



NetApp All-Flash Solutions for Microsoft SQL Server Quick Reference Guide

Customer Value Proposition

Rapidly respond to customers and make actionable decisions faster with NetApp® all-flash storage solutions for Microsoft SQL Server. Deliver a more consistent customer experience with always-on access for any user from any device, with predictable performance that enables you to present information to customers up to 20 times faster. Improve ROI when you modernize your data center and unlock the value of your data with scale-out performance that enables you to grow your business and to easily adapt to new opportunities.

KEY MESSAGES

Improve Flexibility and Business Agility

- Support existing and emerging apps on the industry's fastest and most successful unified data management platform.*
- Manage apps where they run best by freely moving data between on-premises infrastructure and the public cloud.
- Transition painlessly with detailed infrastructure assessment, rapid migration tools, and services

Boost ROI

- Free IT staff from spending time on troubleshooting issues and on managing database performance.
- Simplify operations with an app-optimized, 10-minute setup.
- Monitor system health with predictive support analytics.
- Reduce costs by 60% to 70% compared with legacy spinning disks.
- Improve ROI with a 6-month payback.

Accelerate Performance

- Accelerate transaction performance by up to 3 times, with latency of less than 0.7ms in peak hours.
- Generate business-critical reports in 10 minutes instead of taking 3 to 5 hours.

Customer Pain Points

Line-of Business (LOB) Owners: Database Administrators and App Administrators

- Underperforming database applications
- Poor end-user or customer experience
- Too much time spent waiting on data to be copied
- Manual database tuning and data tiering
- Low availability and uptime, difficulty in meeting SLAs

Customer needs include:

- Create multiple test, training, and QA systems quickly and efficiently
- Automate repetitive tasks
- Incorporate big data and cloud initiatives without disruption

*<https://fieldportal.netapp.com/content/275303>

**SPC-1 benchmarks: [SPC-1 Performance list](#).

*** [Link to press release](#)

“We can clone, restore, and back up databases with a simple click. It’s effortless and takes the weight off the operations team, who can focus on core tasks, confident that data storage and backup requirements are taken care of.”

Jon Woan
IT Manager, Vital Energi

Competitive Differentiators

- Comprehensive hardware and software compatibility
- Support for 32Gb FC, 40Gb Ethernet, and NVMe
- Lowest \$/IOPS of all-flash arrays in SPC-1 Top 10 performance list**
- NetApp AFF, the top-performing enterprise all-flash array and in the top 3 overall on the SPC-1 performance list**

How to Position the NetApp Portfolio

AFF

- The world's fastest enterprise all-flash storage**
- The most data center-efficient storage that you can buy: shrink data center footprint, power, and cooling by up to 10 times***
- The most cloud-connected all-flash array
- High-end flash controllers that reduce latency and improve throughput***
- Innovative data management features and integration with SQL Server and NetApp SnapCenter® technology

EF-Series

- Support for high-bandwidth applications that need sustainable IOPS and consistent low latency
- Consistent microsecond response time with 100Gb NVMe over InfiniBand support
- Fully redundant, enterprise-grade, modular 2U building-block system with automated failover, advanced monitoring, and six-nines uptime

Alliance Partners

Use partners to access a higher-level audience. Learn to speak their language!

- Cisco
- Brocade
- Microsoft

Handling Objections

“NetApp flash solutions are too expensive.”

NetApp offers the lowest \$/IOPS of all-flash arrays in the SPC-1 Top 10 performance list. Six-month payback helps increase affordability.

“NetApp is not built from the ground up for flash.”

Latency and consistency are critical components of database performance. NetApp all-flash solutions deliver high IOPS, low latency, and application consistency.

Top Wins and References

- [Vital Energi](#)
- [Shanghai PPDAL](#)
- [Invesco](#)
- [Sheridan](#)

Resources

- [Promotions](#)
- [Competitive information portal](#)
- [AFF collection](#)
- [EF-Series collection](#)
- [NetApp ONTAP® 9 collection](#)

Getting the Discussion Started

Use the following information to have the right conversation with the right person in your accounts.

Stakeholder	Top Concerns	Questions to Ask	Did You Know?
Executive/CXO Focus on innovation, business agility, and growth	<ul style="list-style-type: none"> • Keep pace with business. • Become an enabler of business and not the bottleneck. 	<ul style="list-style-type: none"> • What are your top 5 initiatives this year? For the next 5 years? • What is the cost of infrastructure downtime to your business? 	<ul style="list-style-type: none"> • AFF is the top-performing enterprise all-flash array and is in the top 3 overall on the SPC-1 performance list. • NetApp can accelerate database response by up to 12 times.
LOB Focus on time to market and innovation	<ul style="list-style-type: none"> • Provide continuous application delivery. 	<ul style="list-style-type: none"> • What is the value of faster time to market? • What is the cost of downtime for your application area? • What are the pain points that cause project delays? 	<ul style="list-style-type: none"> • NetApp has the lowest \$/IOPS of all-flash arrays in the SPC-1 Top 10 performance list. • NetApp can reduce provisioning times for SQL Server environments from days to hours.
Systems architect Focus on availability, uptime, and resource allocation	<ul style="list-style-type: none"> • Provide application availability—anywhere, anytime. • Standardize. • Keep up with growing demands. 	<ul style="list-style-type: none"> • Do you design for management at the application or storage level? • Does storage become the bottleneck in your workloads? • What levels of application availability do you plan for? 	<ul style="list-style-type: none"> • NetApp can deliver 98% faster data recovery for planned and unplanned outages. • EF-Series storage can provide consistent throughput and response times, even for mixed workloads.
Database administrator Focus on maximizing user productivity and ROI	<ul style="list-style-type: none"> • Keep users happy. • Facilitate end-user productivity. • Contain the costs of software licenses. 	<ul style="list-style-type: none"> • What process do you use to create duplicate databases for dev/test? • How do you address database performance issues? • When are you planning to upgrade to SQL Server? 	<ul style="list-style-type: none"> • With NetApp, you can increase operational efficiency with a centralized GUI for monitoring, reporting, backup schedules, and close management. • NetApp has a broad flash portfolio that is specifically for low-latency database application requirements. • With NetApp, you can quickly iterate dev/test cycles by using full clones.

Competitor	Why Is NetApp Better?
EMC	<ul style="list-style-type: none"> • EMC's portfolio has 12 different storage architectures with no unified management, replication, or reporting without complex add-ons. • EMC VMAX is a siloed product that requires forklift upgrades. • EMC Unity/VNXe has limited performance, operational and management silos, poor economics and compression, no block deduplication, and no disk repurposing.
Pure Storage	<ul style="list-style-type: none"> • Application integration is almost nonexistent for Microsoft SQL Server. For managers who run data centers and multiple applications, it is too difficult to manage across operational silos. • Customers must use third-party technologies for application integration. • Pure support is required for installation and code upgrades.
HPE 3PAR	<ul style="list-style-type: none"> • 3PAR has no compression, and its deduplication has caveats. 3PAR also lacks data compliance capability and has an inflexible architecture.