



NEED HELP GETTING YOUR PUBLIC CLOUD COSTS UNDER CONTROL?

LET COMPUTACENTER AND NETAPP SHOW YOU HOW

Version 1.1

LET'S GO



BRINGING COST OPTIMISATION TO PUBLIC CLOUD

WHY THIS? WHY NOW?

WE BELIEVE...

Wherever you are on the public cloud journey, the complexities will mean you'll face a pressing need to control costs if you're to **extract the maximum value from your investment**. There are tough calls to be made. Do you go direct to a hyperscaler for an off-the-shelf solution, or do you work with proven experts in the field and business partners to help you find tailor-made public cloud solutions to meet your very particular strategic goals?

THIS IS WHERE WE COME IN...

Computacenter provides value-driven Professional Services – everything from consultation to implementation of public cloud solutions and all points in between, **including cost optimisation**.

NetApp has the **ONLY** data storage platform compatible across ALL public clouds.

“We focus on working with and alongside our customers with the aim of removing the complexity out of leveraging cloud technology, while ensuring the business drivers for change are met.”

“This starts with identifying the right transformation path for existing workloads through to exploiting cloud native technologies for tomorrow’s applications. We bring our knowledge of the Enterprise market and expertise in AWS, Azure, Google Cloud and data center technologies to deliver efficient, secure and consistent operational capability, integrated seamlessly into your IT functions.”

Paul Casey
CTO, Platform & Hybrid IT, Computacenter

“In a world full of generalists, NetApp is a specialist. We are relentlessly focused on one thing – helping our customers get more out of cloud than they ever thought possible.”

“Whether it’s more certainty, resilience, speed, agility, compliance or simplicity, on-premises, in the cloud or anywhere in between. No one else can integrate and connect technologies like we can, to help you be prepared for anything. And we couldn’t do it without a little help from our friends, otherwise known as the world’s biggest public clouds. Together, we make cloud storage work harder for our customers.”

Matt Watts
Chief Technology Evangelist, NetApp



IN THIS BROCHURE

EVERYTHING YOU NEED TO MANAGE THE COSTS OF PUBLIC CLOUD

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WHAT'S PUSHING UP THE COST OF PUBLIC CLOUD?

AND HOW COMPUTACENTER AND NETAPP CAN HELP OVERCOME THEM

Add the complexities of public cloud to the ever-changing and fast-moving business landscape and it's **easy to see how costs can spiral out of control**. The answer lies in getting the foundations right, and that starts with having a viewpoint on cost optimisation.

INCREASING COSTS

FAST GROWTH	DATA SWELL	LACK OF ORGANISATION	POOR VISIBILITY	BURSTS IN ACTIVITY	RIGID CONTRACTS	UTILISATION
Your organisation may be rapidly developing or changing, and you're in need of a permanent, scalable, cost optimised approach .	The exponential growth in data may make it challenging to understand whether your current public cloud arrangements are still right for you .	We hear of some organisations 'dumping' large amounts of data onto public cloud to free up on-premises storage. This can quickly rack up the costs of public cloud .	IT teams are also under pressure to do more with less resource, making it increasingly difficult to manage public cloud and identify where wastage may be occurring .	You may need to react tactically to periodic increases in workloads. Without a public cloud strategy, this can often lead to unnecessary additional costs .	Off-the-shelf public cloud contracts can often lead to organisations getting poor value for money over time .	If your organisation is paying for resources you DON'T or CAN'T use – perhaps as a consequence of an evolving business model – costs will remain high .

Computacenter professional services and NetApp technology will help you take control of public cloud costs

COMPUTACENTER SOLUTIONS AND SERVICES



DECREASING COSTS

WHERE ARE YOU ON YOUR PUBLIC CLOUD JOURNEY?

AND WHY YOU NEED A COMPUTACENTER AND NETAPP SOLUTION

Wherever your organisation is on its public cloud journey, Computacenter and NetApp will work with you to get the optimal benefits from your cloud investment.

WE'RE EARLY ADOPTERS OR IN THE FIRST STAGES...

...but we're struggling to identify the causes of our public cloud cost inflation and need some help and advice.

WE'RE A COMPUTACENTER CUSTOMER, JUST NOT FOR PUBLIC CLOUD...

...but we're conscious climbing costs means we're not benefitting from the value of our investment.

WE'RE MATURE PUBLIC CLOUD USERS LOOKING FOR SOMETHING MORE...

...like adding value services such as DevOps, data services, and FinOps and to get greater control of costs overall.

WE WENT DIRECT TO A HYPERSCALER TO SOLVE A SPECIFIC PROBLEM...

...but as our business demands grew, so did the complexity of the problem. We need a permanent, scalable and cost-effective fix.

