Dell vs. NetApp: Don't let cloud be an afterthought
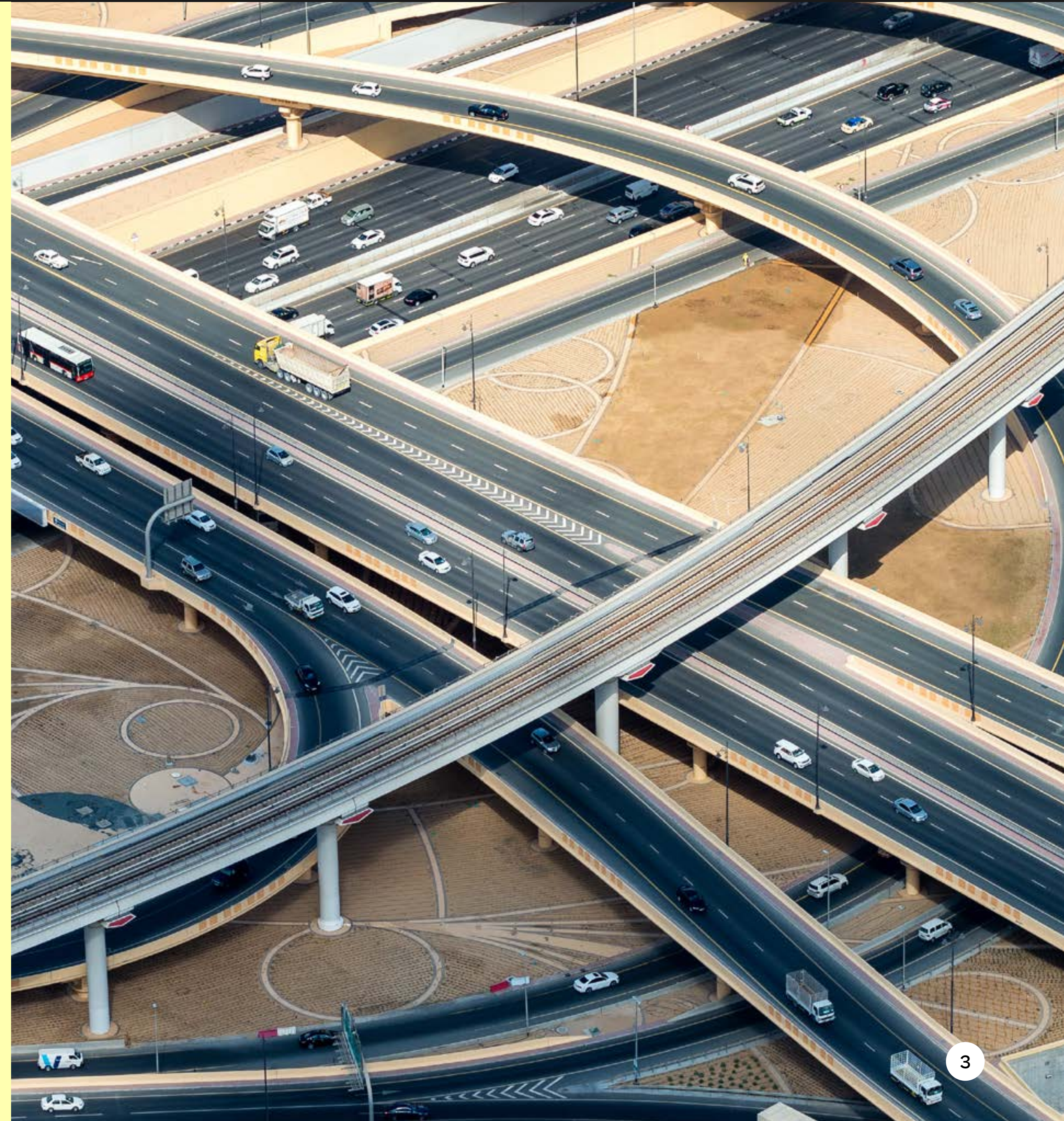
NetApp

Contents

It's time to put on your belt, suspenders, and overalls

Nearly everything seems uncertain now. With so much out of your control, you need to take a comprehensive approach to business continuity, as well as to infrastructure disruption. As an IT professional, you are a frontline hero responding to the increasing demands of an aging infrastructure and an evolving IT landscape.

