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**NetApp, new phase in its industrial evolution: intelligent data management across hybrid - multicloud environments**

NetApp, in Italy with Media Power, defines a new phase in its industrial evolution, consolidating a positioning centered on intelligent data management across hybrid and multicloud environments.

The company develops a technological model that moves beyond traditional storage, delivering a unified platform designed to connect, govern and activate data throughout its operational lifecycle.

This approach reflects a market shaped by exponential growth in unstructured data and the expansion of distributed workloads, particularly those driven by artificial intelligence.

In this context, data is no longer a passive asset to be stored, but a dynamic resource to be made available in real time for critical applications, analytics and automation.

At the core of the portfolio is NetApp ONTAP, an operating system that unifies file, block and object storage within a single control framework.

ONTAP introduces an abstraction layer that decouples data from physical infrastructure, enabling workload mobility across on-premise and cloud environments without disruption.

This architecture ensures non-disruptive scalability, high availability and centralized control over security and governance policies.

Around this foundation, NetApp delivers a modular platform combining all-flash storage systems, cloud-native services and automation tools.

Hardware solutions, particularly all-flash architectures, are engineered for high-intensity workloads including AI and data-driven applications, while the software-defined approach extends the same capabilities into virtualized and public cloud environments.

A defining element of NetApp's strategy is its native integration with hyperscalers.

Through solutions such as Google Cloud NetApp Volumes, ONTAP capabilities are extended directly into cloud infrastructures, ensuring operational consistency across environments.

This enables organizations to adopt multicloud strategies without data fragmentation, while maintaining control over performance, security and governance.

NetApp also advances flexible consumption models.

NetApp Keystone introduces a storage-as-a-service model aligned with cloud operating paradigms, allowing organizations to scale capacity and performance according to demand while optimizing cost structures.

The management of large-scale unstructured data is addressed through platforms such as StorageGRID, designed for distributed archives and high-density workloads.

These solutions are particularly relevant in environments requiring scalable and continuous data access, including media asset management and digital production ecosystems.

Artificial intelligence represents a central axis of development.

NetApp introduces components such as NetApp AI Data Engine to orchestrate complex data pipelines and support AI workloads, including generative models and retrieval-augmented architectures.

The objective is to reduce the gap between data and applications, simplifying the integration of AI into operational processes.

Within the AI ecosystem, NetApp operates at the data layer, providing the infrastructure required to ensure data accessibility, consistency and security.

This role is critical for both training and inference, where data quality and governance directly impact outcomes.

Strategic partnerships further position NetApp within end-to-end AI infrastructures.

The overall architecture is based on a disaggregated model, separating storage, services and control.

This enables organizations to modernize infrastructures progressively, avoiding lock-in and increasing operational flexibility.

Independent scaling of capacity and performance supports evolving application requirements.

From a security perspective, the platform integrates advanced data protection capabilities, including encryption, access control and cyber-resilience.

Built-in mechanisms support rapid detection and recovery from incidents, ensuring continuity in enterprise environments.

In media and broadcast contexts, these capabilities translate into efficient management of distributed archives, cloud-based workflows and high-resolution content.

Immediate data availability and integration with virtualized production environments support increasingly complex and distributed production models.

Through this evolution, NetApp delivers a platform that integrates infrastructure, software and services into a unified data-centric model, supporting organizations operating in high-complexity, data-intensive environments.

#### Synopsis

NetApp advances its data infrastructure strategy with a unified platform that integrates cloud, AI and storage, enabling scalable and secure data management across hybrid environments.

NetApp strengthens its positioning in intelligent data infrastructure, combining ONTAP, cloud integration and AI-ready platforms to support enterprise and media workflows.

#NetApp,#cloud,#AI,#datainfrastructure,#storage,#hybridcloud,#broadcast,#mediaproduction,#workflow,#digitalproduction