

SOLUTION BRIEF

Boost Your Data Resilience

Mitigate risk with AIOps and ransomware recovery guarantee.

With data insights powering competitive advantage, organizations are working harder than ever to keep data secure and highly available. Yet hardware failure and human error as well as insider and ransomware threats loom large. How can your organization mitigate these rising risks without adding to IT's operational burden? Pure Storage® subscriptions deliver built-in data resilience with automated artificial intelligence for operations (AIOps) to protect data, detect anomalies, and when necessary, recover quickly from ransomware with a guaranteed recovery service-level agreement (SLA) that includes a clean storage environment with a defined recovery plan and onsite engineer.

Modern Storage Infrastructure Strengthens Data Protection

Data loss and downtime from unanticipated events, ranging from natural disasters to cybercrime and accidents to IT failures, undermine your organization's credibility with customers and partners. They also tax your business. Recoveries are costly to revenue and productivity. They require valuable IT staff time, and even when ransom is paid, teams rarely report being able to recover 100% of their data. Moreover, when systems are removed for forensic examination, organizations may be in the unfortunate position of lacking infrastructure when operations are most vulnerable.

The Pure Storage Evergreen® portfolio strengthens data protection. Specifically, Pure Storage Evergreen//One™ is an enterprise-class storage as a service (STaaS) subscription that flexes and adapts to business needs while providing foundational block, file, and object services with a ransomware guarantee for lowering risk. The complementary Pure1® management console, powered by AIOps, provides visibility and monitoring, risk assessment, and proactive detection of anomalous behavior. It also automates workload placement and planning to be sure your IT team has secure storage to move data efficiently to meet application demands.

Subscriptions Deliver Speed, Simplicity, and Security—at Scale

Pure Storage ensures operational readiness. Pure Storage solutions provide inherently secure all-flash data storage with built in snapshots and SafeMode™ protection. They quickly detect attacks and help your teams speed up data recovery and resume normal



Modern Data Resilience

- Business continuity
- Backup/recovery
- Data security/
ransomware recovery
- All in a modern, flexible
consumption model



87% Successfully Attacked

Only 3% of the 90% of organizations surveyed attacked by malware countered intruders.



Evergreen Portfolio

The Pure Storage Evergreen portfolio strengthen data protection, provides complete visibility, and mitigates risk with speed, simplicity and security, at scale.

operations—no temporary fixes—to reduce costly business downtime. The portfolio simplifies operations, too. With in-place, non-disruptive upgrades and updates, the Pure Storage Evergreen architecture eliminates legacy hardware failures and reduces infrastructure attack footprints while AIOps management right-sizes environments for optimal activity.

The Evergreen subscriptions mitigate risk with a multi-layered strategy that scales technology and resources across on-premises and cloud storage environments. And only the Pure Storage Evergreen//One subscription guarantees a ransomware recovery time that meets modern business recovery point objective and recovery time objective (RPO/RTO) goals. This is on top of best-in-class SLAs in Evergreen//One that guarantee performance, uptime, buffer capacity, and energy efficiency.



Storage Infrastructure with Built-in Data Resilience

Pure Storage Evergreen subscriptions combined with AIOps in the Pure1 management console feature innovation consistent with the NIST cybersecurity framework. They empower your organization to protect data, detect and respond to threats, recover from ransomware, and continuously strengthen your security posture for business continuity.

Protect: Evergreen delivers a comprehensive fleet-level view into your organization’s stored data by location. The Pure1 Data Protection Assessment helps you ensure your configurations meet Pure’s leading practices for data resiliency. Plus, you can proactively monitor replication and snapshot activity via Pure1 and mitigate human error using snapshot policy planning to delay the permanent deletion of data and snapshots. Evergreen//One also comes with a SafeMode PIN to automate the feature via multi-party approvals and multi-factor authentication so one person cannot compromise your whole environment. Continual hardware modernization via the Evergreen architecture is foundational to protecting your environment. Pure Storage further prevents bad actors from exploiting legacy hardware and software by enabling self-service, policy-driven upgrades and optimizations. Your team can choose to have Pure Storage manage the software lifecycle or do it yourself when it comes to upgrading the fleet or to new Purity versions. When Pure Storage handles your asset lifecycle management, you enjoy complete visibility into your IT estate and subscription while Pure Storage helps you stay on top of the security of operating systems, applications, and firmware. This includes applying critical patches as needed, controlling access to your systems, and making sure your subscription is current and compliant.

Detect: Pure Storage Evergreen includes built-in anomaly detection to speed ransomware recovery. The offering assesses data patterns to identify a safe recovery point based on anomalous drops in the data reduction ratio. These include freeing up additional capacity for snapshots and upgrading Purity to a version that supports SafeMode as well as the configuration of snapshot policies and SafeMode eradication delay.



SOLUTION BRIEF

Respond: All Evergreen subscriptions include the delivery of proactive vulnerability patches via Edge Services directly from the Pure1 console. Pure Storage technical, professional services, and education experts are always at the ready to serve your business's data resilience systems, operational, and training needs. Moreover, Pure Storage has strong partnerships and solution integrations with a wide range of global technology leaders—all ready to help you not only thwart cyberattacks but to help you drive business transformation initiatives forward.

Recover: In the event of a successful ransomware attack, Pure Storage provides a unique ransomware recovery guarantee as an additional service to the Evergreen//One STaaS subscription. Pure Storage promises your business a clean storage environment to recover to with next day shipping of clean arrays, 48-hour completion of a recovery plan, and an 8 TiB per hour data transfer rate from impacted to clean arrays. When the clean arrays arrive, Pure Storage sends a professional services engineer onsite to manage your successful recovery process, augmenting your IT staff when you need someone most.

Business Continuity: Evergreen//One and Evergreen//Flex™ subscriptions provide easy snapshots with effective used capacity EUC. With an Evergreen//One subscription, your organization is also guaranteed six nines of uptime availability. Safely accelerate your journey to cloud with replication to Cloud Block Store or a secondary site under one unified subscription license. Also team with Pure Storage and enjoy strong solution integrations with a wide range of global technology partners for data security, storage, and management.

Discover the Evergreen Architecture and Pure1

When your organization chooses Pure Storage, you are opting to un-complicate data storage, forever. The Evergreen architecture enables Pure Storage to build products that you deploy once, then Pure Storage scales and non-disruptively upgrades them in place. There's no costly downtime or data loss, and as your business needs change, your storage simply does, too.

Pure1, the management console from Pure Storage, complements the Evergreen architecture. It delivers complete visibility into your data stored so you can monitor, analyze, and optimize your environment from anywhere. It features AIOps, which is artificial intelligence for operations, that gives you predictive insights and the ability to model current and planned storage capacity, performance, energy consumption, and access your current data protection stature with recommended and automatable actions to improve security and ransomware recovery capabilities.

Additional Resources

- Download the eBook: [Drive Transformational Change](#)
- Visit the website: [Discover Evergreen](#)
- Visit the website: [Learn about Pure1](#)

(Source: IDC: Cyber Recovery: Why DR is Not Enough for Data Trust, Oct 2022)

purestorage.com

800.379.PURE