Amid this rapid change, Dell Technologies is asking you to migrate your data center… again.

Asking you to absorb the full operating expenses of a forklift data migration may be good for Dell's business, but it's not necessarily the right thing for your bottom line. It's time to consider your options.

In this eBook we'll help you determine where your data center stands, and what you need to have in place so you can pave a path to the cloud today.

3

Catch the wave, connect your data, connect the world

IT evolution happens in waves. And like ocean waves, one doesn't come to an end before the next one begins. We see the data services market evolving in three waves:

1

First wave:
It's all about infrastructure

Users and applications create data, and infrastructure delivers capabilities around capacity, speed, and efficiency. The role of the storage vendor is to protect, secure, and accelerate access to this data. First wave capabilities are table stakes.

2

Second wave:
Virtualization takes hold

In the second wave the definition of data changes. With the massive adoption of virtualization, the application, the operating system, and the virtual machine are all now defined by data. What's more, you need a shared storage platform for virtualization to work. The role and data capabilities of storage vendors now manifest themselves in virtual environments. In this wave you can protect entire virtual environments from applications to virtual machines and right through to the data being created. Data services make your virtual environments better. If you aren't able to take full advantage of the second wave, you have a problem.

3

Third wave:
Connect your data, connect your world

Now in the third wave it's all about the cloud, in all its forms: private, public, hybrid, multicloud, and hybrid multicloud. Once again data becomes a bigger focus.

What data do you have? Where is your data? Is your data protected? Is your data secure? Is your data compliant? Can your people access data at the right time in the right place and at their right pace?

Your on-premises platforms need to be cloud connected or cloud integrated, with the flexibility for you to run your applications in the world's largest clouds if you choose. This means that you can now add real value and benefits as you embrace cloud to equip your business with the speed and innovation necessary to not just survive but to thrive.

Seven questions to ask about your data center

All three waves are continuous. Is your data center stuck in the first wave? Is your data center struggling to catch-up to the second wave? Or is your data center on the fast track to the third wave?

