

NetApp Cloud Backup

Eliminate the high cost and complexity of backing up your ONTAP data.

The challenge

- Backup is traditionally hard to size, hard to manage, hard to maintain, and it can be demanding on the infrastructure because you have a limited time to backup data.
- Current solutions do not match Recovery Point Objective (RPO) and Recovery Time Objective (RTO) requirements.
- Large datasets are impossible to backup on a short cadence and often result in unreliable backups and long backup windows.

The opportunity

NetApp® Cloud Backup delivers seamless and cost-effective backup and restore capabilities for protecting and archiving Cloud and On-Premises ONTAP data. With efficient and resilient block-level backups, you can meet both RPO and RTO requirements while simplifying your backup strategy and slashing your data protection costs. Cloud Backup is the best way to protect your ONTAP data, both on-prem and in the public cloud.

Top reasons to use NetApp Cloud Backup

- 1 Protects both cloud and on-premises ONTAP data
- 2 Restores instantly, entire volumes, folders, or even single file
- 3 Block-level backups ensure fast, reliable backups
- 4 Backups go to object storage in the cloud or to StorageGRID to reduce cost
- 5 Preserves ONTAP storage efficiencies
- 6 Makes complex backups easy with a super simple, set-and-forget interface in Cloud Manager
- 7 Simple to automate
- 8 Scales limitlessly

Before NetApp Cloud Backup	After NetApp Cloud Backup
Current solutions require mastering complex architecture with steep learning curves and time-consuming maintenance.	Cloud Backup gives you a simple and intuitive cloud-based backup that you can enable with a click of a button.
Today's data protection solutions are expensive and non-scalable.	Cloud Backup automatically shifts backup data to the object storage in the public cloud where it is less expensive to maintain, infinitely scalable, with zero management overhead.
Current file level solutions can cause performance stress and failure to meet backup windows for large data sets.	Cloud Backup offers fast and stable, block level backup with all storage efficiencies preserved. It's faster and more reliable.
Current solutions just do not fit the cloud experience.	API driven - fully integrated through Cloud Manager for unified user experience and automation for all your data, whether on-prem or in the public cloud.

“These unique advantages made the decision to use Cloud Backup service an easy one.”

– Digital eCommerce software company

Where NetApp adds value

Use case	NetApp benefits
Cloud backup and archive	<ul style="list-style-type: none"> • Backups are true individual copies, unlike snapshots which are pointers to changed data in primary volume • Backups are offsite, satisfies 3-2-1 backup strategy • Provides long term recovery when volume is deleted or unavailable
Disaster recovery	<ul style="list-style-type: none"> • Separate location from primary data (object storage) • Recoverable to Cloud Volumes ONTAP in region • Plans for cross region backup & restore.
Ransomware protection	<ul style="list-style-type: none"> • Backups are read only and can't be modified • Protect against Malware, Ransomware, Insider threats or accidental deletion • Enable regional virtual desktop infrastructure (VDI) farms to keep user productivity high • Ensure compliance with global privacy regulations from a single point of control
Modernization	Replace legacy tape solutions

Four reasons block-level backup is superior to file-level backup

Efficiency	File-level loses ONTAP efficiencies > more data to backup > more time	Block keeps efficiencies
Performance	File-level reduces the total available throughput of your storage > impact on production	Block is faster and has less impact on production
Reliability	File-level is unreliable (open files, permissions, checksums)	Block is reliable
Service level agreements	File-level requires extremely long backup windows which can expose you to risks	Block is incremental forever, will meet your RPO/RTO

How Cloud Backup Service works



Additional resources

Visit [NetApp Cloud Central](#) for more information.

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.