



# A Modern Data Love Story: Pure Storage and AWS

Meet Your Hybrid Cloud  
Needs With Pure Storage and  
Amazon Web Services (AWS)





## A Union of On-Prem and the Cloud

**When it comes to storage plans,** it's natural to want simplicity, flexibility, reliability, and safety. You don't want to sacrifice your ability to use both on-premises data centers and the cloud. You want a data solution to meet you where you're at and not feel the pressure to predict what the future holds.

Meet AWS and Pure Storage, perhaps a perfect data solution and pair. In this eBook, learn how Pure Storage and AWS, together, can match your data storage needs—to help you optimize your hybrid cloud strategy with efficient DevTest, seamless data mobility, and consistent data recovery.



# Take Your DevTest Cycles to the **Next Level**

In the beginning of anything new is excitement and spark, but also tests. You need to know how things are going to work in the long haul.

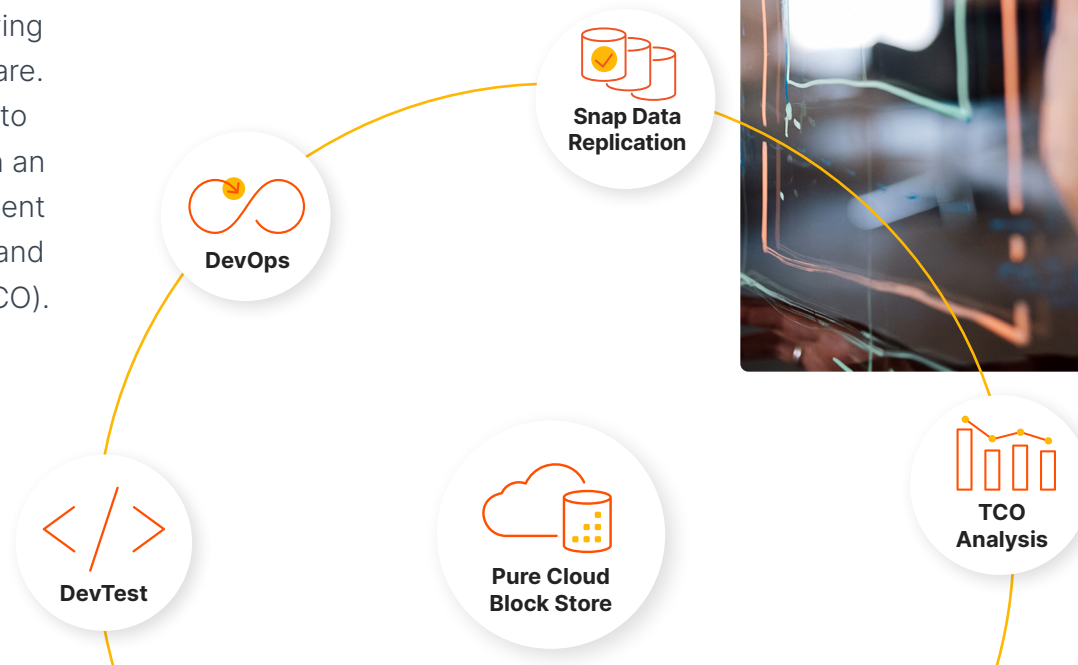
The same is true for your application development process—you need to stress test to see what works.

The combination of Pure Storage and AWS helps build in security early in your development lifecycle. You can quickly spin up a DevTest environment that replicates production using snapshots and clones on the cloud without buying and deploying more on-prem hardware. Pure Cloud Block Store enables you to expand your testing capabilities with an agile and efficient DevTest environment to help you increase time to market and decrease total cost of ownership (TCO).

## **Better Together:** **AWS and Pure Storage**

**To start, both Pure Storage and AWS are looking out for you.** Both companies share a commitment to customer obsession and work together to solve the data needs of the modern enterprise. They are focused on agility and flexibility to deliver the best technology for customers like you.

Using Pure as-a-Service™ with Pure Cloud Block Store™ on AWS, you can add the efficiency and simplicity of Pure Storage to your cloud. You can also put your most demanding needs—your core workloads—on Pure Storage's data platforms and know that you have the flexibility to migrate to AWS on your terms.





