

ESG SHOWCASE

Meeting Data Protection Needs at Scale with Pure Storage FlashRecover

Date: March 2021 **Authors:** Christophe Bertrand, Senior Analyst; and Monya Keane, Senior Research Analyst

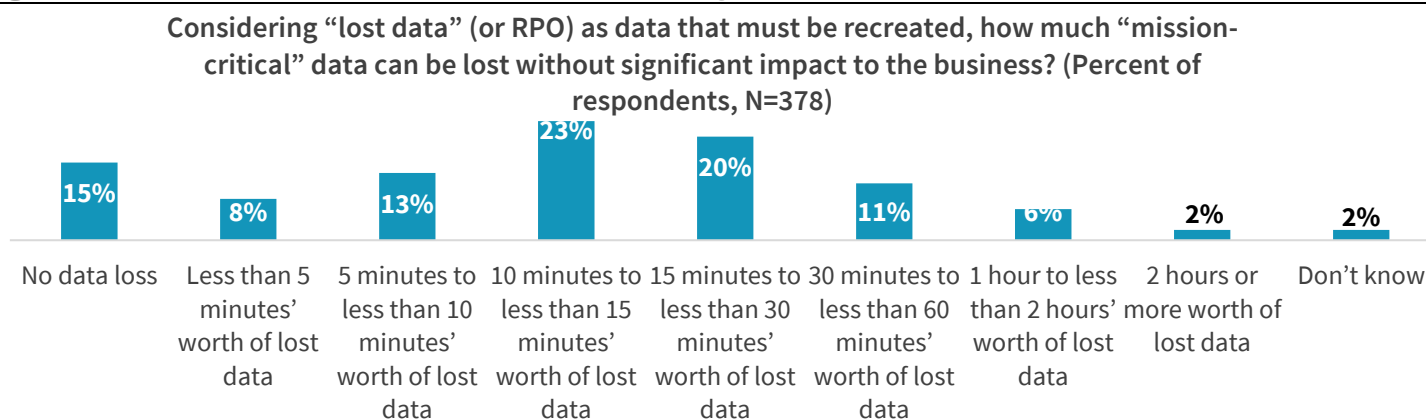
ABSTRACT: There is literally no more time for downtime, and today, many organizations have zero tolerance for data loss. With so much data to manage and protect, the task at hand is complex. It requires solutions that not only can scale, but also can help enterprises derive more value from their data assets—even as they combat challenges such as cyberattacks. That’s where Pure Storage FlashRecover, a solution from Pure in partnership with Cohesity, can become a key tool.

The Market Landscape Today

The amount of data being backed up is growing, and that growth is shedding new light on the negative impacts of downtime. Essentially, downtime has now become both an IT and a business problem. It is so problematic not only because it forces IT to divert precious resources to fix the issue, but also because it can result in a loss of customer confidence, a lowering of employee productivity, impacts to revenue, and even increased insurance premiums.¹

According to ESG research, about one in three applications (and their associated data) are deemed essential to the business. Specifically, organizations reported that 42% of their on-premises applications, 26% of their applications on IaaS, and 32% of their applications in SaaS are mission critical.² It’s a hybrid world, after all. It is not surprising, therefore, that organizations are reporting very stringent SLAs. A combined 90% now cannot tolerate more than one hour of lost “mission-critical” data—i.e., data with an RPO of less than one hour (see Figure 1). And 57% report RTOs of less than one hour for mission-critical data.³

Figure 1. No Time for Downtime—Recovery Point Objectives for Mission-critical Data



Source: Enterprise Strategy Group

¹ Source: ESG Master Survey Results, [Real-world SLAs and Availability Requirements](#), August 2020.

² *ibid.*

³ *ibid.*

Performing Data Recoveries at Scale: Key Considerations

Data is increasingly vital to businesses, though IT infrastructure silos negatively affect their ability to extract incremental value from that data. That's unfortunate because data reuse generates broad business benefits.⁴

IT organizations are feeling significant pressure—they deal with extensive data growth, they have to manage complex infrastructure, and they are constrained by limited budgets. They urgently need more operational efficiency and better performance. And thanks to today's higher requirements for maximum ROI and lower TCO, their IT investments also need to serve multiple purposes. Gone are the days of buying “a backup product.” Today's tech climate requires a *recovery solution*.