If you have a Dell data center, here are seven questions to help you figure out where you stand.
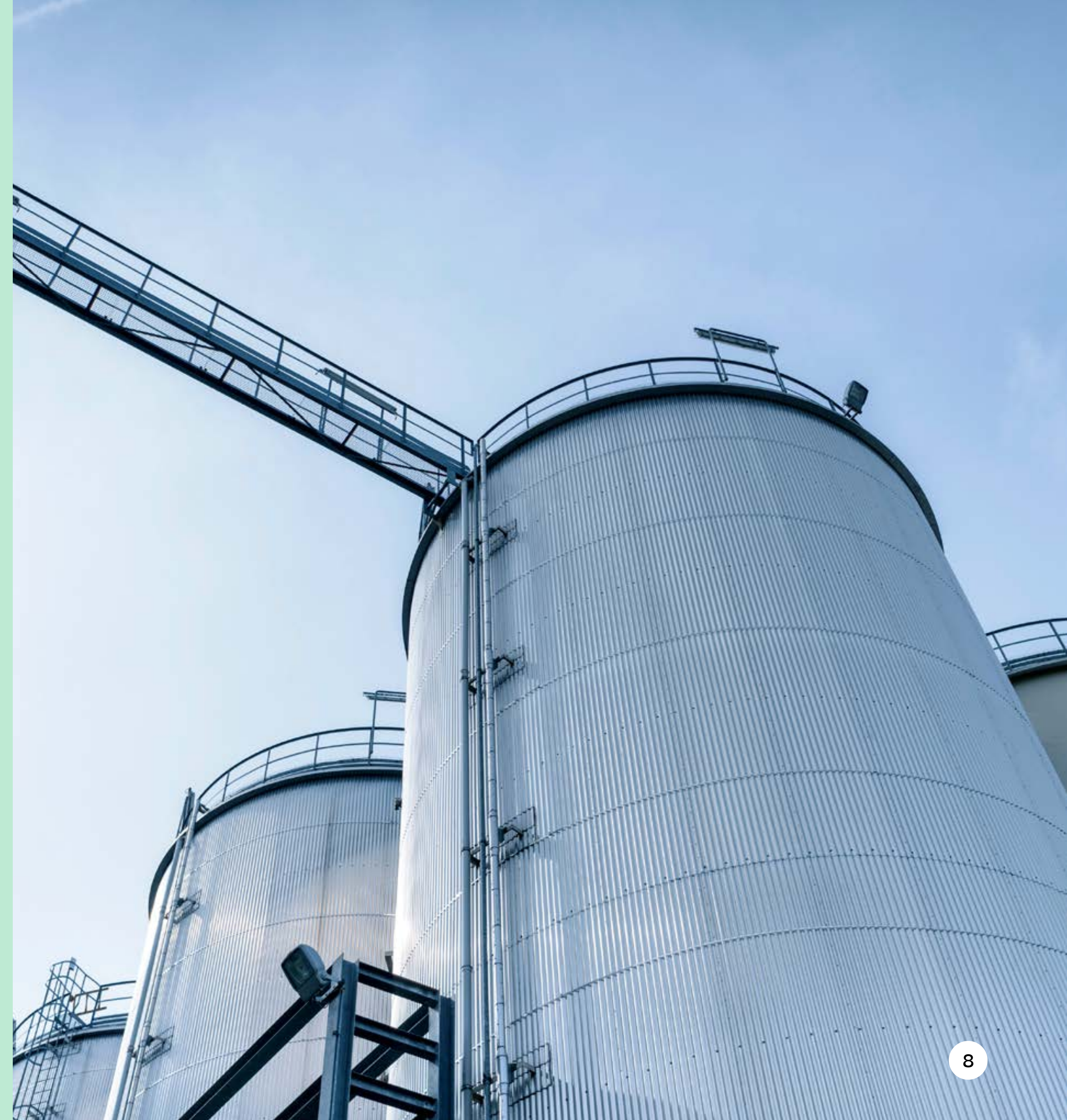
1

Is your data center making your life complex?

Dell products add operational complexity, run up capital expenditures and increase TCO, while adding to the "hidden factory" of operating expenditures. Multiple platforms and data management offerings lock you into a web of overlapping licensing and maintenance contracts, leaving you with a complex mess. Look for a vendor who can simplify your investment and minimize financial risk.

2

Is your data siloed?

