

SOLUTION BRIEF

Pure Storage Cloud Azure Native

For Azure VMware Solution

Workloads and their data are the lifeblood of today's businesses and are often virtualized with VMware vSphere, which requires centralized enterprise storage. Once considered an exclusively on-premises solution, VMware deployments have extended their reach to hyperscaler cloud providers like Microsoft Azure. This option has been adopted by many organizations as part of their hybrid-cloud strategy; however, the available storage choices may not be the best economic choice for storage-heavy virtualized workloads. Pure Storage® Cloud Azure Native for Azure VMware Solution (AVS) delivers independently scalable, enterprise-grade block storage as a service to optimize costs for AVS.

About the Solution

Pure Storage Cloud for AVS, developed in partnership with Microsoft and VMware, is a native service managed by Pure Storage that delivers the enterprise storage capabilities of Pure Storage to AVS customers directly within the Azure portal. This means Purity upgrades, proactive support, patching, and troubleshooting are completed by Pure Storage to ensure your storage is as current as it can be. Pure Storage Cloud for AVS is provisioned and grown separately from AVS compute resources and simplifies operational costs with a predictable, fixed price per terabyte (TiB) for reserve or on-demand instances.



Optimize Costs

Reduce the overall cost of your AVS deployment by up to 40%. Save on storage to invest in more innovation with Azure.



Powerful VMware Integration

Use familiar VMware tools to save time and get up and running quickly.



Seamless Management within Azure

Delivered as a fully managed service built directly within the Azure portal to reduce operational overhead.

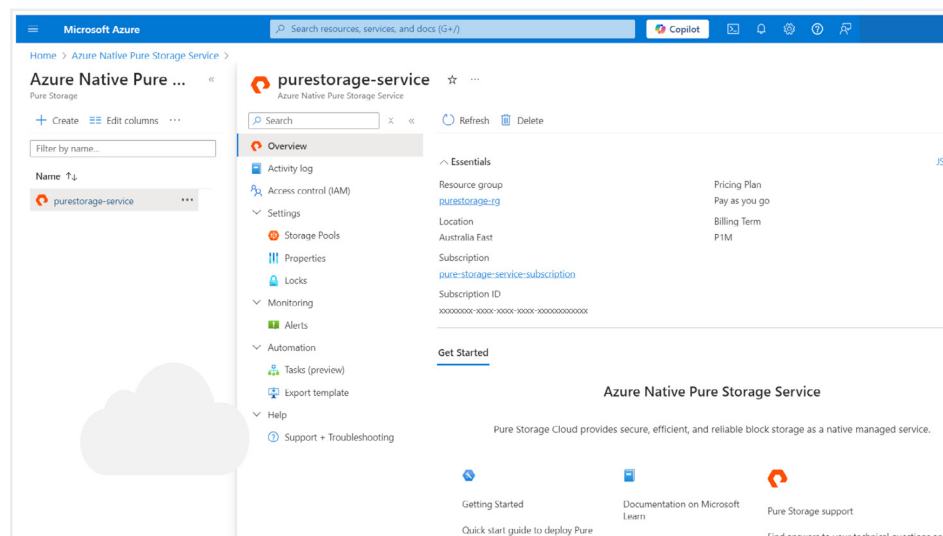


FIGURE 1 Pure Storage Cloud for AVS in the Azure portal

The Power of an Enterprise Storage Solution in the Cloud

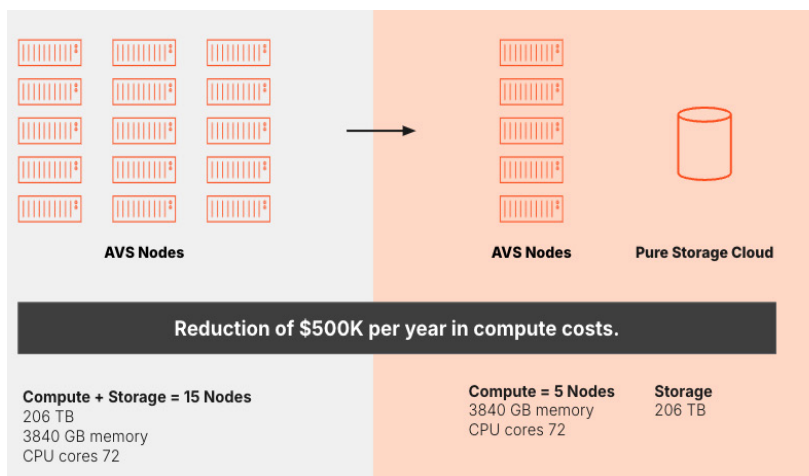
Data placement and management are two fundamental drivers (or inhibitors) of hybrid-cloud adoption. Pure Storage Cloud for AVS addresses both of these variables by providing several core enterprise storage and observability capabilities available today in Pure Storage on-premises solutions, now for AVS customers:

