

# BLUEXP UNIFIED CONTROL OF YOUR INTELLIGENT DATA INFRASTRUCTURE



Simplify operations across storage and data services in your intelligent data infrastructure.

## Turning disruption into opportunity

In our digital age, customers face disruption more than ever. Disruptions in business. Disruptions in IT. Customers' priorities shift as their business needs grow and change. They face issues with attracting, affording, and maintaining skilled staff. They know that they need to implement artificial intelligence (AI) and automate and standardize processes, to reduce risks, complexity, and time.

Disruption affects you every day.

These factors affect managing one of your most valuable assets, your data. Storage and data are distributed across multiple locations, in data centers and the cloud, potentially creating silos and a fractured management experience. Getting information, analytics, warnings, and other details is a complex process. Dealing with multiple vendors for the services you need to maintain health, protect, secure, and move your data compounds the issues. And managing the flexible consumption currency creates a whole different set of issues that directly affect business and budgets. There is a way to turn disruption into opportunity.

The key to successfully managing your hybrid multicloud environments is through a unified approach that reduces complexity, risks, and resource overhead.

## NetApp BlueXP can help

NetApp BlueXP™ addresses the disruption and complexity of managing data in on-premises, hybrid cloud, and multicloud environments by providing unified control of your storage and data services in your intelligent data infrastructure. With powerful AIOps, integrated data services, and flexible consumption of resources, BlueXP delivers the speed, simplicity, and security required to thrive in today's highly complex world.

## Unify control of data, wherever it lives

Adopting a unified, silo-free approach to controlling your storage and data helps you move from disruption to opportunity. The unified control that is delivered with BlueXP enables you to discover, deploy, optimize, and manage storage and data, anytime, anywhere. BlueXP consolidates disparate management toolsets into one way of working with common processes, procedures, and policies.

This unified control extends across your on-premises, first- and third-party cloud storage infrastructure, services, and resources, so you can work smarter and faster and break down unnecessary silos. From a single intelligent interface, you can easily monitor and manage your storage and data across your entire estate.

Because BlueXP is NetApp's management platform of choice, this unified control extends to the NetApp toolsets, monitoring, and resources. ONTAP System Manager, Active IQ® Digital Advisor, Grid Manager, Amazon FSx for NetApp ONTAP manager, NetApp Keystone, NetApp Support Services, and more are integrated in BlueXP. And there's more to come.

BlueXP forms a powerful backbone that delivers secure tenancy models, role-based access, inventory management, connectivity, deployment orchestration, alerting, and more. The master tenancy model, granular resource hierarchy control, and fine-grained access (RBAC) enable you to structure your organization, projects, folders, and even service-specific access to meet your requirements. As the foundation of modern application architecture, BlueXP takes advantage of built-in advanced API technology to support automation and development from different environments, not just NetApp systems or toolsets. And because no organization fully abandons its existing infrastructure, these APIs let you monitor and manage your environments, frameworks, and services from NetApp and other playbook automation technology. You can even tap into BlueXP capabilities from other management frameworks and hyperscaler resources.

This unified control delivers seamless, silo-free management across your hybrid multicloud world.

## Powerful AIOps drive operational simplicity

BlueXP simplifies the management of your hybrid multicloud environments. Its intelligent interface and automated workflows make it easy for you to manage and monitor your infrastructure components. BlueXP incorporates the power of AIOps to automate routine tasks, detect anomalies, and optimize performance.

The AIOps-driven intelligent insights and intuitive wizards make it easy for generalists to perform highly complex tasks, historically executed by expensive specialized staff. Automating repetitive tasks, like storage management

## KEY BENEFITS

- Discover, deploy, manage, and optimize storage and data, regardless of location.
- Leverage common policies, processes, and procedures across on-premises and cloud environments.
- Use automated workflows, intuitive wizards, and an intelligent UI to reduce workload complexity, administrative time, risk, and resource overhead.
- Decrease skillset dependency by enabling generalists to perform highly complex tasks.
- Improve system health and address potential issues through actionable insights, prescribed recommendations, and guided remediation.
- Protect NetApp® ONTAP® data with full-spectrum data protection, disaster recovery, and archiving.
- Intelligently orchestrate comprehensive, workload-centric ransomware protection at the storage layer.
- Optimize storage capacity by automatically tiering cold data to lower-cost object storage.
- Manage and protect your investment centrally for optimum financial control to meet business goals.
- Centralize visibility of licenses, hyperscaler marketplace investments, contracts, private offers, and NetApp Keystone® subscriptions.

workflows, makes it easy to upskill your staff and enable them to expand the scope of their responsibilities, reducing operational overhead and skillset dependencies.