Dell is a hardware company, focused on its many hardware product challenges. Just because you deploy Dell's portfolio, doesn't mean that all its products work together. Dell has five different automation frameworks, 15 different command line interfaces and 10 different application programming interfaces. To thrive in the third wave, you need a data services company that is focused on solving data challenges with hardware, software, and services that work together on premises and in the cloud.
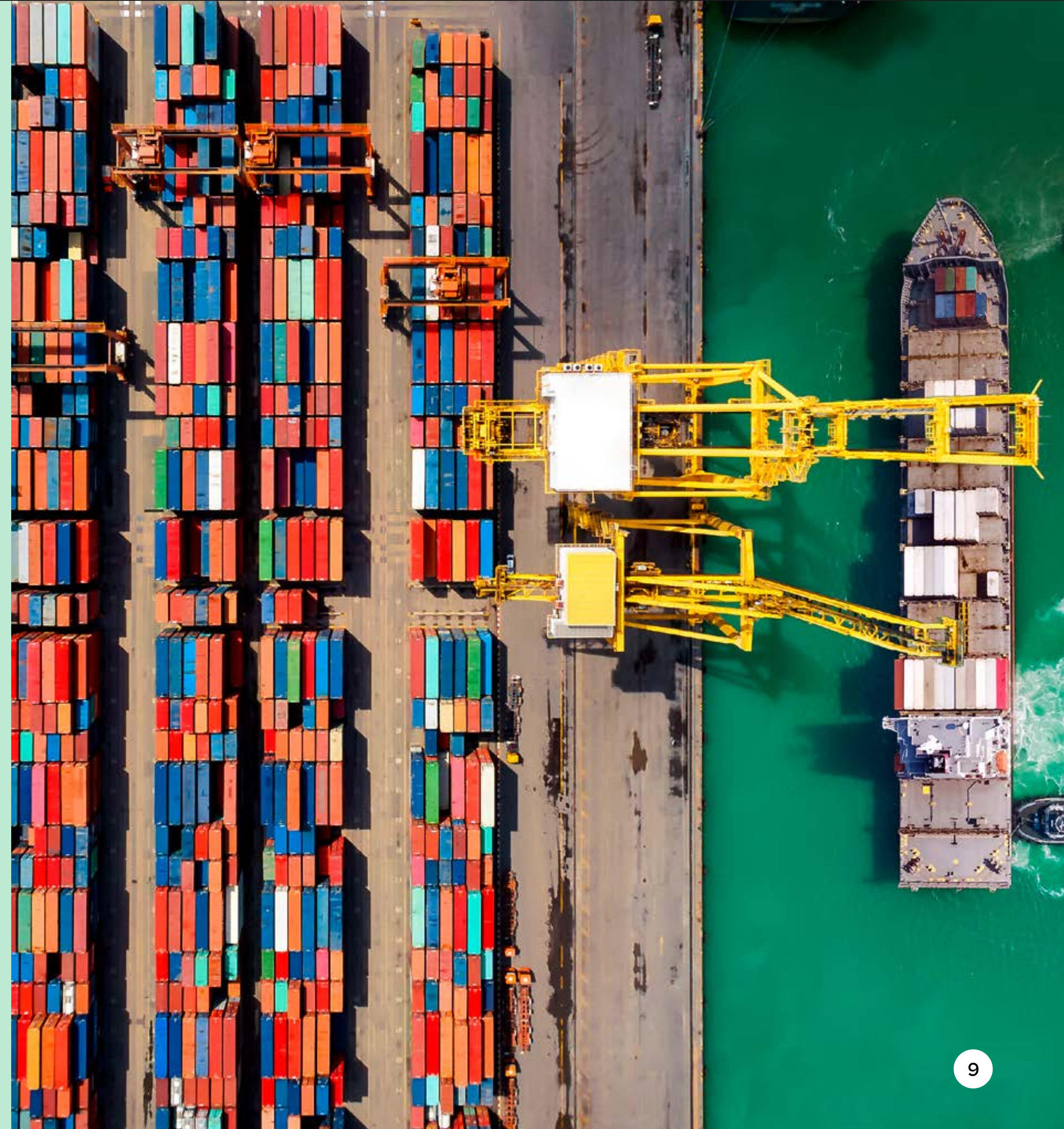
3

Are disruptive migrations common with your storage vendor? (and will your deployed storage platforms still be supported in the future?)

Dell has a history of initiating disruptive migrations, at the same time Dell is undergoing a great portfolio purge. With 28 competing products, no wonder many are facing end of life. Will Dell's migration tools prove to be incomplete yet again? Will you be forced to migrate again? Your storage vendor should be able to help you migrate your data easily and efficiently. Your vendor should have a proven track record of innovation and operational efficiency that helps you manage and automate your infrastructure on premises and in the cloud.

4

How many more VMware licenses are you expected to purchase to get to the cloud?

Dell's cloud strategy is basically PowerStore vMotion to VxRail vMotion to the VMware Cloud in AWS. A bit limiting, don't you think? Since Dell Technologies owns VMware, and thus the VMware Cloud, Dell is banking on several nested layers of license fees. Your vendor should offer freedom of choice of a full range of public cloud services, all connected to your data center.

9

5

Is your data center leading or lagging in the industry?

