

# Powerful Data Protection, Pure and Simple

Maximize your data security,  
minimize your stress with  
Pure Storage.



## The Problem

Organizations face data protection challenges that are increasing in complexity at an exponential rate.

### Continuous Threats

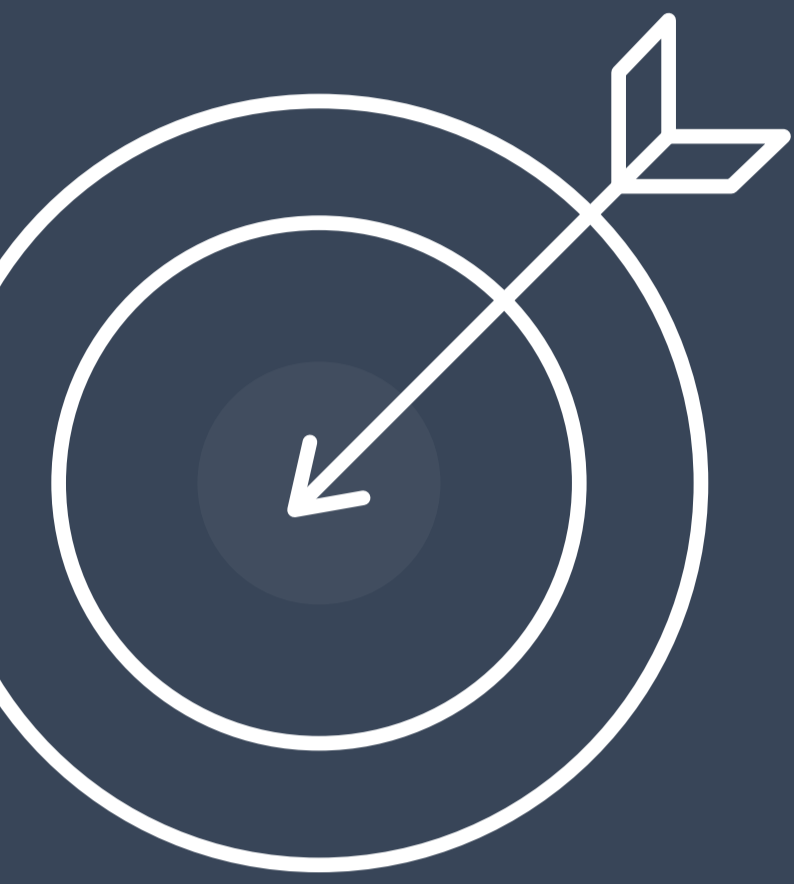
# 75%

of global IT professionals are have been impacted in the last 12 months.<sup>1</sup>

### Explosion of Big Data

# 163ZB

By 2025, it's predicted that the total amount of digital data created worldwide will rise to 163 zettabytes.<sup>2</sup>



**Yet it can be hard to find data protection solutions that hit the mark.**

### Why?

#### The Landscape Is Fragmented

Organizations are using multiple data protection systems.

#### Legacy Processes Don't Meet Modern Needs

The gap between what business units expect and what IT can deliver continues to widen.

# 90%

90% of organizations have an **"availability gap"** between the SLAs expected and how quickly IT can return to productivity.<sup>3</sup>

# 89%

89% of organizations have a **"protection gap"** between how much data they can afford to lose and how often data is protected.<sup>3</sup>



#### Poor Integration with Underlying Storage

As platform diversity increases, users too often fail to take advantage of the capabilities of the solutions they add.



#### No Automation for New Data

As data proliferates, many systems don't automatically protect what gets added.

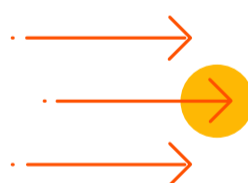
## The Solution

# Data Protection Strategy

Pure Storage offers a strong data protection strategy that shields your organization from data loss.

### Security Only a Hacker Could Hate

Safeguard your data and take power out of attackers' hands. SafeMode™ Snapshots offer auto-on, built-in protection with object-level protection policies and self-service updates.



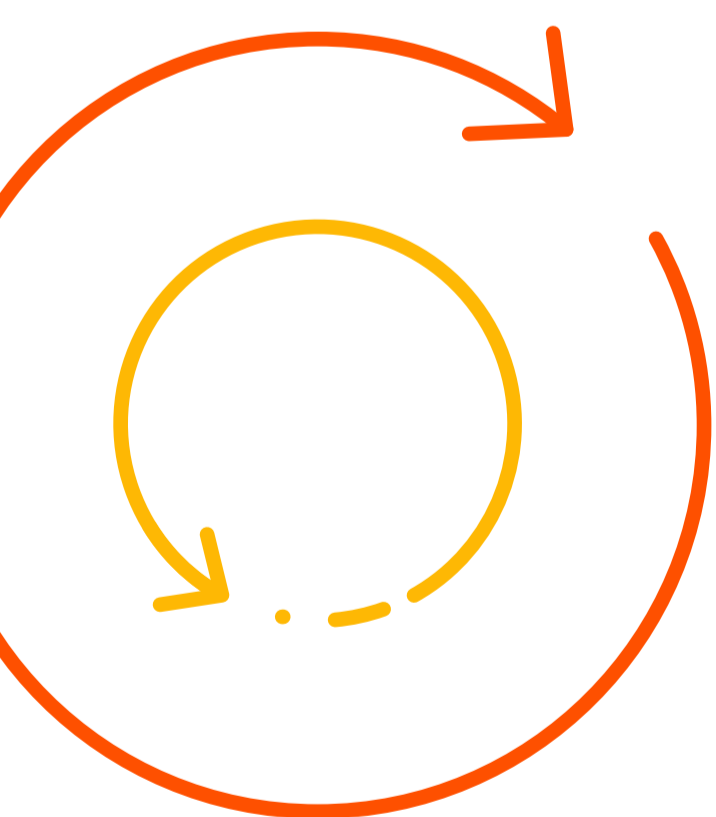
**Trust that you can recover** from a cyberattack and restart business services quickly.



**Avoid paying the ransom** in the hope of getting your data back.



**Reduce your risk of data loss** to protect your company's reputation and brand.



### Backup & Restore with "Near-0" Downtime

When every second counts, you want the peace of mind that you can conquer your backup window times and restore data at lightning speed.

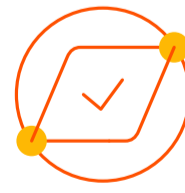
- Improve RPO/RTO with consistent restore speeds up to 10TB/hour.
- Keep your backup data at the ready with rock-solid availability.
- Achieve data agility via data backups and snapshots.

### Built-in Replication That Never Sleeps

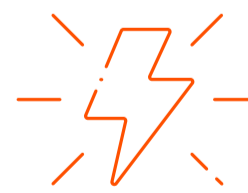
Maintain business continuity, even in the event of a disaster.



**Fortify the availability** of your mission-critical applications to keep services running.



**Fulfill your specific SLAs** and economic needs with flexible solution options.



**Test your applications** without disturbing your primary workloads.

# Pure Storage Has You Covered

Pure's virtually unbreakable built-in ransomware protection, lightning-fast restore, and simple replication options are the cornerstones of a tiered, resilient security architecture that hackers hate and admins love.

Discover Comprehensive Data Protection Solutions

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

1: Forrester Research commissioned by Pure Storage, August 2022 | 2: "Report: 80% of global datasphere will be unstructured by 2025," VentureBeat, May 5, 2022 | 3: Veeam Data Protection Trends Report 2022