Shape your future infrastructure with BT and NetApp

In a world of change, you need an agile hybrid cloud strategy.

Operating a business through a pandemic is unchartered territory. Businesses have been pushed to transform how they work and serve their customers. And this is placing new pressures on infrastructure, accelerating a move to the cloud.

But the cloud is different. IT workloads must be cloud-optimised, for better performance and user experience (UX) – yet 47% of businesses are not doing this. What's more, the forced speed of cloud adoption is leaving businesses vulnerable, with 50% at risk of accidentally exposing data or services. Not only that, but working too quickly and without real visibility means that 80% of organisations are set to overshoot their cloud Infrastructure-as-a-Service (IaaS) budgets.

To thrive in this landscape of constant change, businesses deserve a flexible and agile IT environment, designed to flex and grow at speed and at scale.

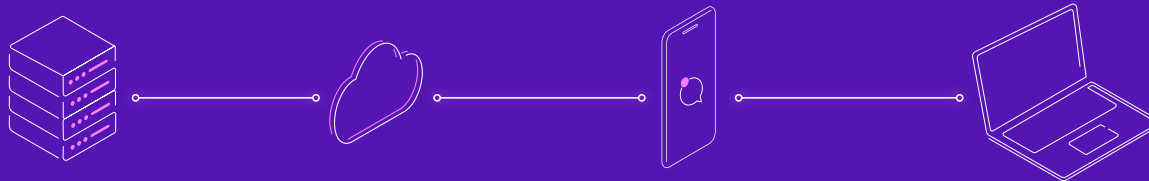**BT and NetApp help companies to embrace the flexibility of hybrid cloud**

We can distribute workloads across private cloud, public cloud, and on-premises, to suit your business and your budget, and we ensure all UX is optimised and secured – from corporate office to home office, data centre, branch, and cloud.

50% of businesses will accidentally expose data or services.[1]

80% will overshoot their cloud Infrastructure-as-a-Service (IaaS) budgets.[2]

BT and NetApp – creating a better hybrid cloud experience

Through the BT Hybrid Cloud Managed Services, we provide connectivity to every major cloud provider on every continent, enabling services in days.

By embedding the NetApp Data Fabric into the BT network, we can provide even greater agility for your data, in the same way SD-WAN delivers greater agility for your network.

We provide you with the choice and control to manage your data across hybrid cloud, selecting the most efficient, appropriate environment for your industry.

We help you to move workloads and their data to the right place, at the right time, with the right characteristics to accelerate innovation. You can thereby mitigate your operational risk, and access insights to help you make more informed decisions for the future.

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1 Gartner, Innovation Insight for Cloud Security Posture Management, 25 January 2019
2 Gartner, Ten Moves to Lower Your AWS IaaS Costs, 15 October 2018

We help you reduce cloud costs

Together, we help you reduce public cloud TCO (total cost of ownership), which is typically unpredictable and difficult to control.

Using NetApp efficiencies, we help reduce your cloud consumption, ingress, and egress costs. We also help reduce costs further using cloud tiering, helping you to run your workloads and their data in the most efficient location.

We help you mitigate your risk, manage your compliance, and keep your data secure

We help you reduce your business risk by uniquely guaranteeing performance and availability for mission-critical workloads in the cloud.

We make sure all your data is protected from data loss and ransomware, and is compliant globally, no matter where you store it across the hybrid cloud.

Our managed services make it simpler and faster to move workloads and applications to the cloud and manage them with ease.

NetApp Public Cloud Software can also deliver faster performance than public cloud native storage, providing Service Level Agreements (SLAs) for cloud native services such as Cloud Volume Services (CVS) and Azure NetApp Files (ANF), reducing risk by enabling enterprise workloads to be supported and providing the choice to select tiers of performance to prioritise the data that matters most to the business.

We also enable data to be moved between public clouds without needing to convert it. You can also avoid cloud lock-in and address concentration risk.

We help you grow your business faster

Together, we help you to go-to-market faster with new digital services and business models by increasing agility, availability, and scalability across the hybrid cloud and by simplifying the migration of mission-critical workloads.

Our managed services take care of your complex application migration, in your data centre, the BT data centre, and across hybrid cloud, removing the need to re-architecture or convert your data as you go.

You can get better business value from your rapidly growing data, make more informed decisions, and create a successful and efficient business, ready for whatever the future holds.

Why BT and NetApp?

- NetApp and BT's partnership started with our Virtual Data Centre over a decade ago.

- Our combined hybrid cloud strategies are designed to unlock the best of cloud, uniquely positioning us to help you transition to the hybrid cloud with guaranteed performance and availability that is not available from native cloud storage.

- NetApp is recognised as a Leader in the Gartner Magic Quadrant for Storage, 2019 and as an IDC MarketScape Leader in Scale-Out NAS (file-based storage).

- BT is rated as 'Very Strong' in GlobalData's Data Centre and Cloud Services Product Assessment Report, 2020.

Get in touch with your BT account manager to find out how we can help or visit

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