# Ensure Things Go Smoothly

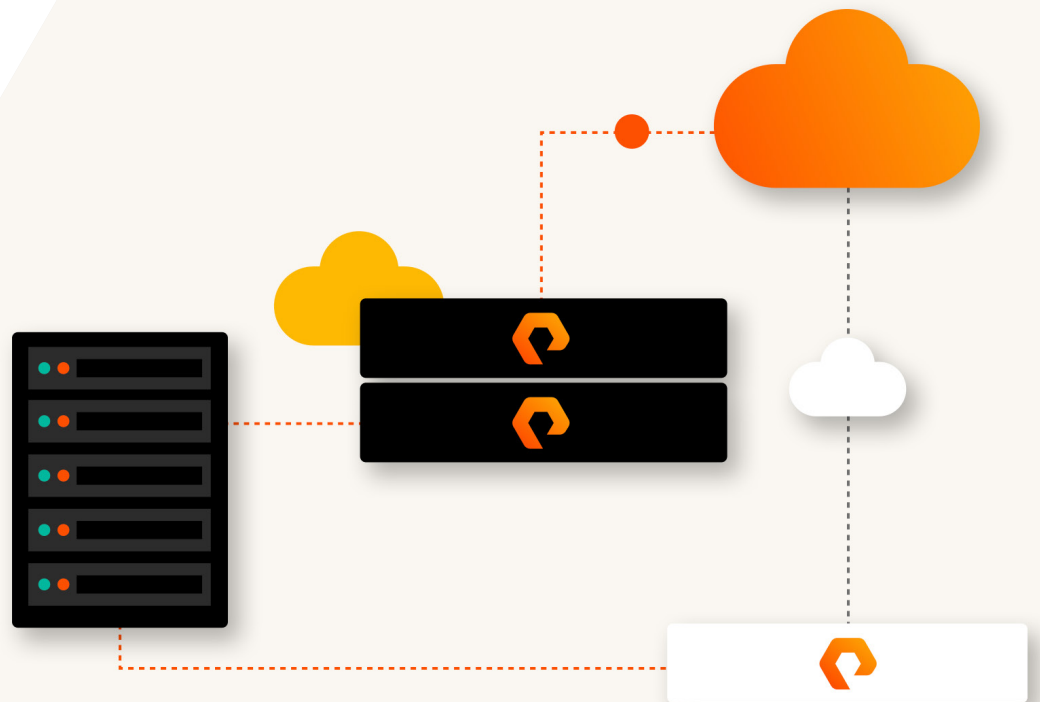
## In life, you want things to go smoothly.

The same is true with your company's data migration. Bottlenecks are disruptive to productivity and you want to avoid processes that are overly, and needlessly, complex.

Sometimes you need to call on outside experts for support.

Pure Storage and AWS, together, enable flexibility and scale. Pure as-a-Service is an on-prem solution, while Pure Cloud Block Store on AWS is a cloud-based solution—and it's seamless to migrate between the two. For example, migrate data from on-prem to the cloud or leverage on-prem data as needed.

No matter where your data lives, Pure Storage makes access simple and direct.



# Prepare for Trouble Spots and **Ensure Consistent Disaster Recovery**

**Life is not without bumps.** There are unexpected incidents and disasters that can leave you feeling vulnerable. You need to know that your partners—in life and in data—can be there for you when things get hard. You want to feel protected and secure.

Implement a modern disaster recovery strategy and get data protection using Pure Cloud Block Store. For example, replicate your customers' critical data between physical data centers and AWS Regional Zones (AZs). Protect data while meeting internal and customer

SLAs for recovery point objective (RPO), recovery time objective (RTO), and data integrity. With Pure Cloud Block Store and AWS, ensure security, compliance, and continuous uptime while decreasing costs.

