

The Role of Data-Driven In Digital Transformation

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“If everything seems under control,
you're just not going fast enough.”

--Mario Andretti

Managing the Data Paradigm

No wonder new tools are needed

- 1950 - 2002, 5 billion gigabytes of digital data was created

“640KB ought to be enough for anybody”
(Bill Gates, 1981)

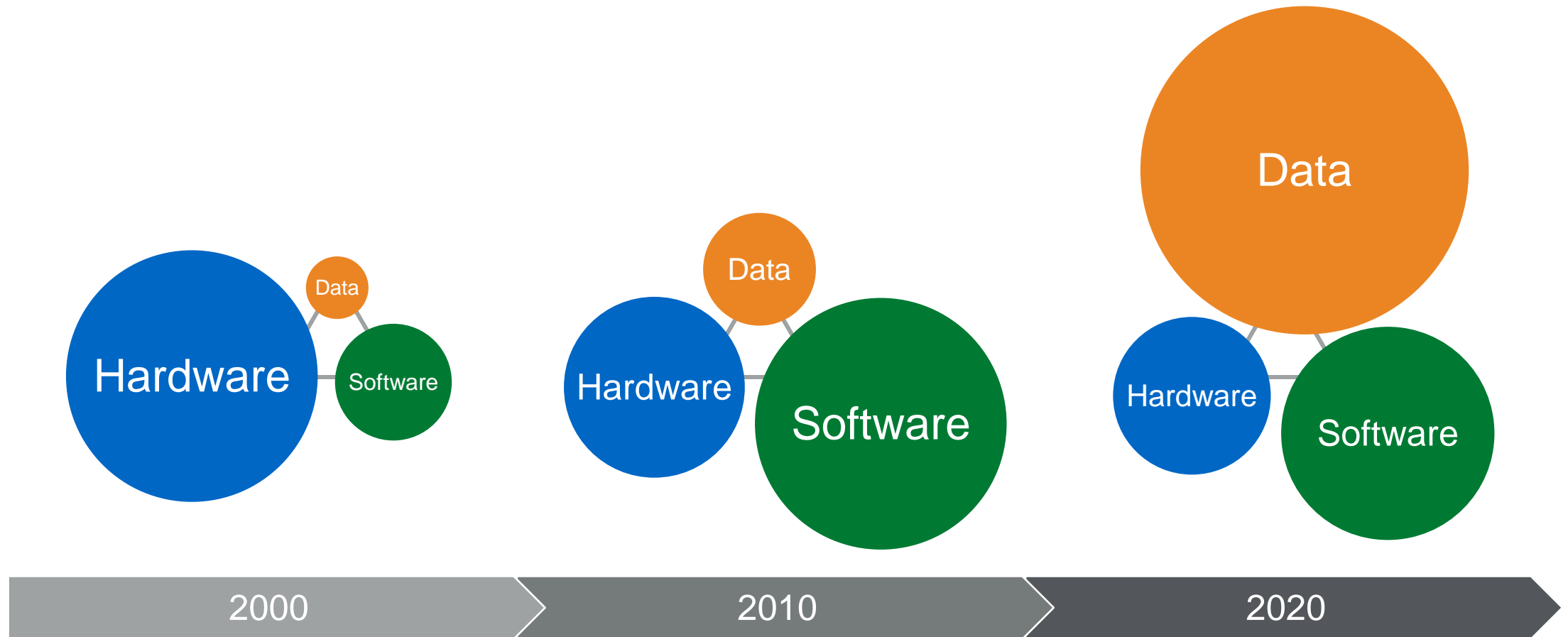
- In 2011, the same amount was created every two days
- In 2013, the same amount was created every 10 minutes





The Rise of Data-Centric Organizations

Unstoppable drive toward data as a business driver





“Data are to this century what oil was to the last one: a driver of growth and change.”



“Digital information is unlike any previous resource; it is extracted, refined, valued, bought and sold in different ways.”

