Azure VMware Powered by Pure

Shrink your cloud costs with enterprise-grade data services.

Public clouds built on VMware can be integral part to an organization's cloud strategy, enabling workloads to be migrated between on-premises storage and the cloud. Utilizing Azure VMware Solution (AVS) from Microsoft as a fully-managed service amplifies the strengths of virtualization by making the same VMware foundation that is used in on-premises private data centers available in the cloud. Pure Cloud Block Store™ from Pure Storage® running in Azure delivers the same cloud-like experience for storage. Pure Cloud Block Store extends the industry-leading data services and user experience of the Pure Storage Purity operating environment found on our FlashArray™ line to AVS to simplify cloud data mobility.

Shrinking Azure VMware TCO

AVS is a robust solution but can be costly to scale for many environments and use cases. Adding Pure Cloud Block Store to AVS can reduce the OPEX involved when using infrastructure-as-a-service (IaaS) solutions, allowing them to be more compelling and viable for your workloads.

Pure Cloud Block Store achieves cost efficiencies by decoupling storage from other host resources and bringing the data services of Purity to AVS instances. This can reduce the total cost of ownership (TCO) of compute and storage for AVS without having to make tradeoffs.

Decoupling Storage to Unlock Scale

AVS resources are expanded by provisioning additional compute and storage nodes into the environment. One of the tradeoffs of the AVS platform is that compute and storage are bundled together, resulting in the need to scale both resources together when

Cost Efficiency at Scale

- Lower the TCO of storage
- Provision storage independent of AVS nodes
- Average 5:1 data reduction with VMware workloads

Cloud Mobility

- Augment or remove on-premises infrastructure
- Replication functionality included with Purity
- Manage replication with vCenter Server

Data Protection

- Full suite of disaster recovery features to meet your RPO/RTO
- Built in ransomware protection with SafeMode™ Snapshots and Purity CloudSnap™

 capacity is needed. This can lead to paying for stranded or unused resources, increasing your overall monthly expenses. With Pure Cloud Block Store, you can purchase and scale your storage needs independently of AVS nodes so you won't need to buy compute resources when you only need storage. This results in increased flexibility for AVS deployments that can dramatically lower costs.

Enterprise-grade VM Data Services

Purity data services, such as replication, disaster recovery (DR), deduplication, and compression, allow users to leverage native storage features. Pure Cloud Block Store is also the only vSphere Storage APIs array integration-enabled solution for VMware cloud offerings, which can further reduce the overall cost of cloud data. The data reduction strategies in Purity further reduce your overall footprint, enabling benefits on cost that come in the form of reduced ingress/egress charges.

Simplify Hybrid Cloud Mobility

Hybrid cloud addresses business problems, but implementation introduces risk as architecture and processes change. Hybrid cloud is also additional process to manage. AVS with Pure Cloud Block Store is a solution that mitigates risk when adopting a hybrid VMware architecture.

Eliminate Complexity

Adopting AVS reduces the risk of migrating VMware workloads from your on-premises data center to the public cloud. Microsoft manages the infrastructure for you, so there's no need to deploy and manage infrastructure. Additionally, services are consumed via subscription, requiring less planning to get up and running based on assumptions. You simply deploy and start using the solution, all while reducing the financial risk of over- or under-purchasing storage.

Using a fully-managed service like AVS with Purity data services and integrations that support VMware workload mobility can help you achieve the goals of hybrid cloud—all without adding more complexity and overhead.

Enabling Migrations and Burst to Cloud

Migrating to the cloud can be difficult and stalled migrations are bad for business. With AVS providing a managed service, you can eliminate the headaches of infrastructure procurement, installation, and configuration. Focus on the items that really matter: your data and line of business applications.

Make it easy to burst to the public cloud during periods of high demand and make the cloud work for you. You can easily scale up or down by leveraging the speed and subscription purchasing model of AVS with Pure Cloud Block Store with the elasticity of the public cloud.

Built-in Data Protection

During recovery, utilizing AVS on Pure Cloud Block Store results in an improved user experience. On failure, it's faster and less expensive to recover since Pure Cloud Block Store volumes can connect to a new virtual machine directly as soon as it is spun up. AVS volumes need to be restored from backup.

Pure Cloud Block Store comes with the full suite of data protection features provided by Purity and provides easy to use solutions for ransomware protection and disaster recovery (DR). For FlashArray™ users, workflows remain the same: treat Pure Cloud Block Store volumes like any other FlashArray for hybrid DR solutions. For cloud-only solutions, users can easily implement the same DR solutions between AVS instances. All these solutions provide a portfolio of DR solutions that can meet the various RPO/RTO needs of your business.

Solution Use Cases

Description	RTO/RPO	Feature	Purpose
Hybrid cloud migration / Burst to cloud	Low/Low	Async Replication/ActiveDR®	Handle hard to shift workloads
Intra-region DR	Zero/Zero	ActiveCluster™	Business continuity
Inter-region DR	Near-zero/Low	Async Replication/ActiveDR	DR with simple setup
Hybrid cloud DR	Low/Low	Async Replication/ActiveDR	Simple failover/failback
Cold DR	Low/High	Purity CloudSnap + Azure Blob	Low-cost archive target for long-term retention
Resilient hybrid cloud	Zero/Zero	ActiveCluster + Async Replication	Automatic and non-disruptive failover and failback

With AVS and Pure Cloud Block Store, users can create their own architecture to support their needs. All users benefit from the ease of deployment and management offered by Purity. The simplicity of a subscription model combined with Purity data protection features make AVS powered by Purity an ideal solution.

Azure VMware Is Better with Pure Cloud Block Store

AVS is a groundbreaking solution that assists VMware on Microsoft users by bringing them the flexibility of the cloud. Pure Storage accelerates AVS adoption and growth by removing the economic barrier in scaling cloud storage. Pure Cloud Block Store, built on the same foundation as FlashArray, enables AVS customers to grow storage independently from other host resources, giving the same experience, density, and data protection that Pure users expect.

Additional Resources

- For more details on AVS powered by Pure and to see our TCO calculator, visit the product page.

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