

# Cloud Backup

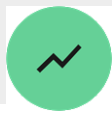
Set-and-forget cost-efficient backups for ONTAP data wherever it lives.



## About

NetApp Cloud Backup is a backup and restore service for NetApp Cloud Volumes deployments and on-premises ONTAP unstructured data, Oracle and SQL Databases and Virtual Machines. Using NetApp Cloud Manager, Cloud Backup is easily enabled, automated, and scaled so you can keep your data safe and protected, overcoming traditional backup challenges.

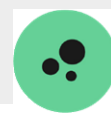
## Traditional Backup Challenges



**Complex**  
Hard to size, manage, maintain



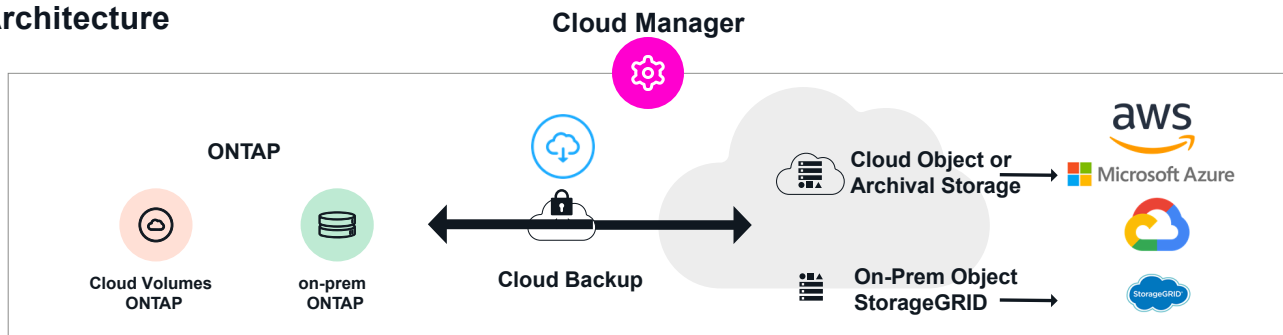
**Demanding**  
Growing data and little time to backup



**Unreliable**

- Missed backup windows
- File-level backups
- Shrinking RPO/RTO introduce risk

## Architecture



## Why NetApp Cloud Backup

With a proven replication technology and complete automation and orchestration, your data is efficiently backed up hassle free, through secure and optimized data transfers to an inexpensive, encrypted and durable, archival storage within your cloud account or object store in the cloud of your choice or on-premises with StorageGRID. By preserving ONTAP storage efficiencies and performing block-level incremental updates forever, a minimal data footprint is maintained end-to-end, further optimizing your backup costs. Cloud Backup virtually eliminates impact on production while meeting your rapidly shrinking Recovery Point Objectives (RPO) or Recovery Time Objectives (RTO). With just a few simple operations, your backup schedules and retention preferences are all set. And with a streamlined architecture in place, you'll gain more flexibility at lower costs without having to be a backup expert or needing to integrate any external tools.

## Big Benefits

A NetApp backup service designed for ONTAP



Performance



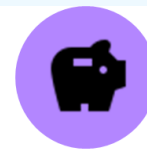
Automation



Reliability



Security



Cost efficiency



Get started today with Cloud Backup →



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