- **Performance and resilience:** Pure Storage Cloud for AVS is based on our [Purity](#) storage operating system, which was designed from the ground up to provide superior performance, density, reliability, and efficiency.
- **Data reduction:** Improve your total cost of ownership (TCO) on cloud data storage costs and complexity with our industry-leading data reduction rates to shrink your AVS storage footprint, enabling money recovered from savings to be invested in other Azure services.
- **Storage resilience:** Purity protects against cloud failures by leveraging software functionality to mitigate cloud component failures. This—combined with the advantage of the cloud to self-correct, restore, and replace—makes for ideal durability and availability not possible with direct management.
- **Business continuity:** Whether you want to complement native availability solutions in your virtual machines (VMs) with VMware or you only want to leverage storage-based methods, Pure Storage Cloud for AVS can help.
- **Cybersecurity protection:** Always-on encryption from Purity provides built-in, enterprise-grade data security without user intervention or complicated key management.
- **Ease of deployment, configuration, and administration:** Administrators do not need an advanced storage certification or other storage expertise to perform routine tasks with Pure Storage Cloud for AVS. Its vSphere plugin allows VMware administrators to execute common tasks associated with storage management with no need to learn another user interface.

Deploying the wrong storage solution for vSphere can lead to challenges with performance, management, capacity, cost, and more. Pure Storage Cloud for AVS eliminates these challenges with integration into AVS and streamlined management with the vSphere plugin.

Savings That Drive Innovation

By allowing enterprises to scale storage independently of compute, Pure Storage Cloud for AVS delivers incredible cost savings. For typical customers requiring high storage capacity relative to compute, decoupling these resources could reduce the number of necessary AVS compute nodes by up to two-thirds. For example, instead of 15 nodes, only five were required when using the Pure Storage external storage solution, resulting in an annual reduction of \$500,000 in compute costs.



Spend on Innovation, Save on Storage

In this typical customer scenario requiring more storage than compute, you would need **15 AVS nodes** to meet the storage requirements of the environment.

By decoupling storage from compute, you **only need 5 AVS nodes**.

Since compute resources are more costly than storage, Pure Storage Cloud can reduce wasted resources and save on costs.

FIGURE 2 Scaling storage independently of compute leads to significant cost savings



These efficiencies translate to cost savings of up to 40% for AVS customers, allowing them to allocate more budget toward innovation without sacrificing performance or scalability.

