



#### About Customer

AUCloud provides secure, standards-based, sovereign cloud Infrastructure-as-a-Service (IaaS) to the Australian government and national industry communities.

[www.australiacloud.com.au](http://www.australiacloud.com.au)

#### Geo

Asia Pacific, Japan

#### Industry

Service Provider

#### Solution Area

Power Artificial Intelligence  
Accelerate Core Applications

#### Pure Storage®

#### Products in Use

FlashBlade®

# AUCloud fuels business growth with Pure Storage

AUCloud, the first public cloud provider to secure the "Authority to Operate" under the Australian Cyber Security Centre Cloud Assessment and Authorisation Framework, needed a storage platform that could ingest a huge amount of data in a short amount of time to backup customer workloads. Resilience, reliability, and speed are exceptionally important to AUCloud's customers, so it needed a storage solution that would deliver a high level of performance while alleviating the natural security and sovereignty concerns of AUCloud's customer base. Pure Storage FlashBlade met these requirements.

AUCloud is committed to delivering highly secure, mission critical cloud solutions for its customers. As a new business, the company needed a storage platform that could ingest a huge amount of data in a short amount of time to backup customer workloads.

"Choosing Pure Storage FlashBlade delivered the best, most efficient, highly resilient, and most sustainable solution for AUCloud's customers."

**PETER ZAFIRIS,**  
HEAD OF COMPUTE AND  
STORAGE, AUCLLOUD

## Impact on AUCloud



Ease of management and upgrades reduces pressure on the IT team



Fast backups deliver high performance to meet the demands of clients



Builds agility, scalability, and flexibility for operations

## Challenges



Backup infrastructure was needed to scale business



Complex infrastructure was difficult to manage



Customers require security, performance, and sovereignty

## Results



Delivers ease of use, peace of mind, and scalability as the business grows



Increased API and automation capability, letting the business scale up



Supports multiple use cases including backup and storage for AI and ML

## Flexible Data Backup Solution Required

The AUCloud team tested storage systems from several vendors when setting up the business. The team was looking for a solution that delivered ease of use, ease of management, high performance, and scalability.

Backup is currently one of the key services that AUCloud provides. With the future support of artificial intelligence (AI) and machine learning (ML) workloads, which are known for having extremely high storage requirements, the business needed a platform that could work as a backup solution while enabling consolidation of their AI and ML workloads.

## Pure Storage FlashBlade: The Standout Performer

Pure Storage FlashBlade met all of AUCloud's requirements with a unified fast file and object storage (UFFO) platform. Following a seamless and hassle-free installation process, the company has seen significant benefits.

Peter Zafiris, Head of Compute and Storage at AUCloud says, "Our team tested several storage platforms and needed one that would integrate with the Veeam backup software solution we had already chosen. We chose Pure as our primary storage provider because the Pure FlashBlade solution was the standout performer in all our tests. FlashBlade offers the greatest flexibility and performance, making it ideal for AUCloud's client base."

Pure FlashBlade also offered sustainability benefits by letting AUCloud fit a great deal of data into a small footprint, reducing the power and rack space required for the solution.

## Combating Ransomware and Increasing Control

AUCloud plans to trial the Pure Storage SafeMode feature. "A ransomware attack would be devastating for our customers and to our business. With the latest SafeMode feature from Pure Storage we now have a new way of protecting AUCloud workloads as well as customer workloads, allowing for fast recovery in the event of a ransomware attack," said Zafiris.

AUCloud is also investigating the possibility of integrating the S3 capability natively on the FlashBlade as a self-service capability, integrated with current offerings. This will continue to give customers control over their data while building and protecting their environments in AUCloud.

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