As far as operational recovery goes, critical data often must be recoverable within minutes, while other data (e.g., archival data) may only need to be restorable within a few hours or even days.

Also vital is independent scalability while maintaining high performance for extremely efficient recoveries. This is essentially the act of delivering RPO and RTO at scale to avoid the dire consequence of downtime.

Another consideration is that a modern backup solution needs to be simple, highly scalable, and highly performant. And it needs to address the recoverability needs of the organization, including their ransomware remediation needs. Regular recovery is different from ransomware recovery in that recovering from a ransomware attack centers on remediating a “logical” data-related disaster, instead of a more typical outage caused by weather, for example. When it comes to ransomware attacks, the ability to have immutable, locked-in backups protects the organization and provides it with all sorts of additional benefits in terms of logical air gapping.

Finally, mission-critical data resides on-prem as well as in private and public cloud services. All of those key assets must be protected coherently if the organization wants to adhere to stringent SLAs.

Enter Pure Storage FlashRecover

[Pure Storage](#) and Cohesity are partnering by combining their technologies—specifically, DataProtect software from Cohesity, plus FlashBlade storage from Pure—to create Pure FlashRecover, Powered by Cohesity.

This joint solution is perfect for businesses that must maintain very aggressive SLAs and cannot afford any kind of downtime. Cohesity provides the instant restore capabilities, but an organization also can get its infrastructure back to normal quickly by recovering thousands of VMs in a day via the Pure FlashRecover all-flash storage solution. The combined offering is actually designed specifically for this type of very extreme, large-scale recovery—allowing for recovery at scale of thousands of VMs in a matter of hours.

FlashRecover integrates Cohesity's DataProtect software, which runs on certified compute nodes from Cohesity as a disaggregated solution. Organizations can scale storage and compute independently as they grow, easily adding blades to support thousands of VMs—and, if desired, cloud archives as well—providing fast writes and recoveries at petabyte scale.

This is a highly efficient architecture, and it is about more than just being able to access the backup data; an organization can get its whole infrastructure back to normal very quickly.

⁴ Source: ESG Master Survey Results, [The Evolution from Data Backup to Data Intelligence](#), 2019.

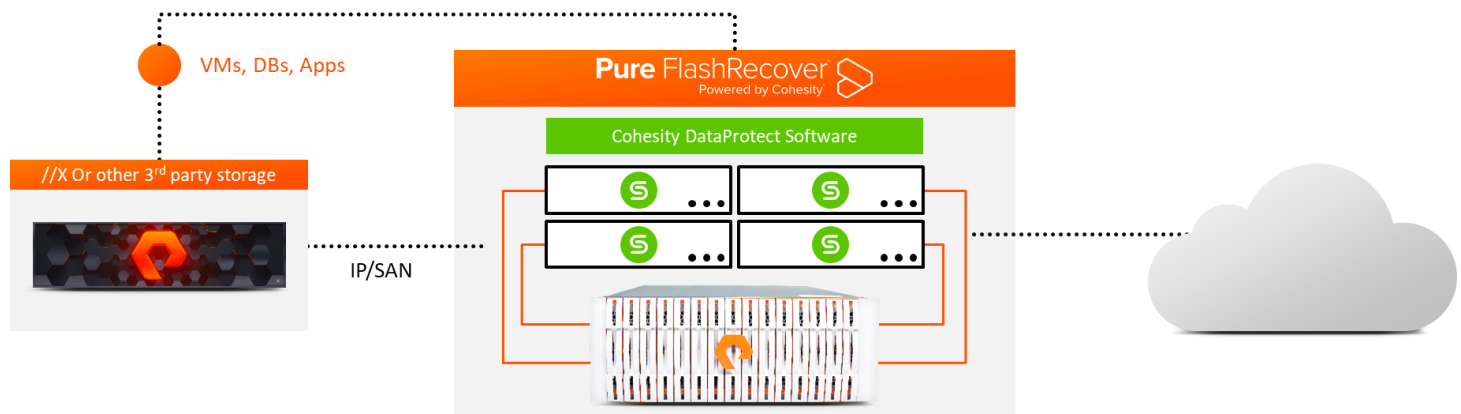
Recovery at Scale

Another Pure Storage product, called Unified Fast File and Object Storage (UFFO), also comes into play. It offers the ability to use Pure FlashBlade to support other applications, whether they are file or object based. FlashBlade delivers multi-dimensional file and object performance via a highly parallelized architecture that is purpose-built for today's workloads.