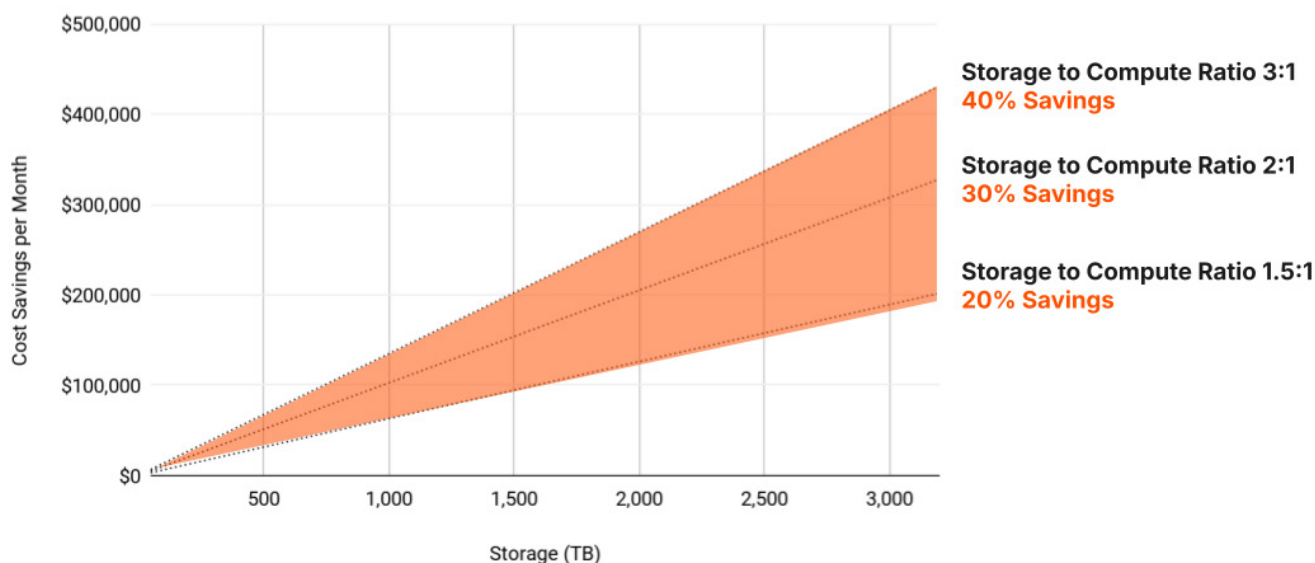


FIGURE 3 Analysis of potential savings based on real customer data, assuming one-year reserved instances of AV36P nodes

Simple AVS Deployment and Management

Once deployed from the Azure Marketplace, Pure Storage Cloud for AVS can host and deliver block-based datastores to AVS server clusters, and it is managed by a natively integrated vSphere plugin built into the service. This familiar tool allows virtualization administrators to control storage management workflows for VM and disk management:

- **Create instant snapshots:** Create a snapshot instantly with no impact to a specific volume for a given VM.
- **Import disk:** Regardless of size, instantly copy a volume or snapshot from one VM and attach it to another VM as a new disk.
- **Overwrite disk:** Copy a volume or snapshot from one VM and use it to overwrite an existing disk on another VM.
- **Restore deleted VM or disk:** With zero recovery point objective (RPO), instantly recover a deleted vVol virtual disk or entire VM—no backup software required.
- **Recover volumes with VM Undelete:** Recover all volumes of a VM pending eradication, then add them back to vSphere.
- **Recover VM from snapshot:** Instantly revert all volumes of a VM to the contents of a specific snapshot.
- **Manage datastores on home screen:** View all datastores hosted on Pure Storage and see various stats and options.



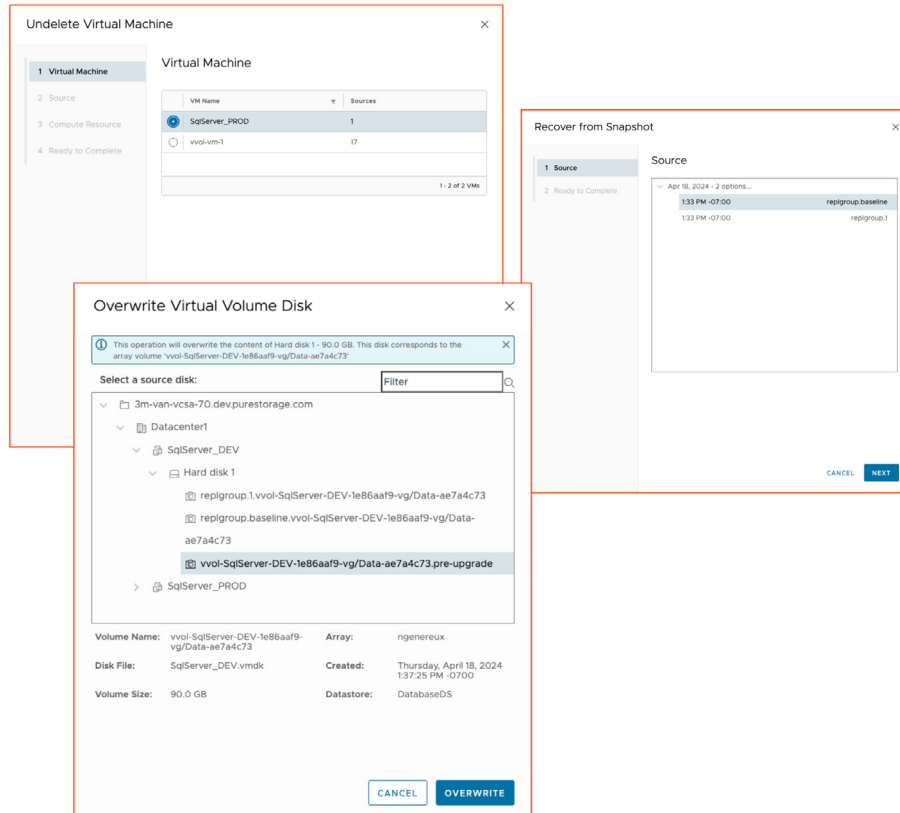


FIGURE 4 Recovery capabilities through use of data volume management

Pure Storage Cloud for AVS is currently available in the following Azure regions. Additional regions will be added based on demand. To request the addition of a region, reach out to Pure Storage sales.

