

# DATA STORAGE: THE SECRET TO GENERATIVE AI SUCCESS



## OPENING NEW DOORS WITH GENERATIVE AI

Generative AI (GenAI) is a groundbreaking technology that is reshaping how businesses of all sizes improve employee productivity, provide personalized experiences, enhance customer experience, boost content creation, advance research, and more.

86%

of GenAI adopters achieve revenue growth.

22%

average productivity improvement as a result of using GenAI.

15.2%

cost savings from using GenAI.

56%

of surveyed executives report that GenAI has improved their organization's security posture.

## IT'S ALL ABOUT THE DATA

GenAI is not just about having “more data,” but rather about combining publicly available data with your proprietary data and the unique insights exclusive to your organization. Managing all that data while also providing accessibility, security, and performance can be overwhelming. The result is a GenAI data dilemma: To do it right, you need lots of high-quality data to train your models, but without the right storage infrastructure, all that data can be a roadblock to success.



**DATA IS EVERYWHERE**



**DATA CAN BE HELD BACK BY SILOS OR BOTTLENECKS**



**DATA IS CONSTANTLY UNDER THREAT**

## FIVE KEY STORAGE CAPABILITIES FOR GENERATIVE AI SUCCESS

To use GenAI successfully, you need fast, robust, and secure data storage that's intelligent and responsive to GenAI's specific requirements. Here are five key capabilities to look for when choosing a storage solution for your GenAI deployment.

1

### HIGH PERFORMANCE

that delivers high throughput and low latency to keep up with GPU-accelerated computing tasks.

### DATA MANAGEMENT

to manage and integrate sprawled data globally, without adding complexity or inefficiency.

2

3

### SCALABILITY

to keep pace with petabyte-scale datasets without sacrificing performance.

### FLEXIBILITY

to support the full spectrum of the GenAI workflow, from ingestion to archiving.

4

5

### DATA SECURITY

to keep data safe and maintain data integrity throughout the GenAI lifecycle.

## LET NETAPP & HIGHVAIL LEAD THE WAY

NetApp® storage is high performing, massively scalable, and unified to power every segment of the hybrid GenAI data pipeline. Building an intelligent data infrastructure with NetApp gives you the simplicity, security, scalability, and governance required to confidently deploy safe, responsible GenAI.



1

### High-performance infrastructure.

Engineered to meet GenAI's performance demands so that GPUs are fully utilized without data bottlenecks.



2

### Global data management.

Provides a unified view and control of your entire GenAI data pipeline, from edge to core to cloud.



3

### Scalable data lake platform.

Hosts all of your GenAI data, regardless of size, type, or source, and grows seamlessly with your needs.



4

### Flexible deployment options.

Enable integration with public clouds, deploy converged infrastructure, or use existing storage platforms with an adaptable infrastructure that supports every stage of your GenAI workflow.



5

### Unmatched data security.

Pair real-time artificial intelligence and machine learning based ransomware protection with the **NetApp recovery guarantee** for unbeatable data security. Enable safe and responsible AI practices with built-in access controls, versioning, and traceability.

“Together, NVIDIA and NetApp can help enterprises build accurate, intelligent generative AI applications that let companies talk to their data — and foster a new wave of business opportunity.”

Jensen Huang, Founder and CEO, NVIDIA



## READY TO GET STARTED?

Data fuels GenAI, and NetApp fuels data. NetApp's comprehensive suite of unified storage solutions offers the scalability, performance, and security you need to unlock the full potential of GenAI. Learn how you can bring your GenAI projects to life by building an intelligent data infrastructure with NetApp.

[highvail.com/netapp/genai/](https://highvail.com/netapp/genai/)