

# A New Practical Path to Flash

## CHALLENGE

The higher cost of going all-flash has prevented widescale modernization in the data center.

**4.3x**

All flash storage costs ~4.3x more than hybrid/HDD<sup>1</sup>



## WHAT WE DO

But your business can take a more practical approach to storage transformation.

Unlock your data center potential with new NetApp® C-Series capacity flash.

## WHAT YOU GET

- ✓ Innovative quad-level cell technology
- ✓ Higher density than premium flash
- ✓ Flash-like speed + efficiency
- ✓ Hybrid flash economics

## WHAT IT'S GREAT FOR

- ✓ Cost-effective, large capacity flash deployments
- ✓ Non-essential VMware workloads
- ✓ Database applications including MS SQL, Oracle and SAP
- ✓ Secondary storage for DR, backup or tiering

With NetApp C-Series, you can:

**98%**

Save up to 98% in rack space

NetApp AFF C-Series compared to HDD storage

**97%**

Reduce power/cooling costs up to 97%

**95%**

Reduce up to 95% of rack space

NetApp AFF C-Series compared to hybrid flash storage

**85%**

Save up to 85% in energy costs

**70%**

Reduce power consumption up to 70%

NetApp ASA C-Series (optimized for SAN) compared to other all flash arrays

Savings can be greater by easily tiering cold data to the cloud.

## Unify data management with NetApp ONTAP®

NetApp is the only provider that delivers single pane-of-glass management across all its file, block and object storage, including C-Series capacity flash.

### NetApp ONTAP

Consistent management and operations

Nondisruptive workload mobility

Industry-leading protection and security for your data

Direct tiering to cold object storage on premises or in the cloud

**Performance flash**  
Best performance for tier 1 workloads

**Capacity flash**  
Best price for performance

**Hybrid flash**  
For lowest cost and secondary use cases

Learn about C-Series capacity flash and the rest of the NetApp storage portfolio from your trusted partner.

### About Arrow

Arrow works behind the scenes with your trusted solution provider to help expand the effectiveness and ROI of the technology solutions your business relies on. We provide value-add services that bolster what your solution provider can do for you.

Source: 1. Blocks & Files, "Gartner believes AFA array storage costs 4.3 times more on an ASP basis than hybrid/HDD storage," from quarterly report: Huawei number 2 in all-flash array market, say analysts, Oct 2023