Digital Transformation [DX]

DX IS A SET OF PRACTICES AND DISCIPLINES used to leverage new business, technology, and operating models to disrupt businesses, customers, and markets **IN PURSUIT OF BUSINESS PERFORMANCE AND GROWTH.**



DX IS DRIVING NEW
BUSINESS AND IT
STRATEGIES



DATA UNDERPINS
ALL DX
TRANSFORMATIONS



Digital Transformations Disrupt and Reshape Industries

Understanding what defines digital leaders

DATA THRIVER RESEARCH PROGRAM

NetApp and IDC



800 firms across the globe

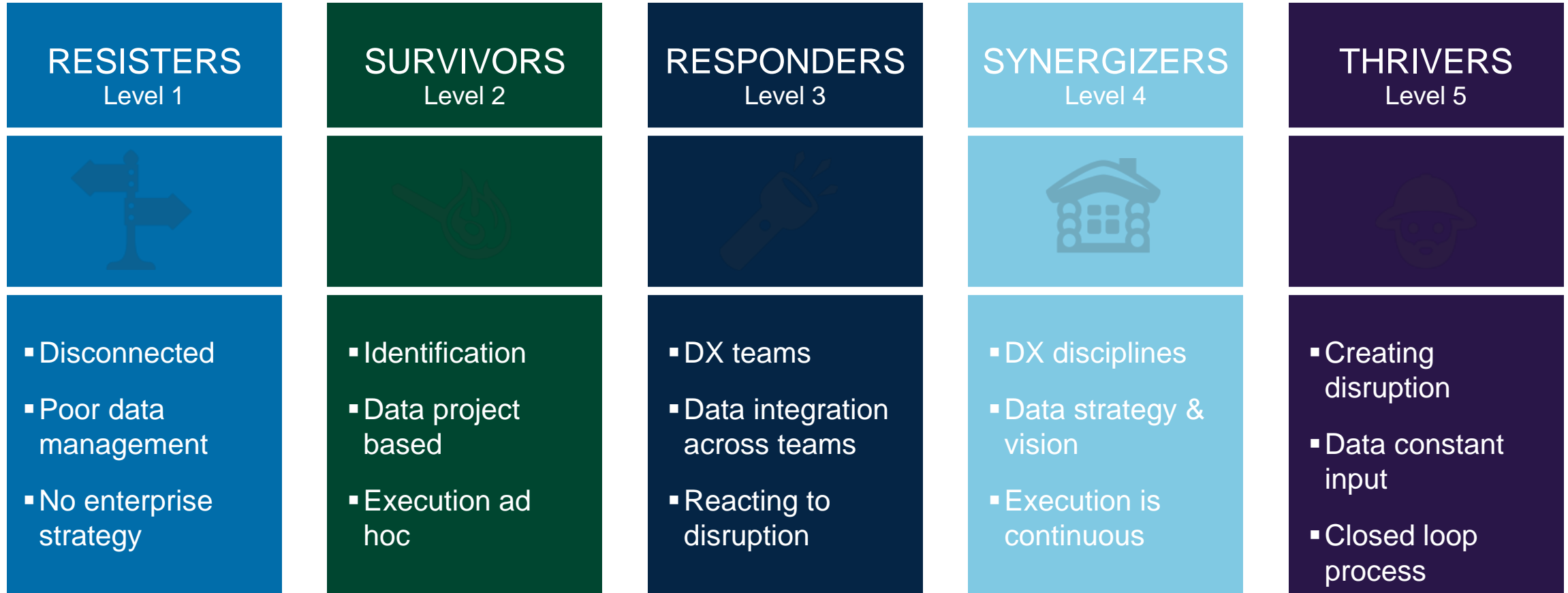
15 industries, including financial and manufacturing

