

## SOLUTION BRIEF

# Simplify Data Recovery with Pure Storage FlashBlade

Achieve petabyte scale recovery with Rapid Restore.

Data is often the most valuable asset in an organization. For some businesses, it's their lifeblood. Enterprises need a modern platform that's fast enough to restore data instantly when it matters most, and big enough to consolidate and simplify the data center.

## Legacy Recovery Is Slow, Making Everything Complex

The data backup industry is dominated by rigid appliances built to do a single task: copy data from point A to point B. Because of notoriously slow performance when restoring data from backups, organizations have to deploy additional storage silos for fast recovery snapshots and test/dev, adding to the complexity of their infrastructure. But in today's world, backing up data is not enough.

Fast recovery of data and applications is an ongoing concern for organizations that often find themselves unable to recover in a timely fashion. A recent ESG survey stated nine out of ten respondents reported that their organization could not withstand more than an hour's worth of lost data before experiencing significant business impact<sup>1</sup>. It's clear—downtime is no longer an IT issue. It's a business imperative.

## Rapid Restore and Ransomware Recovery

Ransomware attacks can compromise access to your data, and the consequences can be dire. By 2031, global ransomware damages are predicted to exceed \$265 billion with a new attack expected every two seconds<sup>2</sup>. Powered by Pure Storage® FlashBlade® systems, Rapid Restore dramatically increases the speed of data restoration so you can meet the most demanding recovery SLAs. With petabyte-scale recovery performance for production and test/dev workloads up to 270TB/hour at scale<sup>3</sup>. Rapid Restore delivers a modern backup experience that allows you to restore systems in hours—rather than weeks—and protect your data wherever it resides.



### Recover Rapidly and at Scale

FlashBlade provides petabyte-scale recovery to get your business back online fast.



### Complete Immutability

Pure Storage SafeMode helps prevent permanent loss of data due to malicious attacks or admin mistakes.



### Easy Backup Integration

FlashBlade works with existing backup software and database tools, so you don't need to change your software to improve backup and recovery objectives.

## Easy Backup Integration

The Pure FlashBlade platform doesn't require you to change existing data protection software or the processes on which your IT organization has standardized. Because FlashBlade works with your existing data protection software, you can continue to service mission-critical recovery and compliance requirements while continuing to protect your most essential data using preferred solution providers, including Cohesity, Commvault, Veeam, and Veritas.

## Safeguard Recovery Data to Secure Your Business

FlashBlade includes SafeMode™ to secure the critical data you need to recover from disasters, accidental deletion, or cyberattacks so that you can restart business services quickly—without having to succumb to attacker demands. SafeMode, a built-in feature of the Purity Operating Environment, enables you to create immutable, read-only snapshots of backup data and associated metadata catalogs after you've performed a full backup. Ransomware can't delete, modify, or encrypt these snapshots, even if admin credentials become compromised.

FlashBlade provides:

- Petabyte-scale recovery that's two-to-three times faster than other products<sup>4</sup> to get your business back online fast
- Complete immutability with Pure SafeMode
- Integration with popular data protection and database tools like Cohesity, Commvault, Veeam, and SQL
- A future-proof platform that gets better over time

## Additional Resources

- Learn more about [FlashBlade//S](#).
- Understand how [SafeMode snapshots](#) can help with ransomware mitigation.
- More solutions for [data backup and recovery](#).

---

<sup>1</sup> Source: ESG Research; Real-world SLAs and Availability Requirements, July 2020

<sup>2</sup> Source: Cybersecurity Ventures; 2022 Cybersecurity Almanac, January 2022

<sup>3</sup> Performance varies based on customer data set

<sup>4</sup> Performance varies based on customer data set

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

800.379.PURE

