Everpure

7 Reasons to Look Beyond NetApp Storage

Shift from recurring infrastructure projects to continuous innovation

If your storage strategy still turns modernization, protection, and capacity planning into recurring infrastructure projects, it is time to look more closely at the operating model. Legacy architectures lock you into an operating model that requires disruptive refreshes, labor-intensive workflows, and risk absorption.

Everpure™ empowers organizations to continuously modernize, automate, and manage their data platform. Change and growth are predictable, backed by contractual SLAs. That frees budget for new projects instead of another refresh cycle.

Here are seven key areas where the difference becomes clear.

1 Why keep turning modernization into a storage project?

When the platform needs to evolve, the real question is whether the change preserves your data, operating knowledge, and investment or starts another migration project. Evergreen//Forever™ delivers data-in-place modernization for eligible systems, including controller, blade, software, and storage media lifecycle needs. Upgrades happen on your schedule, and your data stays exactly where it is throughout the process.

NetApp's Storage Lifecycle Program ties the controller update to buying at least six years of services, and eligibility starts only after three years of the services period have passed. Buying the services bundle itself is optional, and the initial services period can be as short as one year—and you cannot renew beyond six years without first completing that update. Per NetApp's own terms, the new controller "will not include storage media," and you may be required to purchase upgraded components, including media, if your existing ones aren't compatible. Media otherwise comes through Capacity Refresh, a trade-in crediting one terabyte for every four you purchase.

Sources: NetApp Storage Lifecycle Program | Evergreen® Program Description

2 Why settle for manual steps when there is a documented upgrade history?

Upgrades should be painless and on your terms. More than 38,000 self-service Purity upgrades have been conducted by customers. More than 30,000 Ever Modern upgrades have been performed for more than 3,000 customers. That is concrete evidence of a repeatable modernization model, not a vague promise about what might happen after purchase.

NetApp documents one controller upgrade method, aggregate relocation (ARL), as a multistage procedure that runs through at least Stage 6. Its own documents call it complex enough that only experienced ONTAP administrators should attempt it. For non-adjacent ONTAP releases, the upgrade loads an intermediate software image, and NetApp documents multiple takeover/giveback operations and related reboots during the process. NetApp also advises confirming that I/O and CPU utilization are not above roughly 50% per controller before initiating takeover.

Sources: Next-gen FlashArray//X™ and FlashArray//C™ | Upgrade by using ARL: Upgrade controllers | Supported ONTAP upgrade paths

3 Why manage every array like an island?

Purity is one operating environment across the Everpure Platform for block, file, and object. It provides a consistent, intelligent management experience with AI-driven predictive insights and fleet-level observability across the entire estate. Policy-driven automation handles routine provisioning, placement, and capacity management by policy instead of by ticket, across one platform and one Purity operating environment, with no per-array procedures.

NetApp Console introduces complexity and limitations. NetApp runs separate operating systems across its portfolio. ONTAP covers AFF, FAS, ASA, and AFX, SANtricity runs E-Series, and StorageGRID handles object storage. Automation is OS-specific. Capabilities and experiences are fragmented across system-native management tools, and administrators get routed back into them.

Sources: E-Series management using BlueXP (NetApp Console) | Known limitations of managing on-premises ONTAP clusters in NetApp Console StorageGRID management using NetApp Console | Ask Us Everything About Intelligent Control with Everpure Fusion™ + Pure1® (webinar)

4 Why make administrators repeat infrastructure work?

Automation only pays off when the operating model changes with it—when you express intent as policy instead of triggering workflow after workflow. With Everpure, teams declare what storage needs to do and Everpure Fusion executes: configuration, policy enforcement, intelligent placement, provisioning, rebalancing, and capacity management run across the fleet without anyone wiring up each automation.

NetApp's automation is OS-specific and triggered workflow by workflow, with each one authored, run, and maintained by the team that owns it.

Sources: NetApp automation | Everpure Fusion policy-based engine

5 Why subscribe to storage without guaranteed outcomes?

Evergreen//One™ is built around contractual SLAs, each with a defined remedy:

- **99.9999% Availability:** Six nines, contractually committed
- **Zero Planned Downtime**: For Purity upgrades, controller swaps, and capacity expansions
- **No Data Migration**: Your data stays in place through upgrades for the life of the subscription
- **Performance**: Guaranteed MB/sec or IOPS/TiB, not a best-effort tier
- **Buffer Capacity**: 25% buffer capacity included at no additional charge, up to 1PiB, subject to advance forecasting notification
- **Energy Efficiency**: A guaranteed watts/TiB ceiling
- **Zero Data Loss**: Data durability guaranteed by contract
- **Paid Power and Rack**: Covered for the full service duration

Capacity scales in 1TiB increments. The set of guarantees covers operational, financial, and data protection outcomes simultaneously in a single subscription.

NetApp Keystone offers storage as a service (STaaS), but with limitations. The comparison requires looking beyond consumption models and digging into the contract terms and conditions.

