LEGACY RECOVERY IS SLOW, MAKING EVERYTHING COMPLEX

The data backup industry is dominated by inflexible appliances built to do a single task: Copy data from point A to B. Due to notoriously slow performance when restoring data from backup, IT is required to deploy additional storage silos for fast recovery snapshots and test/dev, adding to the complexity of the infrastructure.

INFRASTRUCTURE REALITY IS MORE COMPLEX

Infrastructure is often messy, consisting of sprawling compute and storage silos. In addition to storage systems for tier 1, fast snapshot recovery, and test/dev, IT also manages storage for software developers, data lakes for unstructured data, and data warehouses for analytics workloads.

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.

NEXT-GEN DATA PROTECTION IS FAST – AND EASY
SINGLE, NEXT-GEN PLATFORM – FROM RAPID RESTORE TO MODERN ANALYTICS

Eliminate sprawling silos of complexity. The ideal solution is a single, modern data hub engineered to be fast and big for a wide range of workloads. From fast backup and recovery to instant access in test/dev, to modern analytics and AI, a single, powerful platform should run all your applications. Pure Storage® FlashBlade™ is one of industry’s first next-gen data platform architected to consolidate all these applications.

NOW YOU CAN:
• Deliver instant restore for production and test/dev workloads.
• Consolidate silos, like backup appliances, tape, and data lakes, into a single platform.
• Leverage industry-leading solutions certified to deliver performance with Pure Storage.

“TUNED FOR EVERYTHING” ARCHITECTURE

Next-gen storage must be architected for any type of data in order to accelerate a wide range of workloads. FlashBlade is one of the first in the industry that is uniquely engineered for unstructured data, delivering unprecedented performance for any workload – from backup and restore to AI and analytics.
FLASHBLADE: NEXT-GEN SMART DATA PLATFORM FOR MODERN DATA PROTECTION

**FAST**
- Elastic performance that grows with data, up to 17GB/s
- Always fast, from small to large files
- Massively parallel architecture from software to flash

**BIG**
- Petabytes of capacity
- Elastic concurrency, up to tens of thousands of clients
- Tens of billions of objects and files

**SIMPLE**
- Evergreen—don’t re-buy TBs you already own
- “Tuned for Everything” design; doesn’t require manual optimizations
- Instantly scale-out everything by simply adding blades

ACCELERATING INDUSTRY-LEADING SOLUTIONS, CERTIFIED WITH PURE STORAGE
Pure’s diverse portfolio of partners extends the native capabilities of the Pure Storage data platform in backup and recovery with a robust set of data-protection solutions to modernize your methodologies.

CUSTOMER HIGHLIGHT
RAPID RESTORE, TEST/DEV, AND ANALYTICS FOR A GOVERNMENT AGENCY
An existing Pure customer was due for a forklift upgrade of its legacy backup appliance. In the old architecture, DBAs were restoring data directly from the appliance, leading to a painfully slow and frustrating experience. They also had various silos for analytics. By modernizing with Pure, the organization replaced 1.5 racks of backup appliance, an entire data lake, and data warehouses with a single 4U FlashBlade. In the customer’s own words, “FlashBlade pays for itself in floor space and power savings.”

OLD ARCHITECTURE
- Time for a forklift upgrade on 1.5 racks of equipment
- $200K in migration costs
- Too slow for restoring test/dev environments
- Stores, doesn’t analyze, images and LIDAR data

NEXT-GEN ARCHITECTURE
- Replaced silos with 4U
- Saved $200K in migration cost
- Instant data restore for test/dev
- Starting data analytics initiative

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