SOLUTION BRIEF

Comprehensive Data Protection with FlashArray//C

Keep your business running without disruption with Purity//FA built-in data protection.

Organizations are under immense pressure to protect against data loss due to ransomware attacks and other threats—accelerated as the amount of data they consume and store increases at an exponential rate. Yet most data protection solutions do not meet all these needs— they're lacking key data protection capabilities, are fundamentally complex and inflexible, and are not designed to support intense data activities in an era of digital transformation. Pure Storage® FlashArray//C™ offers a comprehensive approach to restoring data and operations after a loss, outage, or cyberattack—in a seamless, cost-efficient solution.

FlashArray//C: The Power of All-Flash at Disk Economics

Pure Storage FlashArray//C provides a superior alternative to hybrid network-attached storage (NAS) with high performance for short backup windows and fast data restores, high capacity for frequent backups, and snapshots. And the rock-solid reliability of all-flash storage eliminates replacing failed disk drives and rebuilding redundant disk arrays.

As a software-defined storage platform, FlashArray//C is managed by the Purity//FA operating environment. Purity//FA delivers comprehensive data services including advanced data protection capabilities built-in at no additional cost—ensuring greater data protection with ransomware-savvy backup and replication options for disaster recovery, delivering both greater value and flexibility.

FlashArray//C delivers a unified platform for your recovery data at both the file and block level, meeting the varied storage needs of your backup and replication strategies. It offers the consistent performance and reliability of all-flash and is designed to maximize capacity for your replication and recovery data with high endurance in mind.

Rapid Backup and Restore

Shrink backup windows and speed recovery times to minimize disruption.

Always-on Ransomware Protection

Recover from cyberattacks quickly and fully with by-default protections.

Disaster Recovery

Continuous replication eliminates or reduces downtime of business services.

> FlashArray//C is an incredibly powerful backup target with the highest security and maximum performance in one system. Pure systems are so cost-effective to operate that there are no comparable alternatives.

Michael van Dülmen, Head of IT, Weiling

The FlashArray//C Advantage

- Predictable performance with speeds up to 9TB/hour for backups and up to 10TB/hour for restores, and latency as low as 1 millisecond.

- Optimized for capacity—up to 9PB effective capacity in 9-rack units.

- Industry-leading data reduction drives greater storage efficiency, along with enterprise-grade performance, resilience, and security, reducing the cost of all-flash storage to the point where it eliminates the need for hybrid disk arrays.

- Delivers a seamless experience—deploy FlashArray//C along with FlashArray//X™ and FlashArray//XL™ as a complete solution for all your operations, with single pane of glass control and reporting with Pure1®.

Purity//FA: Built-in Data Services to Maximize Data Protection

Included with every FlashArray option, the Purity//FA operating environment delivers robust modern data protection with three key elements: rapid backup and restore, ransomware protection, and near-zero RPO replication options.

Always-On Ransomware Protection to Disarm Attackers

You need to trust that you can recover from a cyberattack and restart business services quickly. Purity ensures data security is always on and protected from attack, without the risk from error-prone management cycles or vulnerabilities from stale software updates. It's an integral part of storing data that's by default, not something you enable.

The Purity Advantage

- Purity SafeMode™ Snapshots ensure no one can tamper with the data you need to recover quickly.

- Prevents your snapshots and backup data from being corrupted, encrypted, or fully destroyed for up to 30 days—even if admin credentials are compromised.

- Auto-on SafeMode adds out-of-the-box protection that is always on, without the need to change your setup, environment, or process—and includes opt-out on an object basis for temporary or low-priority data.

- By-default snapshot creation and retention policies ensure best practices for data protection.

Additional Resources

- Learn more about FlashArray//C.

- Discover how Purity helps you maximize your hardware investments.