

Modernize small and mid-sized enterprise data management with AFF C190

With the new AFF C190, NetApp Partners can differentiate your solutions and expand your opportunities in this fast-growing market segment



Total AFF Market

is up **37.6%** year over year*

[IDC]

Simple



Deploy workloads in minutes

Fast-provisioning workflows help you provision new storage systems in minutes, from power-on to serving data. A simple wizard guides you in for quick set-up and configuration. Built-in workflows include Oracle, Microsoft SQL, MySQL, MongoDB, VMware, and more.



Use a single system for file and block data

Simplify infrastructure by consolidating file and block data onto a single storage system. With one interface to manage all your data, C190 improves the productivity of your customer's IT team.



Effortlessly connect to public clouds

Automatically tier cold data or back-up to the cloud to reduce overall storage costs. Take advantage of industry-leading hybrid cloud integration including Google Cloud, Amazon Web Services (AWS), Microsoft Azure, IBM Cloud, and Alibaba Cloud.

Data Management a Priority for SMEs

Since 2013, SMEs have **prioritized big data, governance, and data catalogs**, with a continued focus on **dashboards, reporting, and advanced visualization****

[Dresner SME BI Market Study]



Smart



Improve storage efficiency to control costs

Reduce infrastructure costs with comprehensive storage efficiencies, including ONTAP compression and deduplication, backed by NetApp's industry-leading efficiency guarantee program.



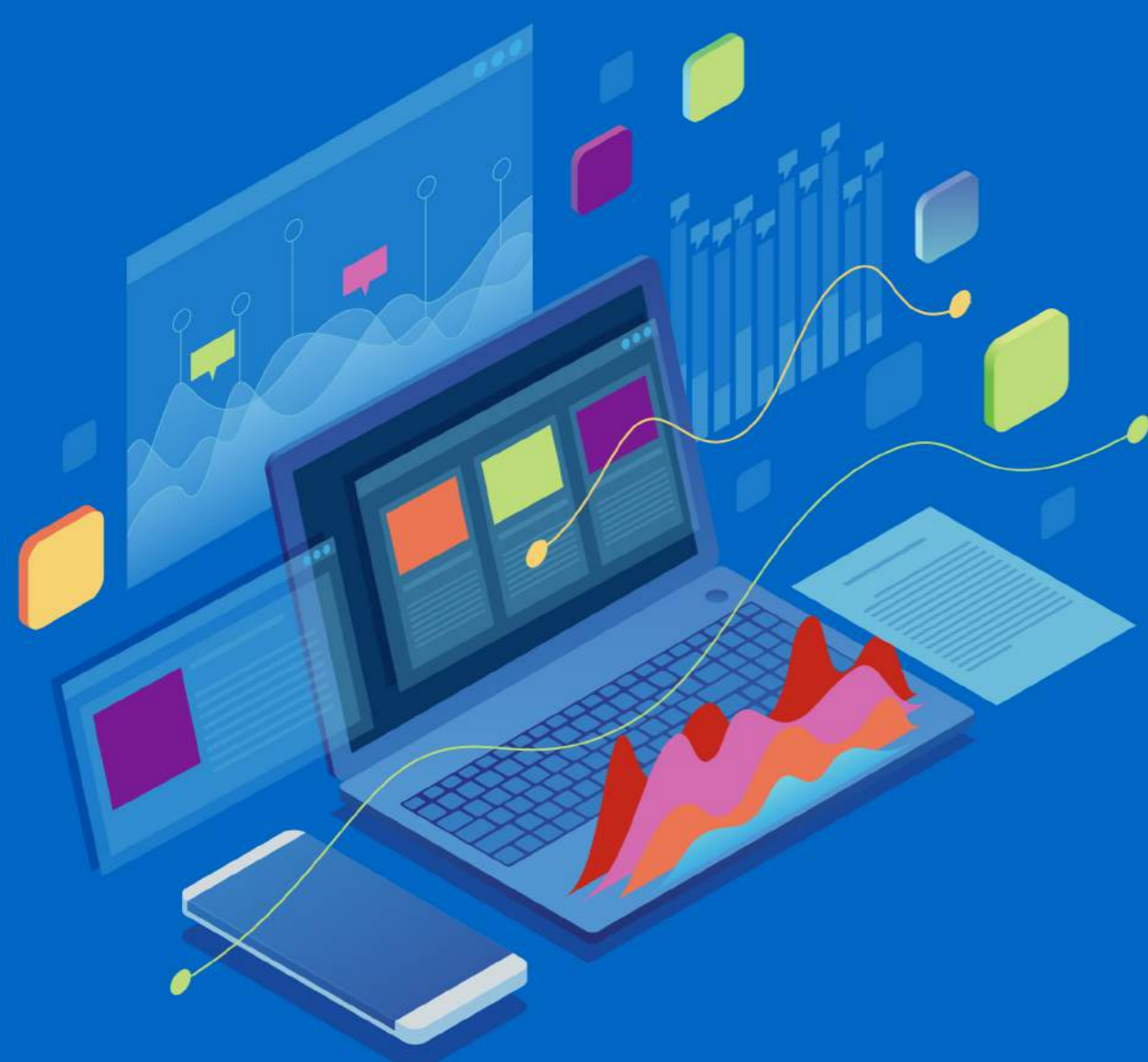
Accelerate application performance with flash

Optimized for flash, C190 delivers 10X faster application response than hybrid arrays. AFF storage will run more workloads on a single system without compromising performance.



Optimize availability and performance with data-driven analytics

Perform optimally, providing uninterrupted access to data; maintain business-critical application performance. The NetApp Active IQ® intelligence platform provides data-driven insights to identify and correct problems before they occur.



Hybrid AFF Market

has **increased by 13.4%** since end of 2017*

[IDC]

Secure



Maintain resiliency

Comprehensive integrated data protection safeguards your customer's data and minimizes disruptions. Offer local backup with near-instant recovery with space-efficient Snapshot™ copies. Achieve remote backup/recovery and disaster recovery with SnapMirror® asynchronous replication.



Secure application data

Protect customer's data from threats with built-in robust security for at-rest data with NetApp Volume Encryption. Multifactor authentication improves data access control, and cryptographic shredding enables General Data Protection Regulation (GDPR) compliance.



Never your data

Achieve zero-data-loss protection (RPO=0) should a disaster or major outage occur. NetApp SnapMirror Synchronous technology delivers granular, synchronous data replication and maintains storage efficiency savings during and after data transfer.

SMEs 3X More Likely to Adopt BI

Enterprises with up to **100 employees** are nearly **3X more likely** than large enterprises to report the **highest rates of BI adoption** and therefore need **high-performing data platforms** for their applications**

[Dresner SME BI Market Study]



NetApp's Commitment to Partners

"NetApp is focused on making it simpler for our partners to do business with us. This new entry-level, all-flash storage solution represents our commitment to our channel partners and how we are expanding their opportunities to reach new markets."

Jeff McCullough, Vice President of Americas partner sales, NetApp

*<https://www.idc.com/getdoc.jsp?containerId=prUS44909519>

**<https://www.forbes.com/sites/louiscolombus/2017/10/08/small-businesses-are-the-real-mvps-of-analytics-and-bi-growth/#4bf62a586ca4>