Decision makers with budget control or influence from large and mid-sized firms



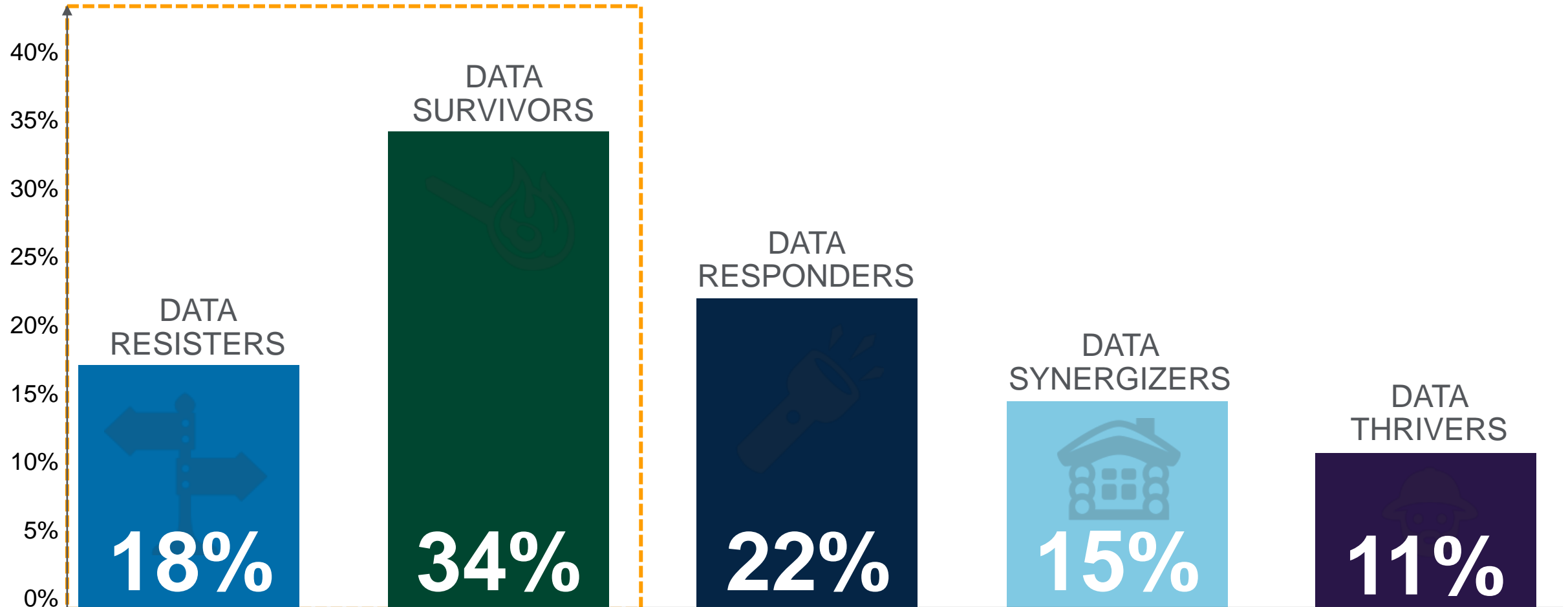
To stay competitive, you must become a **Data Thriver**

An ongoing evolution to drive more value to your customers and employees while avoiding being disrupted



DX maturity today

Majority of firms have no formal DX processes.



Data Thrivers GET RESULTS



6x

greater improvement in operational efficiency

3x

greater increased profitability and new customer acquisition

2x

as much top-line growth



Key Attributes of DATA THRIVERS



A New Roles In Data-Driven Company

Chief Data Officer



Business leader that must make data widely available and secure

Purchase decision drivers include security standards and compliance, the reliability of the product or ecosystem that holds data, and product integration into the existing ecosystem.

Data Analyst



Business function that analyzes data and works with IT to manage and maintain data repositories

Concerns include supporting risk management, providing actionable insights, supporting forecast functions, and enabling automated processes and decision making.

DevOps or Cloud Architect



R&D/Engineering or IT member that develops applications and ensures their integration

Responsibilities include architecting the platform for app development and managing the logistics and integrations that provide the development platform in a fast and reliable way.

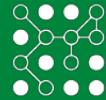
Key findings from DX Research

Detailed charts in the appendix



Top BUSINESS Objectives

1. Improve operational efficiencies
2. Increase profitability
3. Reduce costs
4. Improve customer satisfaction
5. Improve employee productivity



Top DATA Challenges

1. Regulatory compliance
2. Data encryption and key management
3. Data loss prevention
4. Data monitoring, auditing, and alerts
5. Real-time insights ability to analyze data in real time