And with the cloud archiving option, you can grow as you go. Why keep more than a few days of operational recovery on flash when you can also send older data that you want to keep to the cloud for a lower cost?

Figure 2 illustrates how the solution is structured.

Figure 2. The Pure FlashRecover Solution (Single Site With Cloud Option)



Source: Pure Storage

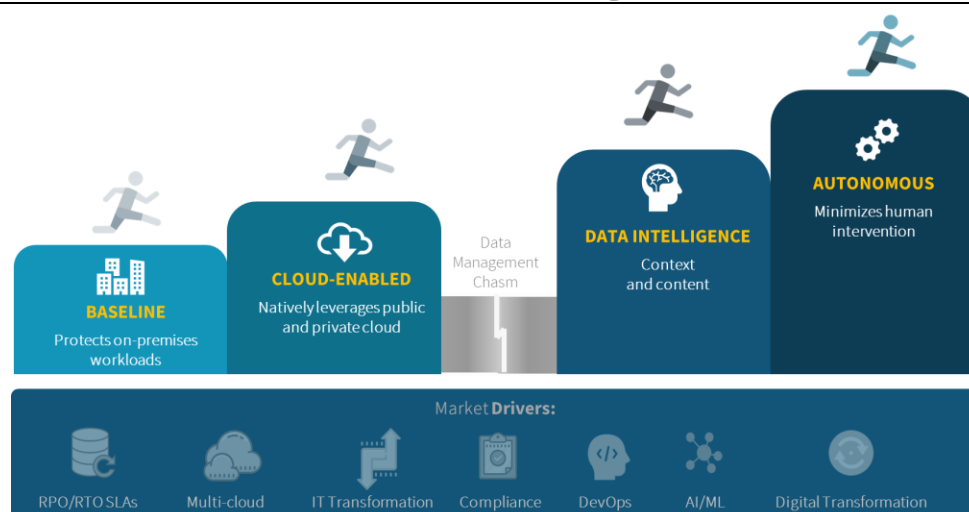
From Backup to Data Intelligence

The requirement for context and content about data is becoming more acute, as new regulations—as well as the need to use data to support digital transformation—are changing data's role of data in the enterprise. Basically, data has to be more intelligent now.

But hybrid data protection, even when fully and natively cloud-enabled, still falls short in regard to use cases beyond straightforward backup. Backup data is not really portable across solutions. It is not easily reusable, in other words, and backup products offer very little insight into the data itself...unless the organization is using a solution such as Pure FlashRecover with Cohesity DataProtect.

Pure Storage understands that the important things to focus on are business outcomes—viewing data as a true asset to the business and leveraging it to create a better return on investment or to avoid unnecessary costs and risks (see Figure 3).

Figure 3. The Future of Backup and Recovery Is Data intelligence



Source: Enterprise Strategy Group

Now, with this type of intelligent data management solution, IT organizations can support advanced DevOps activities against a backdrop of “containerization” of the environment.

The Bigger Truth

Not only has data growth exploded, but more data is considered business critical than ever before. Large-scale recoveries are becoming more common, and SLAs are becoming more stringent.

Today’s recovery solutions have to be able to accommodate hybrid IT, multi-cloud topologies, and unified file/object storage—all at scale, with top performance, and for a low total cost of ownership. They also have to maintain a high degree of operational efficiency, support data-reuse projects, and solve ransomware issues. It’s a lot to ask.

But data is an asset that deserves this level of protection and recoverability. As organizations accelerate their digital transformation efforts, they need to look beyond traditional backup and recovery. They need an intelligent data management solution. That’s why the partnership between Pure Storage and Cohesity makes so much sense.

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