GETTING BACK CONTROL OF PUBLIC CLOUD COSTS

It may be for the want of more skills or budget, changing business priorities, the varied demands on public cloud by role, even the need to respond to disruptive events. All are complexities to overcome and all can contribute to cost inflation.

WE SAY...

We'll help you review and analyse your public cloud usage and where costs can be brought back under control. That could include recommending a NetApp on-premise environment to make it much easier to tier to NetApp's cloud offerings such as Cloud Tiering. Perfect if you're looking for a staged approach to cloud adoption.

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EXTRACT GREATER VALUE FROM YOUR INVESTMENT IN PUBLIC CLOUD

Computacenter is helping a variety of different customers across various industries to devise a strategy for cloud. We've successfully partnered with NetApp to help organisations across multiple industries and sizes to adopt public cloud services – Public Sector, Finance, Retail, Oil & Gas and Pharmaceuticals.

WE SAY...

Computacenter is a NetApp Cloud Preferred Partner, which means that we have invested in our own professional service capabilities to help customers adopt NetApp Cloud transformation. As a Cloud Preferred Partner we delivered over \$5m of NetApp Cloud transformation business in 2020 alone.

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MAXIMISING THE POTENTIAL OF PUBLIC CLOUD

Your current cloud provider may be able to offer a basic requirement that your business needs, but not at the right price.

WE SAY...

This is where NetApp's Spot offering can help by helping organisations reduce their cloud compute costs in native hyperscaler environments. Computacenter will use our services based on NetApp to monitor and analyse the performance requirements of an application, and provide AI-driven predictions so you can enjoy extreme cost reduction.

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TIME TO TAKE A FRESH APPROACH TO PUBLIC CLOUD

Your organisation has most likely grown and subsequently the amount of data you consume will have increased. You may now be in need of public cloud services not offered by your current hyperscaler. You may also have a concern about being locked-in to an agreement that doesn't provide the flexibility of a consumption model.

WE SAY...

A Computacenter and NetApp solution for public cloud will help you assess your current application and infrastructure requirements, find the most competitive prices for your new approach, plan your migration and implementation, provide training and support, and manage your license renewal if necessary.

COMPUTACENTER SOLUTIONS AND SERVICES



COMPUTACENTER'S PROFESSIONAL SERVICE AND SUPPORT CAPABILITIES

We have invested heavily in our NetApp capabilities over the last 20 years. We have a deep understanding of the technology and are best placed to help you adopt public cloud with NetApp.

HOW WE CAN HELP YOU TOWARDS A COST-EFFECTIVE PUBLIC CLOUD STRATEGY

1.
COMPUTACENTER
PROFESSIONAL
SERVICES

2.
PROCUREMENT

3.
SETTING UP

4.
TRAINING

5.
SUPPORT

6.
INSIGHTS AND
ANALYTICS

7.
RENEWALS



CHANGING THE CONVERSATION ABOUT PUBLIC CLOUD




...AND MANAGING COSTS ON YOUR JOURNEY

The conversation has moved on from storage. Our relationship is now more focused on helping our customers optimise and automate their data center for positive business outcomes – by simplifying management, maximising scalability, integrating new data with legacy and much more.

We do this by first understanding your current needs and future ambitions for data and cloud, then consulting to propose and implement the right technology and services to meet those objectives.

“We’ve removed the inhibitors of putting your data in the cloud – including having the **ONLY** storage solution compatible across **EVERY** cloud!”

Matt Watts, Chief Technology Evangelist, NetApp

	NETAPP CERTIFIED CONSULTANTS	17 including Solutions Architects, Infrastructure, Pre-sales and Integration Consultants
	PARTNER STATUS	STAR
	AWARDS	NetApp EMEA Converged Partner of the Year 2020 NetApp EMEA Converged Partner of the Year 2019 NetApp EMEA Partner of the Year 2018 FlexPod Partner of the Year 2017



DIGITAL POWER

...IT'S WHAT MAKES OUR DATA AND CLOUD STORY DIFFERENT

Computacenter has decades of experience driving innovation within the data center to accelerate digital business. Designed to meet transformation challenges head on, our Digital Power portfolio supports our customers by:

OPTIMISING AND MODERNISING THEIR IT INFRASTRUCTURE, DATA AND WORKLOADS TO DRIVE OPERATIONAL EFFICIENCY AND COST SAVINGS

INCREASING THEIR BUSINESS AGILITY AND GROWTH SO THAT THEY CAN SUCCESSFULLY TRANSFORM AND INNOVATE

DIGITAL
Cloud accelerating business
Power.

