Enterprise Strategy Group

TECHNICAL SUMMARY

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Pure Storage Cloud Azure Native for Azure VMware Solution

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Read the full Technical Validation **HERE**.

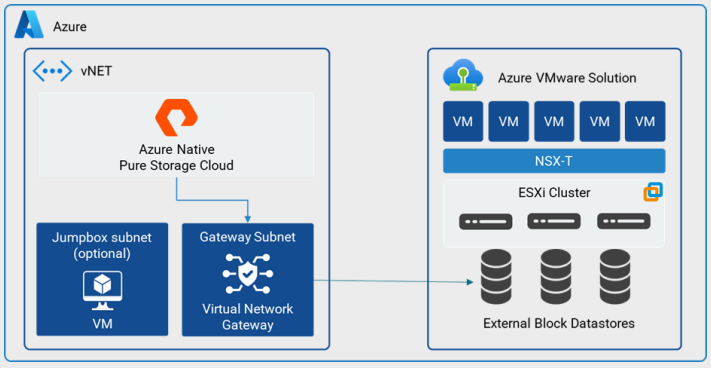
Challenges With Migrating Legacy Applications to the Public Cloud

Recent changes in the virtualization supplier landscape have prompted many organizations to reevaluate or accelerate their application migration plans, as they face potentially significant changes to their infrastructure costs. However, migrating applications to the public cloud can be costly. In fact, Enterprise Strategy Group uncovered that 43% of organizations considered budget impact or costs as a top requirement to carefully examine before deciding to migrate an existing on-premises application to the cloud.[1] In addition, conducting these migrations must be done without adding unnecessary business risk.

Although the ideal migration path would be replatforming their applications to support cloud-native frameworks and, eventually, access the public cloud's technology innovations, this path cannot be navigated completely and successfully in a single step. An easier first step is to migrate virtualized on-premises applications to a similar virtualized environment in the public cloud that runs the same hypervisor. Simultaneously, organizations need assurance that they can migrate the application's data to the public cloud without compromising the data protection and resiliency capabilities they expect with on-premises storage.

Solution – Pure Storage Cloud Azure Native for Azure VMware Solution

Pure Storage Cloud Azure Native for Azure VMware Solution (AVS) has been designed to help organizations deploy the Pure Storage Cloud service directly using the Microsoft Azure Portal. With this native Azure service, organizations can connect Pure Storage Cloud as external block datastores for VMware hosts/workloads running in AVS. Pure Storage Cloud for AVS enables independent scaling of compute and storage so that costs are not incurred by consuming additional compute nodes to accommodate larger storage requirements (i.e., exceeding that of local storage capacity) for the supported workloads.



[1] Source: Enterprise Strategy Group Research Report, *Cloud Application Deployment and Migration Decision-making*, August 2024.

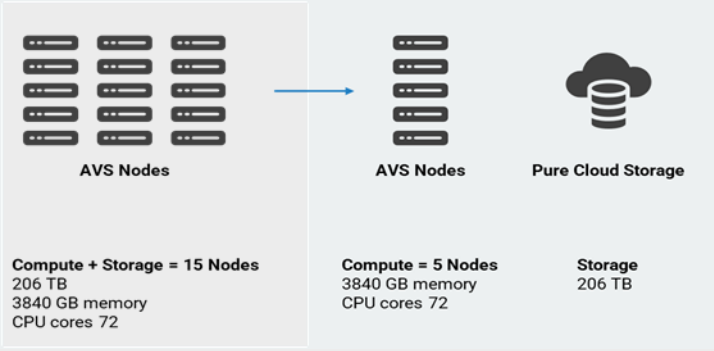
Pure Storage Cloud for AVS is powered by the Purity OS, the same OS that is used across the Pure Storage portfolio. Customers benefit from the same data protection and availability as those using Pure Storage for on-premises VMware-based workloads. The native Azure service also offers tight integrations with VMware with the vSphere plugin, providing the same user experience as those working with on-premises VMware deployments.

Enterprise Strategy Group Technical Validation Highlights

Enterprise Strategy Group validated how Pure Storage Cloud for AVS can help organizations reduce the complexity of migrating on-premises VMware workloads to Microsoft Azure, simplify operations once the workloads have been migrated, and reduce overall total cost of ownership (TCO).

Using live demos and briefings, Enterprise Strategy Group found that Pure Storage Cloud Azure Native for AVS can:

- Decrease the complexity in migrating on-premises VMware workloads to Microsoft Azure, as the solution is a fully managed service, requiring only the input of storage and network configuration details to provision storage pools and connect them to specific workloads.
- Simplify the daily operations associated with AVS-based workloads, as organizations can use the same tools (specifically vCenter) and skill sets used for on-premises VMware workloads.



- Reduce overall TCO of AVS-based workloads, as organizations can scale compute and storage independently. Organizations no longer need to purchase additional AVS nodes to obtain additional storage, especially when compute requirements remain the same.

Conclusion

Migrating on-premises applications to the public cloud can present significant challenges. Replatforming and refactoring these applications can be too costly and complex to accomplish. Additionally, the available models for scaling compute and storage to meet a virtualized application's requirements could inadvertently result in cloud overspending. With Pure Storage Cloud for AVS, organizations can begin their migration journey by removing cost and migration complexity barriers, increasing the chances of successful migrations of virtualized applications to Azure.

Read the full Technical Validation **HERE**.

About Enterprise Strategy Group
Enterprise Strategy Group, now part of Omdia, provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

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