

Application: 4167

Revolutionizing AI Integration in Enterprise IT: FlexPod® Datacenter for AI

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

NetApp

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Revolutionizing AI Integration in Enterprise IT: FlexPod® Datacenter for AI

Category

Q05e. New Product of the Year - Information Technology - Hardware/Peripherals

New Product Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Brief Description of the Organization: Cisco and NetApp

Cisco and NetApp have a longstanding partnership in delivering advanced IT solutions, known for their collaborative development of the FlexPod platform. Cisco, a global leader in IT and networking, and NetApp, renowned for its innovative data management solutions, have combined their expertise to redefine how enterprises deploy and manage technology. This partnership has historically produced solutions that enhance efficiency, flexibility, and scalability across data centers worldwide, making significant impacts on cloud computing, virtualization, and now, artificial intelligence with the FlexPod® Datacenter for AI.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

The FlexPod® Datacenter for AI was introduced to the marketplace in 2023, marking a significant milestone in the evolution of enterprise AI .

Features, Functions, Benefits, and Novelty:

The FlexPod® Datacenter for AI is a validated reference architecture that uniquely supports generative AI (GenAI) applications across enterprise IT operations. This solution integrates Cisco's UCS X-Series Modular Systems with NetApp® AFF A-Series and C-Series flash storage arrays, utilizing the powerful NetApp ONTAP® data management software. Support for open-source Large Language Models (LLMs) and advanced data privacy techniques like federated learning and homomorphic encryption.

This product is innovative in its comprehensive approach to embedding AI deeply into the infrastructure, providing a platform that is both scalable and secure, facilitating rapid, responsible deployment of AI capabilities.

This Product enables enterprise customers to Leverage existing Foundational models from model hubs like Hugging Face, NVIDIA, and others. With this enablement, enterprises can ingest their own corporate data for fine-tuning and inference use cases and build chatbots, co-pilots, and GenAI applications.

Key features:

Optimized architecture for balanced compute, storage, and networking.

Simplified AI deployment through automation tools and integration support for VMware and Red Hat OpenShift.

Enhanced security with measures such as encryption and Zero Trust architecture.

Operationalize opensource LLM's by fine-tuning with your own data

Streamline AI data management with the NetApp AI DataOps Tool Kit, Domino Data Lab and Kubernetes containers.

Simplify the management of GPUs and VMs with ONTAP and NVIDIA AI Enterprise integration with VMware.

Pre-integrated platform with VMware and NVIDIA AI enterprise.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

FlexPod® Datacenter for AI truly sets itself apart by providing a fully optimized and secure environment that is specifically tailored for generative AI applications. Unlike competitors' solutions, which often require customers to choose appropriate models, determine the necessary infrastructure components, and navigate the complex process of building a GenAI use case, FlexPod offers a pre-built reference architecture. This architecture includes a step-by-step guide and all necessary software and infrastructure components to achieve specific AI use case goals, such as deploying a chatbot or enhancing data analytics.

What makes FlexPod® particularly unique is its ability to seamlessly integrate with existing IT infrastructure. Businesses can leverage their current systems and extend them with FlexPod's capabilities, significantly reducing both the effort and investment typically required to build and deploy AI solutions. This compatibility eliminates the common barriers to AI adoption, such as compatibility issues and the high cost of specialized infrastructure.

Additionally, FlexPod® is engineered to remove the guesswork involved in setting up AI environments. It provides an end-to-end solution that covers everything from hardware configuration to software deployment, backed by Cisco's and NetApp's robust support structures. This means businesses do not need to worry about which models to choose or how to configure their infrastructure components; FlexPod® has it all mapped out, ensuring that organizations of any size can start building their AI use cases on a reliable, scalable, and secure platform.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

FlexPod is listed as the key product for NetApp in the Top 25 Hottest AI companies for Data Centers.

<https://www.crn.com/news/data-center/2024/the-25-hottest-ai-companies-for-data-center-and-edge-the-2024-crn-ai-100?page=16>

Uploaded the FlexPod AI deck, please refer

Uploaded the Blog Web Page Links for more information

Below is the PR coverage for the product

FlexPod AI PR:

<https://www.ncnonline.net/netapp-announces-simplified-secure-high-performing-infrastructure-in-partnership-with-nvidia/>

<https://www.techtarget.com/searchstorage/news/366572237/NetApp-deepens-storage-offerings-security-for-AI-buyers>

<https://datacenternews.asia/story/netapp-boosts-gen-ai-projects-with-nvidia-partnership>

<https://blocksandfiles.com/2024/03/06/netapp-ai-ransomware-detection-ontap/>

Webpage Link

<https://www.netapp.com/blog/flexpod-ai-simplifies-your-ai-ml-challenges-now/> (<https://www.netapp.com/blog/flexpod-ai-simplifies-your-ai-ml-challenges-now/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.netapp.com/blog/embracing-flexpod-for-generative-ai/> (<https://www.netapp.com/blog/embracing-flexpod-for-generative-ai/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.netapp.com/blog/flexpod-ai-the-gold-standard-for-ml-workloads/> (<https://www.netapp.com/blog/flexpod-ai-the-gold-standard-for-ml-workloads/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.netapp.com/blog/netapp-intelligent-data-infrastructure-turbocharges-ai/> (<https://www.netapp.com/blog/netapp-intelligent-data-infrastructure-turbocharges-ai/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.crn.com/news/data-center/2024/the-25-hottest-ai-companies-for-data-center-and-edge-the-2024-crn-ai-100?page=16> (<https://www.crn.com/news/data-center/2024/the-25-hottest-ai-companies-for-data-center-and-edge-the-2024-crn-ai-100?page=16>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/66217/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NjIxNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yZWBSGiO7GK_xndIC6aXt4LGrCLBH1tueoZHIknM?FlexPod%20AI%20M1%20Deck%20v.pptx)

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree