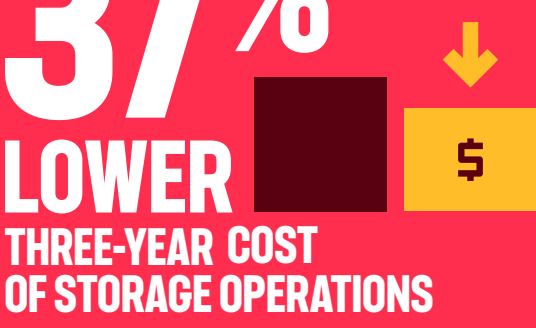


EMPOWER CUSTOMERS TO MODERNIZE FASTER, WITH LESS RISK AND HIGHER ROI, ON AWS.

Position Amazon FSx for NetApp ONTAP® as the premium storage layer for migrations, delivering ONTAP data services as a fully managed AWS service.



For many customers, the hardest part of modernization is the storage layer—moving file shares, databases, and VMware workloads without refactoring or disrupting users. FSx for ONTAP provides AWS sellers with a premium, fully managed ONTAP storage platform, making migrations a low-risk way to gain enterprise-grade performance, data management, and cost savings from day one.



The Business Value of Amazon FSx for NetApp ONTAP



Reduce Costs and Increase Efficiency with FSx for ONTAP | NetApp

Buyer pain: “What’s breaking migration projects?”

Most customers stall migrations because their storage foundation makes change slow, risky, and expensive.

Sellers should recognize these pain points:



Refactoring risk and application disruption

Customers fear they'll have to rewrite or re-platform apps just to move data. FSx for ONTAP supports NFS, SMB, iSCSI, NVMe/TCP, and S3, so teams can lift-and-shift workloads to AWS without changing application code.



Long cutovers and downtime fears

Big-bang migrations demand long maintenance windows and risky cutovers for mission-critical workloads. SnapMirror and AWS DataSync enable incremental replication and near-zero-downtime cutovers instead.



Operational sprawl across hybrid environments

Data spread across on-prem and multiple AWS services is hard to manage and protect consistently. NetApp Console™ gives a unified ONTAP-based control plane for discovery, migration, replication, and ongoing operations.



Cost and performance uncertainty in the cloud

Buyers worry about overprovisioning, unpredictable performance, and opaque costs after migration. FSx for ONTAP combines ONTAP data-reduction and tiering with predictable performance and AWS pay-as-you-go economics.



The Business Value of Amazon FSx for NetApp ONTAP

The Seller’s Advantage: Positioning FSx for ONTAP for migration

FSx for ONTAP gives AWS sellers a straightforward way to turn stalled migration projects into wins: move without rewrites, modernize without downtime, and land on storage that costs less and does more.



Bring their data to the cloud, not chaos to their operations

Customers can migrate NetApp and non-NetApp file services, databases, and VMware workloads directly into a native AWS service built on ONTAP, keeping familiar data services while gaining AWS agility and scale.



Unify mixed workloads on a single, premium storage platform

With support for NFS, SMB, iSCSI, NVMe/TCP, and S3, FSx for ONTAP lets Linux, Windows, database, and analytics workloads share a single storage layer, simplifying migration planning and reducing tool sprawl.



Turn migration into a value story, not just a move

Position FSx as the storage layer within an intelligent data infrastructure: migrations become about better performance, resilience, and AI-ready data, elevating you from commodity storage seller to trusted advisor.

Migration scenarios to lead with

Sellers win when they turn capabilities into concrete, migration-ready patterns. Use these scenarios as conversation anchors, then bring your NetApp counterpart in to design the plan.

1

Scenario 1: On-prem NetApp ONTAP NAS → FSx for ONTAP

Provides space-efficient copies of data, lowering overall storage requirements for data protection. Customers can increase effective capacity by 3x or more.

2

Scenario 2: Mixed NAS and file servers → FSx for ONTAP with AWS DataSync

Organizations running mixed Windows/Linux file servers, third-party NAS, or other AWS file services can use AWS DataSync to consolidate into FSx for ONTAP. DataSync agents build an intelligent data infrastructure with our customers to provide the freedom to modernize without vendor lock-in, ensuring consistent performance and governance everywhere. That's why the world's most forward-thinking enterprises trust NetApp to maximize your data into a true driver of transformation. Our AI-ready foundation translates complex data into proactive insights and automated actions, simplifying customer operations and freeing IT teams to focus on driving business innovation.

3

Scenario 3: Mission-critical databases (SQL Server, Oracle) → FSx for ONTAP

FSx for ONTAP serves as shared storage for databases on Amazon EC2 or integrated services, combining high performance with snapshots and replication for backup and DR. Pitch this as a way to modernize database infrastructure on AWS while improving recovery objectives and lowering storage costs.

4

Scenario 4: VMware workloads → FSx for ONTAP

When customers move VMware workloads to AWS, FSx for ONTAP can support NFS datastores or iSCSI LUNs, with AWS Transform and related tools guiding migration and protection. Amazon Elastic VMware Service (EVS) brings VMware controls to AWS, allowing teams to gain cloud agility while keeping familiar VMware operations and data services.

5

Scenario 5: SAP HANA and enterprise apps → FSx for ONTAP

SAP-certified FSx for ONTAP lets customers extend or migrate SAP HANA and other enterprise apps to AWS with predictable performance and integrated data protection. Use this as the go-to option for modernizing high-value systems on storage built for mission-critical workloads.

The win: Why it pays to sell FSx for ONTAP for migration

Many enterprises need to exit data centers, modernize apps, and support new AI and analytics, but migration risk and storage complexity slow them down. Sellers who make FSx for ONTAP the backbone of that migration story become indispensable partners in the change.

With FSx for ONTAP, you can:

- Close migration-driven deals faster by offering a clear, low-risk path for moving high-value workloads.
- Increase deal size and stickiness by consolidating multiple workloads onto a single platform that encourages long-term adoption.
- Open the door to ongoing NetApp services, such as backup, governance, and AI-ready data pipelines, once the FSx for ONTAP footprint is established.

When you connect migration pains to FSx for ONTAP outcomes, you position yourself not just as a storage seller but as a guide for customers' broader modernization journeys.

Ready to turn migration pain into wins?

Every stalled migration is an opportunity to introduce FSx for ONTAP as the storage layer that makes modernization safe, economical, and future-ready. Sellers who act now earn a seat at the table for the next wave of transformation on AWS.

Partner with your NetApp counterpart to identify in-flight or upcoming migrations where FSx for ONTAP can de-risk cutovers and improve outcomes.

Get started now →



Contact Us



About ONTAP

For over 30 years, NetApp, the Intelligent Data Infrastructure company, has helped leading organizations turn data into a catalyst for innovation, resilience, and growth. At our core is the NetApp data platform—a unified, intelligent foundation built on proven solutions—that connects, protects, and activates data across every cloud and on-premises environment. With a unique native design that integrates with the world's largest clouds, NetApp helps build an intelligent data infrastructure with our customers to provide the freedom to modernize without vendor lock-in, ensuring consistent performance and governance everywhere. That's why the world's most forward-thinking enterprises trust NetApp to maximize your data into a true driver of transformation. Our AI-ready foundation translates complex data into proactive insights and automated actions, simplifying customer operations and freeing IT teams to focus on driving business innovation.

Learn more at www.netapp.com or follow us on [X](#), [LinkedIn](#), [Facebook](#), and [Instagram](#).

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