

# NetApp introduces BlueXP unified control platform

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KUALA LUMPUR: NetApp Malaysia Sdn Bhd (NetApp) today announced the availability of NetApp BlueXP, a unified control platform delivering a simple hybrid multi-cloud experience for storage and data services across on-premises and cloud environments.

"Organisations today have increasingly moved to hybrid multi-cloud environments to accelerate their digital transformation and drive growth.

"But in managing these environments, companies face daunting challenges and inefficiencies that can impede innovation," the company said in a statement.

With BlueXP, NetApp is leading the way to a more 'evolved cloud' to simplify and automate critical operations across on-premises and public clouds to help organisations drive business impact and improve customer experience.

NetApp BlueXP allows users to manage their broader hybrid multi-cloud data estates, including on-premises unified storage and first-party native storage with the public cloud providers.

"BlueXP delivers integrated, broad data service capabilities to deploy, automate, discover, manage, protect, govern and optimise data, infrastructure, and the business processes that support them – with the flexible consumption options required in today's cloud-led environment," said the statement.

IDC research director (cloud data management) Archana Venkatraman said that an 'evolved cloud' is one of the most grounded, artificial intelligence (AI)-driven, and practical approaches to cloud management.

Meanwhile, NetApp chief executive officer George Kurian said that with the launch of BlueXP, NetApp is uniquely positioned to help organisations unlock the promise of the cloud by making infrastructure, applications, and data true assets to their business.

"By taking an evolved cloud approach, customers can integrate the cloud into their architecture and operations, eliminate complexity, and increase their speed of innovation to deliver quickly on the business outcomes that matter most."

He added that BlueXP is the preferred method to manage NetApp ONTAP, NetApp's data management software for both cloud and on-premise computing environments.