTT uses an infrastructure approach to data management to allow data to work seamlessly across public and private cloud. We offer services to design, implement, support, optimize and secure infrastructure, improving operations and reducing costs. This includes the use of NetApp Data Fabric and Cloud Data Services to connect public cloud into dedicated client environments and on-premises assets.

2. **Make data available when and where it's needed**
   NTT offers a global data center presence with secure direct connections to all the major hyperscalers, reducing latency and putting data close to your users. NTT data centers also create an availability zone where customers can place data when they need greater control over location to meet regulatory compliance.

3. **Optimize data on the edge**
   Architectures are designed for optimal performance, tiering and moving data depending on access requirements to balance performance and cost. NTT's leading SD-WAN and LAN management coupled with NetApp Data Fabric for hybrid cloud makes this a reality.

4. **Bring it all together**
   We use a consulting-led approach to ensure your hybrid cloud is designed to support your business and data objectives, and to make it easy to securely migrate workloads on and off the cloud. Applications, the heart of the business, drive architectures to ensure the user experience is optimal from on-premises to the edge.

[1] www.netapp.com/us/info/what-is-data-fabric.aspx

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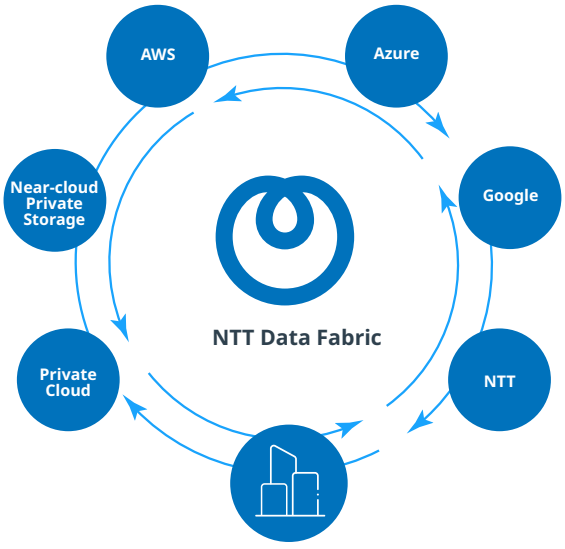
Data mobility with NTT and NetApp

NTT has wrapped its global capabilities and services around NetApp technologies to provide the hybrid cloud infrastructure you need for true data mobility.

NTT

- State of the art hosting
- Advanced network services
- Application management
- Communication services
- Cloud expertise
- Managed services
- Security
- Global scale and reach



NetApp

- Robust and resilient platforms
- Data storage expertise
- Superior functionality
- Cloud embedded services
- Data management expertise
- Consistent end points
- Data mobility
- SDDC leadership

NTT for hybrid cloud and data management

We address entire scope of hybrid cloud and guide clients to choose the right solutions for their desired business and data management outcomes.

NTT helps clients:

- Achieve lowest cost platform by freeing up expensive cycles and using consumptive solutions
- Accelerate, optimize and secure storage, network and infrastructure for best user experience
- Experience consistent visibility and control across environments through an agile network
- Migrate workloads to and from different clouds to maximize performance and cost
- Ensure optimal service with global 24/7 maintenance, support and managed services
- Add an extra level of security to applications

NTT's areas of hybrid cloud expertise

Data architecture and management

Services designed to extract the value you need out of your data to gain business advantage, while ensuring critical data is governed, secure and available.

Infrastructure modernization

Move to software-defined infrastructure automation to speed up access to data, support app performance and enable business agility.

Application-first hybrid cloud

Engage the optimum venues for applications with new visibility into app metrics, tailored deployment strategies and highly agile, secure and cost-effective platforms.

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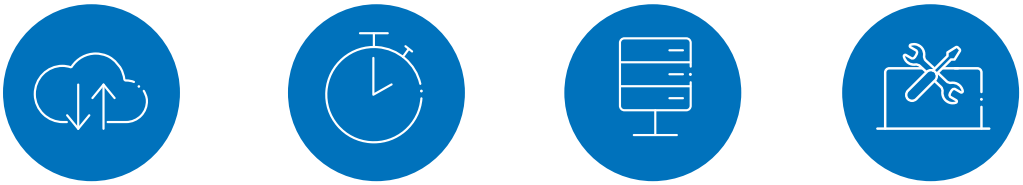
Let's talk about your cloud journey

Bringing in the right resource to assist you

NTT are specialists in public cloud migrations and the organization is recognized as an **AWS Premier Consulting Partner, Google Cloud Premier Partner** and **Microsoft Azure Expert MSP**. Solutions we can help with include:



Cost analysis, visibility and management in the cloud

Once you have moved your workloads to the cloud, ensuring you have clear visibility of cloud costs and management of those workloads is crucial to any deployment. NTT and NetApp can provide insight into your cloud deployments, with recommendations on whether workloads are in the most cost-effective tier.

NTT's Solution Insight platform enables to you govern and manage your multi cloud estate through a single pane of glass and provides visibility, governance and management of your complex IT estate. Our sophisticated, customizable and powerful service catalogues allow you to discover, classify, govern and manage your public and private clouds while controlling spend and ensuring resource optimization.

Let's talk about your cloud journey.

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