- **The availability target is 99.999%**. Keystone targets five nines, while Evergreen//One commits to six nines (99.9999%) by contract.
- **SLAs are not automatic**. They require nomination and eligibility approval. Keystone SLA protection requires NetApp account approval before it applies. Evergreen//One SLAs are contractually active from subscription start.
- **Planned maintenance is explicitly carved out of the availability calculation**. Keystone's availability service level objective (SLO) excludes downtime from planned maintenance, upgrades, and agreed support activities from its uptime calculation. The Evergreen//One Zero Planned Downtime SLA covers Purity upgrades and Everpure-performed infrastructure expansions, though it carries its own exclusions for customer-driven moves, third-party equipment, and routine controller failovers.

- **Performance is a latency objective, not a throughput commitment**. NetApp's documentation titles this a performance SLO, measured as 90th-percentile latency with a documented list of exclusions from the sample set. Evergreen//One commits to a contractual MB/sec or IOPS/TiB floor, which is a different measure and a different kind of promise.
- **Keystone's default burst limit is 20% above committed capacity**, measured and billed per performance service level. Limits of 40% and 60% are available as an add-on for unified and block-optimized storage. Customers can purchase higher limits, but these do not provide free capacity. Evergreen//One includes 25% buffer capacity at no additional charge by contract, giving customers more included headroom before overage charges apply.
- **NetApp's published Keystone service levels cover four areas**: availability, performance, sustainability, and ransomware recovery. Evergreen//One names Zero Data Loss and No Data Migration as distinct contractual SLAs, with Cyber Recovery available as a contractual add-on with defined remedies.
- **NetApp's sustainability SLO requires nomination and approval** and is scoped by platform, cluster configuration, ambient temperature, and a fixed data-efficiency assumption in how credits are calculated. The Evergreen//One Energy Efficiency SLA carries no equivalent scoping.

Sources: Evergreen//One | Evergreen//One Terms of Use | Evergreen//One Product Guide | NetApp Keystone | Keystone STaaS description v3.3 supplement Keystone STaaS service terms | Keystone STaaS burst capacity | Sustainability SLO for Keystone | Performance SLO for Keystone | Availability SLO for Keystone Ransomware Recovery Guarantee for Keystone

6 What will storage cost after the initial purchase?

With Evergreen//One, the price of the subscription is the price of the outcome. No refresh cycles, forklift upgrade costs, or migration work are priced in later. And when a commitment is missed, the remedy is already defined rather than negotiated after the fact.

Keystone answers this differently. Remedies arrive as service credits against future invoices, prorated to the capacity affected rather than to the disruption. In NetApp's own worked example: 95 seconds of unavailability across 10TiB of a 100TiB commitment, on a $1,000 monthly fee, returns a $5 credit. Credits don't apply to expired Keystone subscriptions, and the ransomware guarantee, which requires separately purchasing the Ransomware Recovery Assurance Service, caps at 10% of committed contract value.

Sources: NetApp Keystone | Evergreen//One | Evergreen//One Terms of Use | Availability SLO for Keystone | Ransomware Recovery Guarantee for Keystone

7 Are you comparing capabilities or the work required to use them?

Every Everpure system ships with Purity—one OS across block, file, and object—with all core data services included. There are no separate license negotiations for data protection, encryption, replication, or QoS. Everpure Fusion enforces policy rather than documenting procedures. The platform is designed so infrastructure work is handled by the system, not delegated back to your team on every routine task.

NetApp ONTAP One bundles data protection, security, compliance, hybrid cloud, and encryption tiers on AFF and FAS systems. The block-only ASA line uses a separate ONTAP One for SAN bundle. Before you check a box on either vendor's feature list, verify which specific systems, workloads, and protocols are included under each bundle—and which day-to-day tasks remain manual after the license is in place.

Before you decide, ask:

- Does modernization actually keep your data in place, or does something get replaced or migrated?
- Which systems, media, and workloads qualify for the lifecycle benefits being advertised?
- What is included in ONTAP One or your Everpure entitlement, and what is an add-on?
- Which tasks are automated in NetApp Console or Everpure Fusion, and which ones still land on your team?
- Who is accountable when an upgrade, recovery, or performance issue occurs?
- What does the NetApp Ransomware Recovery Guarantee or Everpure Right Size Guarantee™ actually cover, and what voids it?

Sources: ONTAP licensing overview | Evergreen Program Description

Everpure proves real customer outcomes

Everpure publicly reports an audited Net Promoter Score (NPS) of 84 for 2026. That's a real signal of confidence that we're delivering on promises that we make.

The sharper question for every storage evaluation

Everpure combines four things its competitors price separately:

- Data-in-place modernization and lifecycle continuity
- A consistent platform and fleet-level operating experience
- Policy-driven automation for routine storage work
- One subscription price that covers refreshes, with the remedy defined up front

Do not stop at, "Does the vendor have this feature?" Ask the harder questions: How does it work? What is included? What remains manual? Who owns the outcome? What happens when the platform changes? Are customers satisfied that promises are kept?

The comparison is about the operating model your storage introduces: one that frees you to do more, or one that imposes obligations.

See How Everpure Changes the Operating Model

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