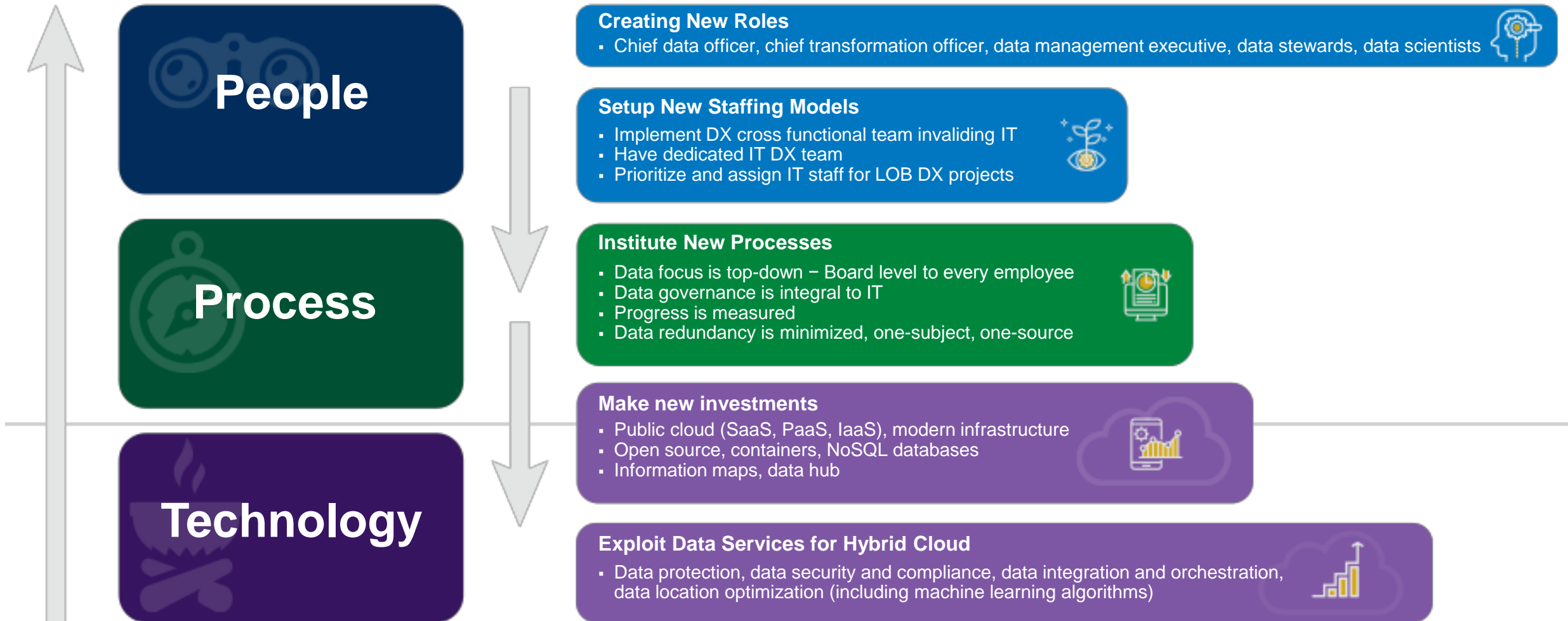


Top INVESTMENTS

1. Modernize (invest in new) infrastructure to support digital transformation
2. Invest in public cloud SaaS
3. Add new DevOps skills into existing organization
4. Leverage/invest in public cloud PaaS
5. Procure new software to be deployed on premise