DIGITAL POWER

PLAN, APPLY AND SCALE
ENTERPRISE PUBLIC
CLOUD ADOPTION

ACCELERATE DIGITAL BUSINESS

EVOLVE AND INNOVATE
TO DIGITALISE

ADOPT PUBLIC CLOUD

ENABLE MULTI-CLOUD

OPTIMISE, PROTECT
AND MANAGE
MULTI-CLOUD

MODERNISE THE DATA CENTER

ENHANCED AND NEXT GENERATION
DATA CENTERS FOR MODERN IT OPERATIONS





LET'S TALK

To find out more about how we can guide you towards a modern data center cloud strategy, please contact your Computacenter Account Manager, email enquiries@computacenter.com or call **01707 631600**

About Computacenter

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling users and their business. Computacenter is a public company quoted on the London FTSE 250 [CCC.L] and employs over 16,000 people worldwide.

www.computacenter.com



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1. COMPUTACENTER PROFESSIONAL SERVICES

- We'll analyse your current public cloud position.
- We'll understand your wider business objectives.
- We'll understand ALL your public cloud use cases.
- We'll help you understand the cost and business benefits of migrating and consolidating your data.
- We'll select your public cloud platform[s] taking into account: Your storage requirements, data platform selection, the nature of your data and how your organisation uses it.
- And we'll find you the best security solution to keep your data available at all times, and protect what you own and value from the edge to the heart of your

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TRAINING

Your organisation can procure NetApp Cloud Data Services in a variety of ways.

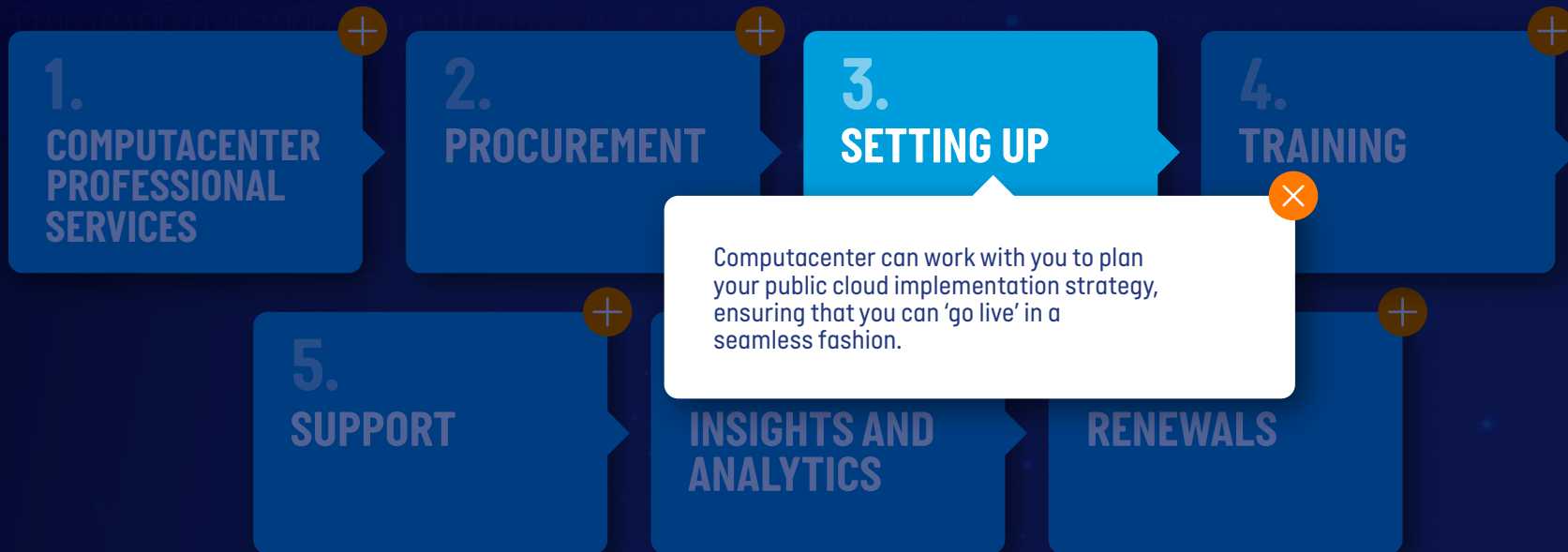
- Use your CapEx budget to procure BYOL licences.
- Consume via a Marketplace option with all the key hyperscalers to streamline the procurement process.

7.
RENEWALS

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We'll make certain that those with operational responsibility for public cloud will have the required training and confidence to manage the solution we deliver.

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SERVICES

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PRO

NetApp have a variety of solutions such as NetApp Cloud Insights and Spot which can help organisations to deliver cost efficiencies. NetApp and Computacenter understand that having visibility of your public cloud environment is key to maximising the efficiencies of cloud adoption.

4.
TRAINING

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We'll make certain license renewals are seamless with no interruption to service. **No renewals are needed** if you are looking to utilise NetApp's offerings via Marketplace with the hyperscalers.