



Benefits

- Offers a tested and validated data protection solution
 - Provides higher levels of security and efficiency
 - Supports strong business continuity with industry-leading deployment flexibility
 - IBM Cloud Object Storage requires no hardware refresh and offers virtually unlimited scalability
 - Installs more quickly and is easier to use
 - Combines backup data with other file and object storage workloads to consolidate storage capacity
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Boost data protection with IBM Cloud Object Storage and NetApp AltaVault

Guard your data with a highly efficient tested and validated solution from IBM and NetApp

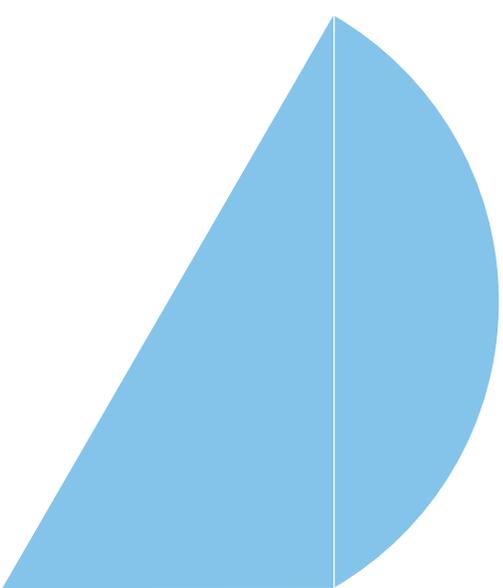
Meeting your IT challenges more cost-effectively

In most organizations, storage capacity requirements and data protection costs are steadily rising, squeezing already-strained IT budgets. To help address these challenges, IBM® worked with NetApp Inc. to create a jointly tested and validated IBM Cloud Object Storage and NetApp AltaVault appliance solution for data protection. When deployed using IBM Cloud, it can provide up to 90 percent cost savings compared with traditional backup systems.¹

In addition, as more and more workloads migrate to cloud-based infrastructure or are “born in the cloud,” enterprises face challenges regarding how to protect them. It makes more sense to protect these workloads within the cloud rather than bringing them back on premises, and to keep copies separated by region, login credentials or even cloud providers. The solution based on IBM Cloud Object Storage for data protection and NetApp AltaVault technology helps you protect your on premises workloads as well as cloud-native workloads (See Figure 1).

Meeting recovery objectives with reduced budgets

Businesses that want a complete disaster recovery solution traditionally must spend large sums of money, time and resources to build out, maintain and secure a secondary site. Whether this involves an existing site owned by your organization or rented space at a colocation facility, the cost is significant because the always-on computing and storage resources must remain available around the clock. IBM Cloud Object Storage for data protection with NetApp AltaVault appliances helps you meet recovery objectives and gain significant savings compared with a solution based on traditional tape or virtual tape library (VTL) storage.



Combining on premises and cloud for data protection

NetApp and IBM leverage AltaVault and IBM Cloud Object Storage technology to create a combined on premises and cloud data protection solution. It can increase efficiency using encryption, deduplication and compression, reducing capacity requirements by up to 30 times, and making data transport four times faster. IBM Cloud Object Storage provides virtually unlimited scalability without requiring a hardware refresh and provides high levels of security with encryption of data at rest and in motion. The solution can be quickly deployed on premises, in the IBM Cloud or in a hybrid cloud environment while you continue to use the backup and recovery software of your choice. At its core this is a highly resilient solution that can provide backup and recovery of your data from multiple geographically dispersed locations.

Gaining disaster recovery options

For organizations without a secondary disaster recovery location or for companies looking for extra protection with a low-cost tertiary site, cloud-based NetApp AltaVault appliances using bare metal servers on the IBM Cloud are the perfect option to facilitating cloud-based recovery. Using on premises AltaVault physical or virtual appliances, data is seamlessly and more securely backed up to the IBM Cloud Object Storage in the IBM Cloud. If the primary site is unavailable, you can spin up an AltaVault appliance using a bare metal server on the IBM Cloud and recover data directly in the cloud. Your savings are significant in this cloud-based solution as you pay only for what you use when you use it with IBM Cloud Object Storage usage-based pay-as-you-go pricing for IBM Cloud services.

AltaVault appliances

NetApp AltaVault cloud-integrated storage helps you more securely back up data to IBM Cloud environments at up to 90 percent lower cost compared with on premises options. AltaVault gives you the power to tap into cloud economics while preserving investments in existing backup infrastructure and meeting your backup and recovery service levels.

IBM Cloud Object Storage

IBM Cloud Object Storage provides the flexibility, scalability and simplicity needed to store, manage and access today's rapidly growing volumes of unstructured data in a private, public or hybrid cloud environment.

IBM Cloud Object Storage transforms storage challenges into business advantages by reducing storage costs while more reliably supporting both traditional and emerging cloud-born workloads for enterprise mobile, social, analytics and cognitive computing.

Why IBM

IBM storage and cloud solutions support the data infrastructure needed to efficiently capture, deliver, manage and protect data with superior performance and economics. Optimizing data storage and data protection with IBM helps your business access the right data at the right time, providing the data foundation to propel your organization into the cognitive era with confidence.

IBM Cloud Object Storage for data protection with NetApp AltaVault

Distinctive efficiency

Use inline deduplication and compression for up to 30:1 data-reduction ratios.

Tight integration

Integrate with your existing backup and recovery software and IBM Cloud Object Storage on premises or in private, public or hybrid cloud.

Robust security and compliance

Keep your data encrypted and highly secure at all times.

Quicker deployment and simpler management

Deploy quickly and manage efficiently.



IBM Cloud Object Storage

Together we deliver:

Tested and validated solution

Backup to the IBM Cloud

Highly secure solution

Protect data at all times — at rest or in motion

Scalable solution

Grow non-disruptively based on your needs

More reliable and distributed solution

High reliability and availability wherever you want to store your data

Designed for always-on availability

Tolerates even a catastrophic regional outage without down time or intervention.

Built-in security features

Protects against digital and physical breaches.

Better economics

More cost-efficient than many competitors; includes enterprise-class support at no additional cost.

Cloud scalability

Future-proof your data with virtually unlimited scalability and no hardware refresh.

Take the next step

To learn more about IBM Cloud Object Storage, visit ibm.com/cloud-computing/products/storage/object-storage/cloud.

Endnotes:

1. NetApp, Inc. (2015) NetApp Challenges The Status Quo with New AltaVault Cloud-Integrated Backup and Restore Solutions. [Press release] Retrieved from www.netapp.com/us/company/news/press-releases/news-rel-20150527-875761.aspx



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