Dell's innovation is lagging in the industry. Dell keeps pushing out release dates. Your vendor should deliver complete cloud offerings, continuously innovate, and regularly release new solutions for application lifecycle management. You should be able to gain insight into usage data. Data protection and security should be embedded in the technology not offered as add-ons.

6

Does your cloud look like a dressed-up version of your data center?

We call this a Frankencloud. Just because Dell calls it a private cloud doesn't mean that it's actually a cloud or cloud-like. Your data center shouldn't be the victim of your vendor's marketing, locking you into a walled garden. To experience the best of the cloud you need true cloud technology.

7

How flexible is your cloud strategy, can you pivot if you need to?

You need to be able to move even your most critical enterprise applications and workloads to the cloud. Dell doesn't offer the ability to create a hybrid scenario that allows cost controls, and infrastructure vendor flexibility. Hybrid architectures allow you to move your data as needed ...on-premises, in the cloud and everywhere in between.
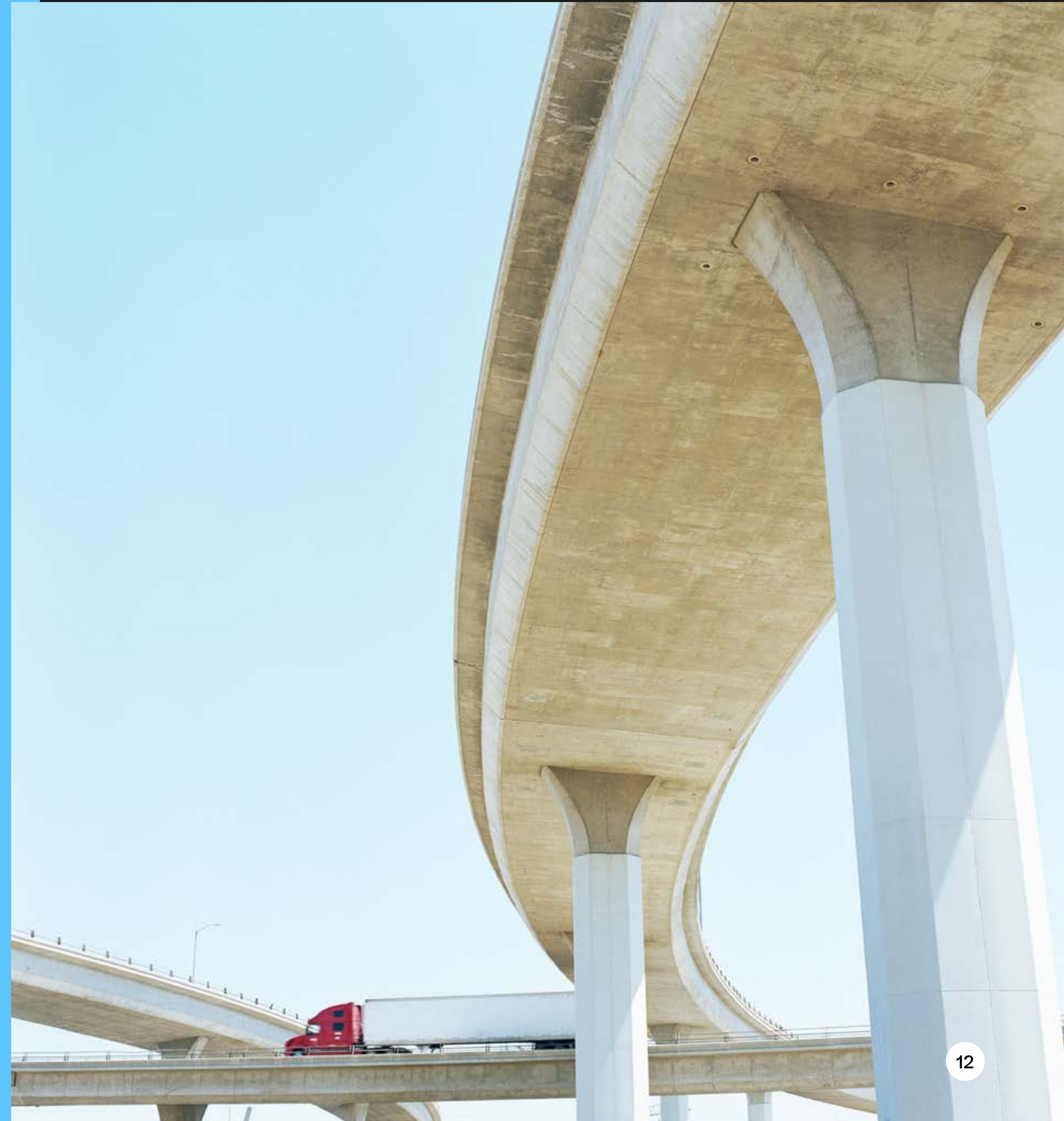
We believe for your business to thrive you need to focus on the biggest opportunities that come with the third wave. At NetApp, data fabric has evolved from an idea to a portfolio of technologies and partnerships that can equip you to thrive in the third wave.

