Data Protection
For Data Fabric

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Backup Basics Don't Cut It

You can't be in a conversation with IT professionals these days without talking about data protection, and with good reason. Companies today use data in a variety of ways; to serve their customers, innovate their products, and make better decisions across the board for manufacturing, investments, mergers, and acquisitions. IT looks at ways to constantly improve reliability and the continuity of technology services, and to provide better protection against loss and failure.

But they are always under pressure to get more things done, things like:
- Harvesting more information from your data
- Operating at the speed of business
- Creating greater value for your organization

Whether you are scaling your business or just simply need to be more on point with the demands of your business unit leaders, or you're looking for new and innovative ways to leverage data protection. With NetApp and NetApp's strategic partners, Commvault, Veeam, and Rubrik, not to mention NetApp's own homogeneous software solution, you are able to get more done with your data through a single unified interface for your data protection platform.

Operate at the speed of business by running analytics against a clone of your production environment with zero impact to production. Take advantage of NetApp's snapshot technology to mitigate ransomware attacks and minimize downtime.

Create greater value and faster time to market by providing your DEV/TEST team access to a production set of data to test against, yielding better and faster time to market. Identify when ransomware infects your ecosystem and eradicate it from your environment completely. Or simply test software updates before you go live. IT now has the opportunity to significantly change the game and elevate its delivery to the business by going beyond modern data protection.

NetApp has done a great job offering customers an opportunity to not only protect data on prem but across your entire data fabric.

The CTE Group has written three papers on data protection: *Beyond Modern Data Protection; The Beat Goes On*; and *NetApp Data Fabric: NetApp's Answer to the Data Protection Dilemma.* Download those papers to get more detailed information about the NetApp strategic alliances and the solutions available today. You'll also find a great deal of information about data protection, data fabric, and partner solutions on the [NetApp website](). You can also contact your reseller, system integrator, or NetApp representative for more information.

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