Data-driven DX Framework



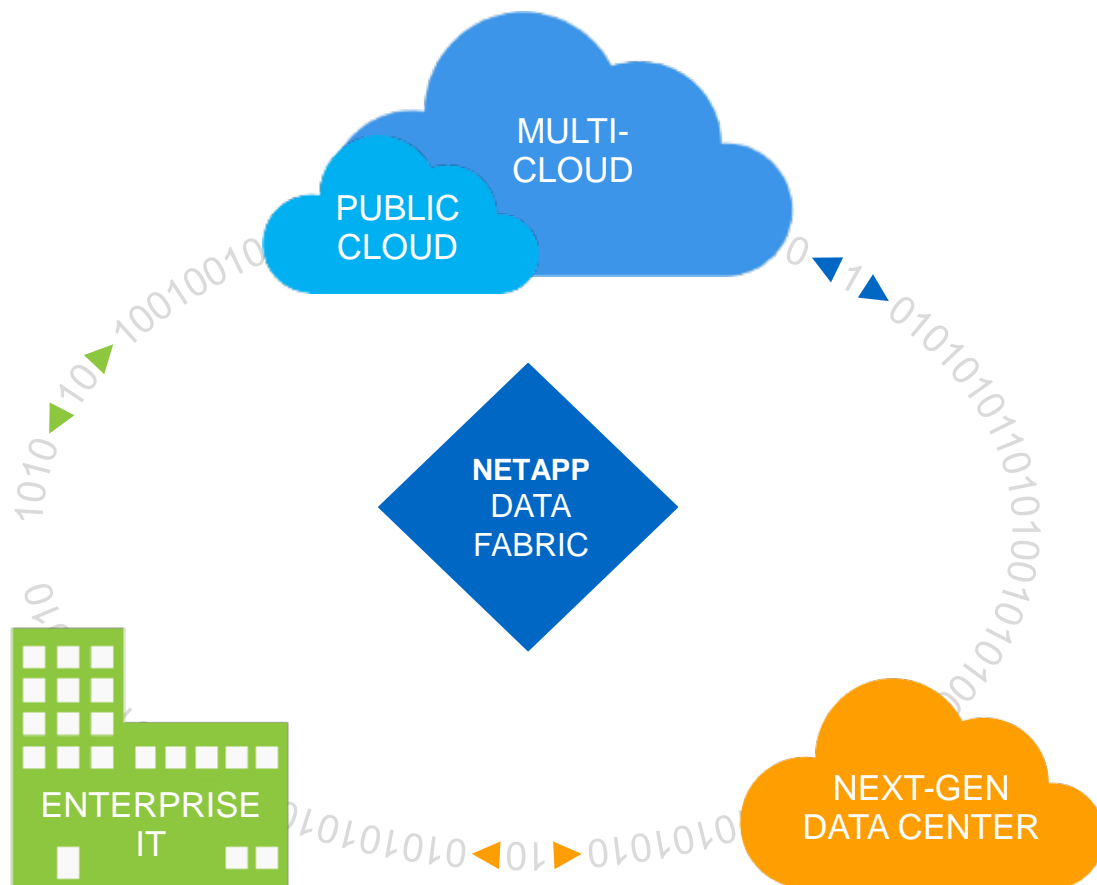


OUR PURPOSE

Empowering customers to change the
world with DATA

NetApp Data Fabric

Helping customers unleash data to accelerate digital transformation and address their business imperatives



HARNESS
the power of the
hybrid cloud



BUILD
a next-generation
data center



MODERNIZE
storage through
data management

NetApp Portfolio Solution



INSPIRE
innovation with the cloud



BUILD
clouds to accelerate new services



MODERNIZE
IT architecture with
cloud-connected flash

THE BIG 3

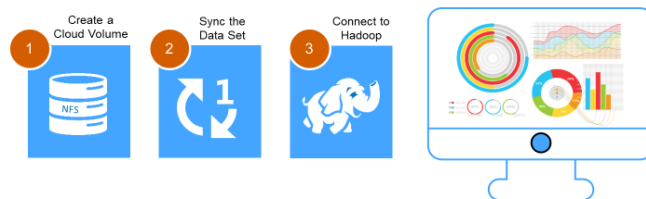
1 Cloud Volumes

2 NetApp HCI

3 All-Flash FAS

INNOVATIVE SOLUTIONS THAT OVERCOME REAL CUSTOMER CHALLENGES

NetApp Cloud Volumes simplifies complex workflows



Become more productive, informed and profitable

NETAPP HCI public cloud architecture
for private cloud

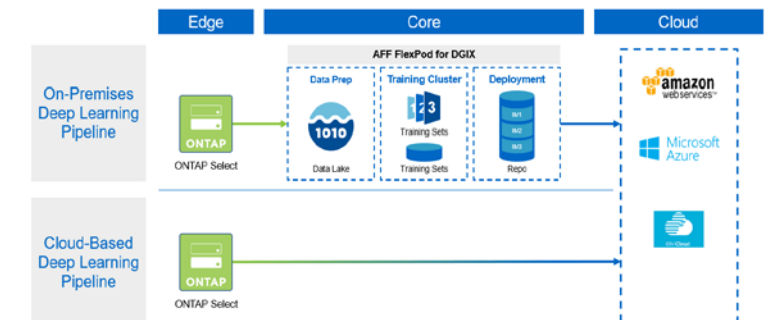
NetApp HCI
Enterprise-Scale

- Guaranteed Performance**
To run multiple applications
- Flexibility & Scale**
To address demanding web needs
- Automated Infrastructure**
To accelerate self-service and private cloud infrastructure deployment



Bridge to the
NEXT-GENERATION
DATA CENTER

Power up your ideas with AI from core to edge





Thank you.



Partner Academy