8 ways you can pave a path to the cloud today

NetApp is a clear and stable leader in innovation. With service offerings in all major public clouds that integrate directly with your on-premises environments, NetApp creates a literal data bridge to the future for your organization. When you build your data fabric, hybrid cloud is the key to data and workload mobility, which enables the true promise of the cloud, freeing you from vendor lock-in and opening new technical options.

Here are eight ways in which you can pave a path to the cloud today:

12

1 Discover the state of your data, applications, systems, and services

NetApp Cloud Insights is a monitoring tool that gives you complete visibility into your infrastructure and applications. With Cloud Insights, you can monitor, troubleshoot and optimize all your resources including your public clouds and your private data centers.

2 Integrate everything together to increase control and eliminate manual processes

Rapidly and securely synchronize your data, whether you need to transfer files between on-premises NFS or CIFS file shares, Amazon S3 object format, Azure Blob, IBM Cloud Object Storage or NetApp StorageGRID®.
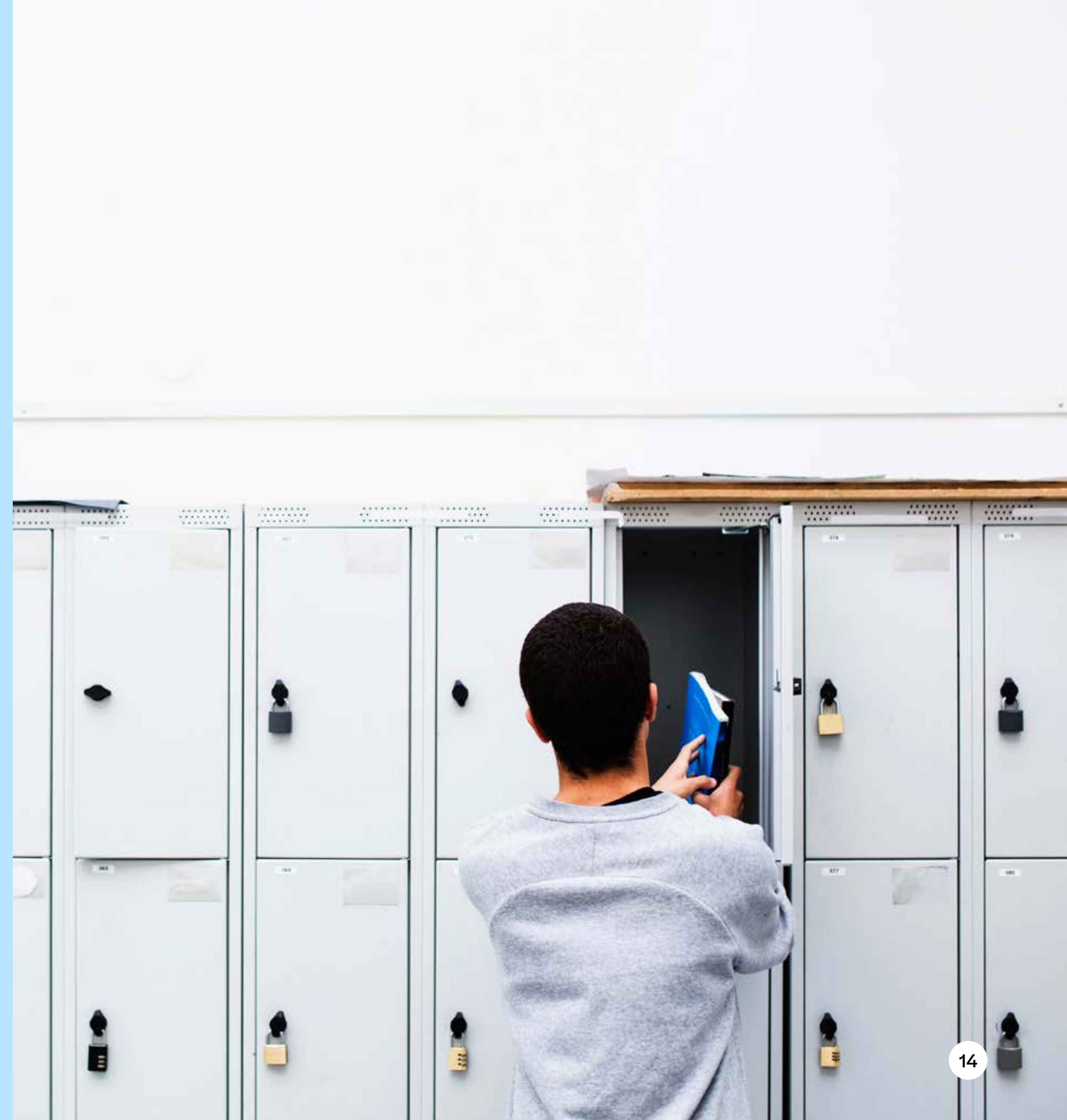
3