BlueXP uses the power of data analytics to proactively identify and alert on potential issues, providing actionable insights to address them before they become problems, and it helps you improve system health through prescriptive recommendations with guided remediation. Automated workflows enable you to simplify and streamline the ONTAP upgrade process, while reducing risks, time, and downtime. You can audit user and data activity, detect anomalies, and act.

By reducing complexity, BlueXP helps you save time and resources, allowing your IT team to focus on strategic initiatives, improve productivity, drive innovation, and meet your core business objectives.

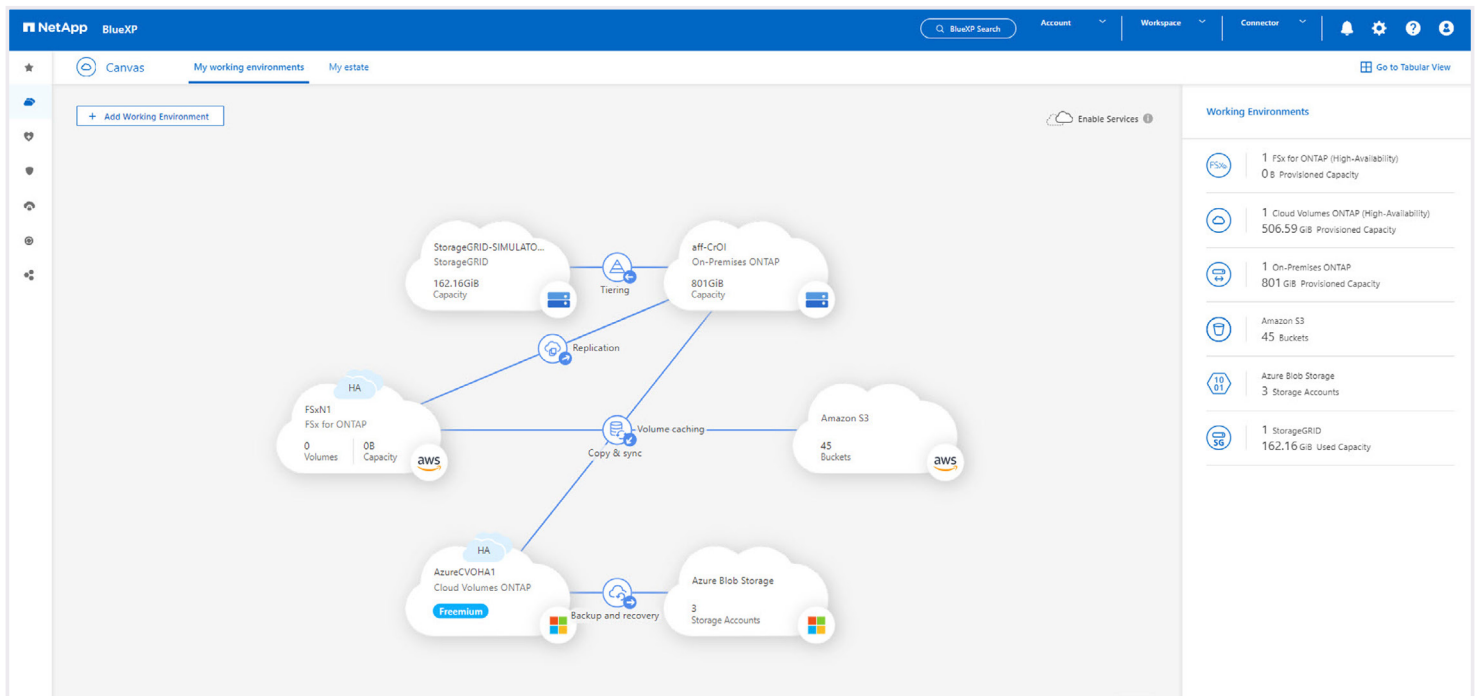


Figure 1) BlueXP canvas.

