SOLUTION BRIEF

Modern Data Protection from Pure Storage

Protect data without making compromises.

Modern data protection provides more than just an insurance policy. It's a vital component of the contemporary data center that encompases multiple platforms and technologies, delivers efficient protection of critical data and applications with blazing fast restores, and lets you derive real business value from your protection data. It can also play a critical role in risk mitigation, protecting organizational reputation and customer satisfaction. If your data protection experience isn't all it could be, let Pure Storage® show you the easiest route to the modern data protection experience.

Data Protection Pain: You're Not Alone

Most organizations still suffer multiple data protection pain points that fall into four broad categories.

- **It's Complex:** Storage array protection features like synchronous replication are legendary for their complexity and fragility. Backup environments become a mess of too many appliances and management silos.

- **It's Slow:** Backups take too long. Recovering critical databases or large file volumes can take hours, if not days. Nobody has time for that.

- **It's Cloudless:** Legacy data protection lacks easy automation or integration with cloud services. Data re-use is cumbersome at best.

- **It's Costly:** Extra licensing for data protection features. Repeated forklift upgrades and storage re-buys. Downtime and data migrations during upgrades. Why is this acceptable? It shouldn't be.

Some or all of these pain points are likely on your mind. It's time to get modern.

Fast Matters

Don't wait for critical systems to get back on-line. Pure speeds data recovery to get you back in business fast.

Simple Is Smart

A unified management framework and storage designed with simplicity in mind make data protection easier than ever.

Cloud Everywhere

Native cloud integration plus cloud-like management simplify enable easy automation and data re-use.
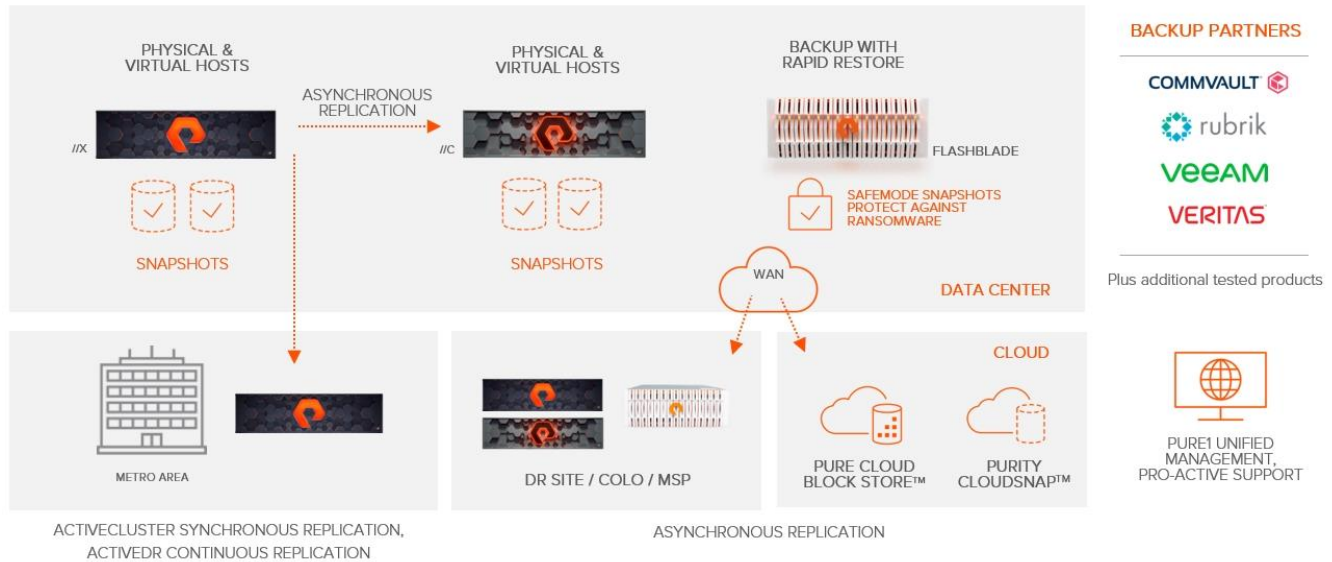
Figure 1. Pure Storage provides end-to-end protection across the data center, remote sites, and the cloud. Using a wide range of technologies based on all-flash storage, Pure delivers data protection that is simple, fast, and efficient, and lets you easily use your valuable backup data for other purposes.