- (US) East US
- (US) East US 2
- (US) Central US
- (US) West US
- (US) West US 2

A Fundamental Part of the Pure Storage Platform

Pure Storage Cloud for AVS is a foundational component of the Pure Storage platform—our solution for reducing risk, removing the uncertainty and complexity of long-term storage planning, and helping transform IT operations to a straightforward, secure, as-a-service platform. It distinguishes itself from traditional storage options by streamlining infrastructure, delivering unmatched reliability, increasing agility, and consistently reducing costs—key advantages that drive IT transformation and enhance business outcomes.



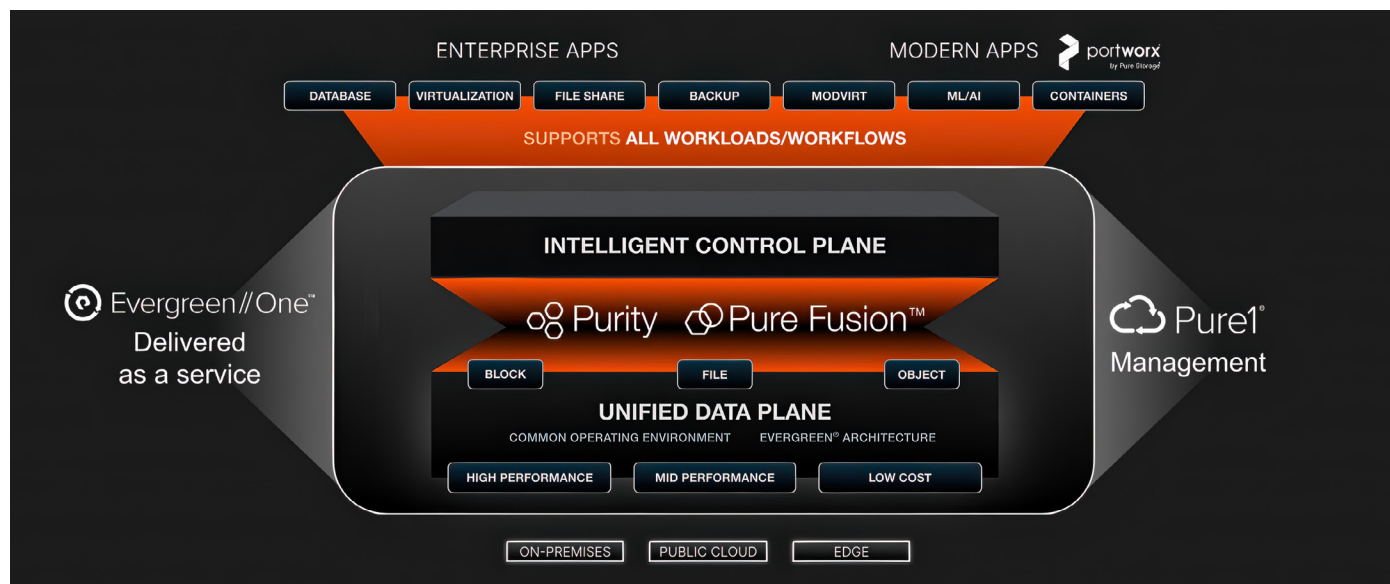


FIGURE 5 The Pure Storage platform provides a simple unified infrastructure for all your storage

Start Your Cloud Journey with Pure Storage Today

Many organizations are extending into public cloud architectures but may be inhibited by VMware-based workloads because of limited shared storage options for VM datastores. Pure Storage Cloud for AWS is built to provide an enterprise-grade storage experience that offers the optimal amount of performance, capacity, reliability, and availability metrics expected of on-premises solutions. It is designed to address the needs of the modern data center with its ease of management, reliability, flexibility, and predictable performance.

Additional Resources

- Learn more about how Pure Storage helps you [build an Enterprise Data Cloud](#).
- Discover more about [Pure Storage Cloud](#).