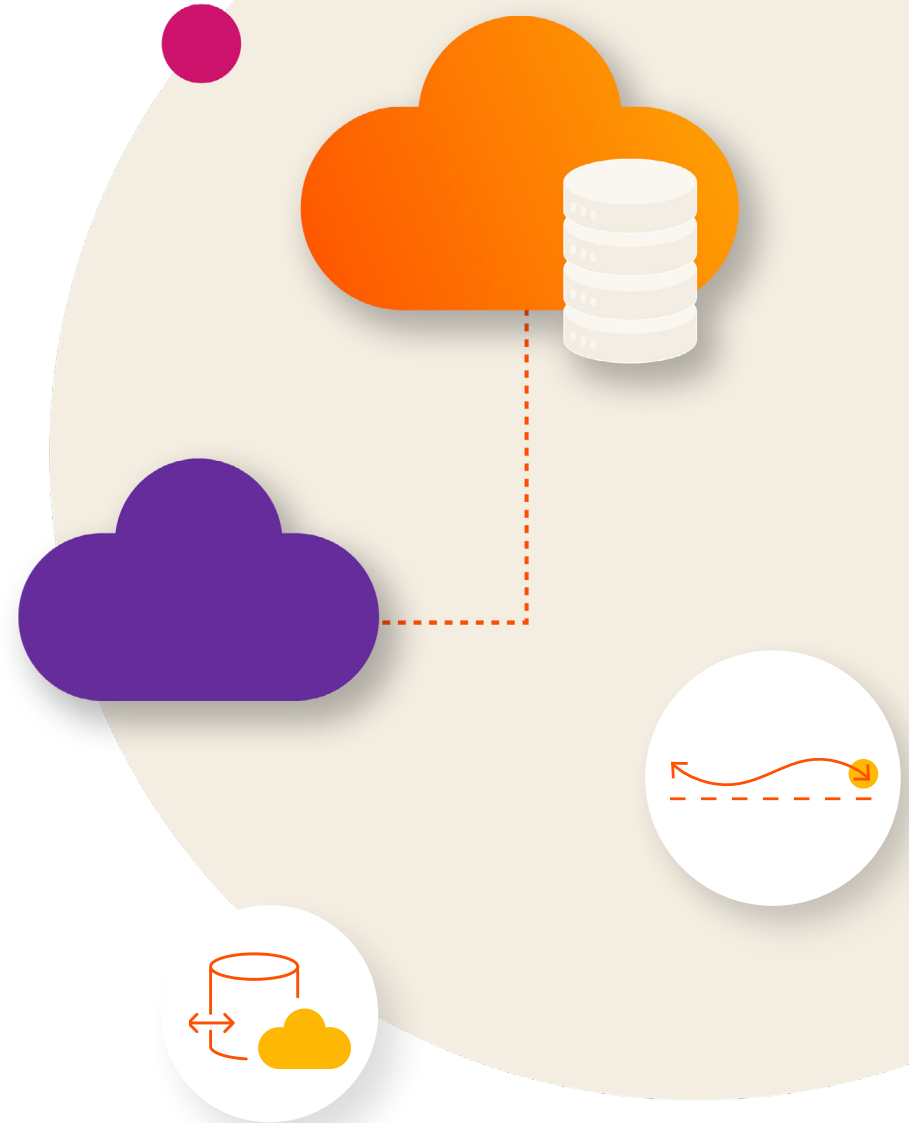


# Flexibility for Whatever the Future Holds

## Make a Commitment that Gives You the Flexibility to Keep Growing.

AWS is a premier choice for cloud infrastructure. It provides on-demand storage that's simple and scalable. Pure Storage has been your best choice for on-prem and now it's your best choice for hybrid cloud with AWS. Its hybrid cloud data solutions enable delivery of real-time, secure data to power your mission-critical and modern analytics workloads.

Together, Pure Storage and AWS enable data and application mobility and operational agility with a unified data management and storage solution that meets your needs now and in the future.



# Pure Cloud Block Store in AWS Marketplace: A Modern Data Experience with **Pure Storage on AWS**

**Pure as-a-Service with Pure Cloud Block Store** enables you to start where you are today, be it 90% or 50% in the data center, and then move to AWS with Pure Cloud Block Store at your own pace, throughout the lifetime of the as-a-Service contract. Get the value of cloud economics, operational excellence, and an outstanding customer experience in a “pay as you go” flexible model. It’s also simple for you to change your storage model because Pure Storage keeps the back end up to date. The result is that you can automatically take advantage of the latest offerings on AWS.

With Pure Storage and AWS, you’ll feel like you’re floating on a cloud (even when you’re not).

**Learn more about **Pure Cloud Block Store in AWS Marketplace.****

[purestorage.com](https://purestorage.com)

800.379.PURE