### Integrated services protect, secure, and optimize data

BlueXP offers a comprehensive suite of integrated data services, including data protection, replication, cyber resilience, and data lifecycle management. These services help you maintain the security, integrity, and availability of your data across your on-premises and cloud storage environments.

You can protect your NetApp ONTAP data against everything from user errors to data inconsistency to adverse events with full-spectrum data protection, disaster recovery, and archiving. With a built-in governance and classification engine, you can safeguard sensitive information, meet compliance requirements, and mitigate the risk of data breach and unauthorized access. You can also prepare your data for GenAI and retrieval-augmented generation (RAG) workloads.

You can address primary storage capacity challenges by tiering inactive data to lower-cost storage. AI/ops-driven analytics identify inactive cold data, automatically tiering it based on predefined policies. When data is accessed, it is immediately returned to primary storage, without any application or script refactoring.

You can increase sustainability visibility through fact-based reporting of energy, thermal, and capacity details at the fleet and cluster levels, with actionable insights to help improve storage optimization.

Proactive, real-time alerting and monitoring of ONTAP systems identifies potential issues and recommends immediate action with guidance to mitigate problems, increase security, and optimize performance.

The integrated data services help you to maximize your data protection and cyber resilience while minimizing costs.

### Control, protect, and monitor flexible consumption resources

BlueXP enables flexible consumption investment management that unlocks control, protects investments, and provides return-on-investment (ROI) information. By consolidating the visibility of term, capacity, and utilization across licenses, hyperscaler marketplace procurements, contracts, and subscriptions, you can adjust as workloads, infrastructure, environments, and business needs change and grow.

BlueXP digital wallet delivers insights and analytics that help you allocate resources, identify under- or overutilized assets, manage term changes and extensions, and make informed decisions about resource scaling in real time. You gain centralized control of NetApp Keystone capacity currency, across on-premises and cloud storage and data services.

*“With NetApp BlueXP, we are able to manage the whole solution in one place with a nice and easy-to-use management interface. So it’s easy to apply and it’s also simple to use for our responsible operation guys at the racetrack now.”*

*Friedemann Kurz, Porsche Motorsport*





### Orchestrate your intelligent data infrastructure

With BlueXP, NetApp puts simplicity, smarts, security, sustainability, and savings at your fingertips.

BlueXP delivers administrative simplicity through unified control. With powerful AIOps, you get intelligent operations. Integrated services and flexible resource consumption management mean security, sustainability, alerting, and savings opportunities.

Wherever your data needs to be, BlueXP monitors, protects, and secures it; while helping you manage your investments. It delivers the speed, simplicity, and security you require to thrive in our highly complex world. Make the most of your on-premises and cloud opportunities while turning disruptions into opportunities.

BlueXP is the answer to orchestrating your intelligent data infrastructure across your hybrid multicloud world.

### Next steps

Learn more about [NetApp BlueXP](#).

Try BlueXP for yourself with these guided demonstrations.

- [BlueXP unified control](#)
- [BlueXP digital wallet](#)
- [BlueXP digital advisor](#)
- [BlueXP IAM and access control](#)
- [BlueXP software updates](#)
- [BlueXP backup and recovery](#)
- [BlueXP tiering](#)

### Frost & Sullivan names NetApp Company of the Year in the Global Hybrid Cloud Storage Management Industry-2024

*“BlueXP delivers seamless management across storage with integrated environment health and analytics, protection, optimization, and mobility. It enables customers to create consistent and common policies, procedures, and services across all infrastructures under management, replacing the complexity of administering hybrid multicloud environments.”*

*Karyn Price, Industry Principal, ICT*



Contact Us



### About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. [www.netapp.com](http://www.netapp.com)

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