Welcome to Modern Data Protection

Legacy storage arrays and backup appliances can't meet the needs of modern organizations. Vendors may try bolting on new features to outdated product architectures, but they only make incremental improvements that fall short of the goal. At Pure Storage, we've re-designed the storage array from the ground up with a sharp eye on data protection. And it shows.

Data protection is a big topic, but Pure's modern data protection can be summed up in four critical value areas.

Simple Is Smart

The unified Pure1® interface enables you to manage all Pure Storage products. Pure1 also automates many management tasks, delivers self-optimization, and even provides predictive support. Data reduction and encryption are always-on. And Pure products are famous for how easy they are to deploy. To take one example, synchronous data replication on legacy arrays can take weeks to set up, and then it remains fragile and difficult to modify. Compare that to ActiveCluster™ synchronous replication with Pure FlashArray™ storage, which takes less than 10 minutes to set up. It sounds impossible if you're used to legacy arrays, but we can show you how.

Fast Matters

The most important part of backup is recovering. Pure snapshots make recovery nearly instant, no matter the volume size. For traditional backups, Pure Storage FlashBlade® provides incredible restore speeds of as much as 270TB per hour. You don't even have to change your backup software. Just replace your current backup target with FlashBlade for turbo-charged restores. FlashBlade also helps protect your backups from ransomware.

Pure enables application business continuity with both ActiveCluster replication for campus-and metro-area distances, and ActiveDR™ continuous replication that provides near-zero RPO across virtually any distance.

Cloud Everywhere

Pure Cloud Block Store™ offers a storage experience identical to FlashArray while being hosted on public cloud resources. It runs the same Purity storage operating system so all the workflows, scripts, etc. that you run in the data center function identically in the cloud, making application lift-and-shift easy. Cloud Block Store simplifies DevTest, reporting, and other operations that can benefit from scalable cloud compute resources. Purity CloudSnap™ provides a simple mechanism for moving storage snapshots into the public cloud. Since Pure snapshots are portable, you can recover them to any Pure array, not just the array where they originated.

But cloud-everywhere means more than just public cloud. Cloud is about agility and ease of use. Pure makes it easy to spin up data copies for business-value uses such as DevTest, analytics, and reporting. Multiple methods are available, including the REST APIs for FlashArray, FlashBlade, and Pure1, along with the SDKs (Python, PowerShell, Go, Ruby) and Infrastructure-as-Code libraries (Ansible, SaltStack, Puppet) built on top of them.

Subscription to Innovation

Modern data protection from Pure includes modernized, cloud-like acquisition models that let you subscribe to innovation. You can purchase Pure solutions via traditional capital expenditures, but they are also available via subscription. Pure as-a-Service™ lets you purchase anything, even on-premises hardware, via a pay-as-you-consume model. Pure's industry changing Evergreen Storage™ program keeps your technology up-to-date seamlessly, with no disruptive upgrades. With Pure, the modern data experience is flexible and on-going, ensuring you access to the latest technology updates.

Partner-centric Storage

Pure engineers our solutions with our partners in mind. Many Pure data protection partners have developed backup, snapshot and replication management, application integration, and other features that leverage Pure functionality on both FlashArray and FlashBlade storage. Pure continually validates and updates functionality with vendors such as Commvault, Veeam, Veritas, and others.

Making Data Protection Modern

Pure Storage provides everything you need for a truly modern data protection experience. Whether you target a few critical problem areas to start, or dive in for the full experience, Pure can help make your data protection experience what it needs to be to make your organization more secure and more successful.

Additional Resources

- Get a deeper understanding of how FlashBlade can help with Rapid Restore of data.

- Learn more about FlashArray Business Resiliency Solutions.

---

purestorage.com   **800.379.PURE**   📧 🅕 in 🐦 ▶   **PURE**STORAGE®