

AFX

AI-centric platforms and software

- **NetApp AFX** – Disaggregated ONTAP platform optimized for high-performance NAS and S3 for AI/ML and data-intensive workloads.netapp+1
- **AI Data Engine** – Software layer for end-to-end AI data pipelines: real-time curation, vectorization of unstructured data, semantic search, and RAG-style workloads on top of existing ONTAP/AFX data.netapp+2

These are the main pieces when you talk about “AI data factory” rather than just fast disks.

New hardware: EF-Series and more

- **EF50 / EF80** – Next-gen EF-Series all-flash block arrays delivering over 100 GB/s read, ~57 GB/s write, and up to ~1.5 PB in 2U for AI scratch, HPC, and heavy transactional DBs (designed to sit under BeeGFS/Lustre, etc.).netapp+1
- NetApp also markets these as ideal for “GPU feeder” roles and sovereign AI / AI-powered manufacturing where you want brutal throughput in a small footprint.[storagenewsletter](#)

You can position EF-Series as “raw performance block engines,” versus AFX as “smart, AI-tuned NAS/S3.”

Control plane and operations

- **NetApp Console** (rebranding of BlueXP) – Unified SaaS control plane to monitor and operate on-prem ONTAP/AFX/FAS/AFF, E/EF, StorageGRID, and cloud services (Cloud Volumes, Google Cloud NetApp Volumes, etc.).netapp+1
- It centralizes lifecycle management, security/compliance posture, and automation for hybrid estates, essentially becoming the “single pane of glass” for NetApp data services.