Optimize the performance and utilization of your cloud workloads

Centrally manage your hybrid cloud infrastructure and data services. NetApp delivers a centralized platform for viewing and managing your on-premises and cloud storage, supporting hybrid, multiple cloud providers and accounts. NetApp empowers you to provide your internal and external users with optimized cloud storage services.

4

Protect your data with backup and restore

NetApp enables you to protect your data against accidental deletion, data corruption, and ransomeware attacks. Whether you're using a cloud-based storage service, or deploying a SaaS application, you need solutions that can enable secure, rapid recovery of data when it matters.

5 **Secure your data services with always-on privacy and compliance**

Enhance your organization's data privacy program with built-in and AI-driven data privacy controls and support for your data compliance journey.

6 **Manage cloud on your terms**

Gain operational efficiency with a seamless experience across on premises and hybrid cloud environments. NetApp gives you everything you need to build your data fabric.

7 **Simplify your IT investment**

Minimize financial risk with ownership and consumption models — AI-tailored to your infrastructure needs. Get guaranteed storage efficiency, performance and availability. Buy with confidence, run with ease, and grow with any cloud.

8 **Innovate on any cloud**

Quickly deploy enterprise workloads in Azure, Google Cloud and AWS for agility, reduced overhead and dynamic scaling. Automate your on-premises infrastructure for VM or containerized workloads. NetApp enables you to bring your data fabric to life on any cloud.

15

Next steps

Think twice, migrate once

As you consider a future data center migration, don't let cloud be an afterthought. It's essential to develop a formal strategy that helps to put individual cloud decisions in the context of your organization's strategic goals. You need to ensure that your data center is ready for what's coming.

We're clearly in the third wave, and it's all about the cloud. You need a partner who can help you build a data fabric that offers you the freedom and flexibility to choose among the full range of cloud services, all connected to your data center.

Resources

Dell vs. NetApp
NetApp's hybrid cloud solutions
Migration options
Cloud Insights free trial
Cloud Migration Assessment eBook

About NetApp

In a world full of generalists, NetApp is a specialist. We're focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world's biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services, and applications to the right people— anytime, anywhere.

□ NetApp