

# Can you quickly restore backed-up data?



## As data grows in volume and importance, recovery and availability take center stage in today's complex environments

Access to data is a mission-critical requirement in an “always-on” environment. Business performance and customer satisfaction depend on data being available when it’s needed. That’s why IT organizations focus on and invest heavily in data backup solutions. But with explosive growth in data, recovery takes too long, putting business continuity at risk.

Data availability is essential for the modern enterprise. According to technology market research firm **IDC**, “By 2020, organizations that are able to analyze all relevant data and deliver actionable information will achieve an extra \$430 billion in productivity benefits.”

Increasingly, data and workloads span data silos on premises and in the cloud and reside in thousands of virtual machines that can be time-consuming to restore. That results in costly downtime and can prevent data from being used when it’s needed for analytics, DevOps, application testing, and mission-critical applications.

An alliance between Veritas Technologies and Pure Storage® provides a simple and cost-effective approach for rapid backup-and-restore of the ever-expanding volumes of data that span enterprise and cloud assets. With Pure and Veritas technologies,

enterprises and government agencies can back up and recover large data stores quickly, making data available wherever and whenever it is needed.

### Growing data challenges

Many organizations are struggling to fulfill aggressive backup-and-recovery service-level agreements (SLAs). Enterprises and agencies with very large, mission-critical databases and/or large numbers of virtual machines often find that when they need to restore data quickly, their storage infrastructure is not up to the task.

High-performance hard disk drive arrays are physically limited in how much data they can back up and restore quickly, are unable to scale, and rely on mechanical parts that can fail. Flash storage arrays have no moving parts and are available at capacities far exceeding those of hard disk drives.

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The truth in information.

The Pure Storage FlashBlade™ is an elastic scale-out system that delivers all-flash performance to multipetabyte-scale data sets. Flash storage was initially deployed as Tier 1 storage for critical data and applications, but more recently its use has expanded as organizations seek high performance for a broad array of workloads, such as artificial intelligence and machine language applications and vast pools of unstructured data.

As these data demands exceed the physical capabilities of disks, flash storage increasingly becomes an attractive economic option for backup and recovery of large, critical data sets.

### High-performance recovery

The integration of NetBackup™, Veritas' market-leading enterprise backup-and-recovery software, with Pure Storage's unique data hub architecture, powered by Pure Storage's FlashBlade, provides the opportunity to consolidate and simplify what are typically sprawling storage silos.



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“Data hub provides the means to consolidate the data as well provide the performance of an all-flash infrastructure,” says Bradley Tips, director, Business Development & Technology Alliances, at Veritas. “Together we’re able to provide our NetBackup customers with integrated snapshot management on Pure’s FlashArray as well as protection and rapid restore from Pure’s FlashBlade.”

In essence, backup-and-restore becomes one of multiple applications utilizing Pure’s ObjectEngine and FlashBlade as a target storage platform for critical data assets. This enables administrators to cost-effectively extend the performance benefits of flash storage to backup-and-restore. Use of the Pure Storage data hub eliminates the complexity of point solutions and infrastructure management, providing a consistent recovery experience as the storage environment grows.

Veritas NetBackup can protect the entire data hub architecture running on FlashBlade—including workloads such

as analytics, data lakes, artificial intelligence, and machine language—while also using FlashBlade as a backup target to ensure rapid restores.

“Data hub delivers a highly optimized scale-out storage platform that provides ultrafast restore performance,” says David Huskisson, Rapid Restore Solutions manager at Pure Storage. “FlashBlade simplifies the storage environment and the data protection strategy, because we’re consolidating in one place recovery-and-backup targets plus warehouses, analytics, and other workloads. We rely on Veritas NetBackup, which provides the flexibility and scalability to protect the large data volumes and multiple applications that FlashBlade supports.”

Organizations can leverage Veritas’ powerful data visualization tools, to identify what data can or should be deleted, determine opportunities to move less-valuable data to lower-cost storage tiers, or assign active data to highly available locations. “If you know what type of data it is and who last touched it, you can make policy decisions based on the value of that data, such as archiving obsolete or trivial data to a lower-cost tier, either on premises or in the cloud,” says Tips.

### Simple, quick, and cost-effective data backup-and-restore

Veritas and Pure Storage have combined strengths to ensure rapid backup-and-restore capabilities across the enterprise. The joint solution delivers enterprise scale through workload consolidation, providing customers with an optimal recovery point objective (RPO) and recovery time objective (RTO) to ensure speedy resumption of business processes.

As the leader in the global enterprise data protection and software-defined-storage market, Veritas Technologies helps protect the world’s largest and most complex organizations, including 95% of the global Fortune 100, with unified data protection for modern cloud, virtual, and physical workloads.

Pure’s data solutions enable SaaS companies, cloud service providers, and enterprise and public sector customers to deliver real-time, secure data to power their mission-critical production, DevOps, and modern analytics environments in a multicloud environment.

Together, Pure Storage and Veritas Technologies are providing mutual customers with a simple and cost-effective approach to address the challenges of data management with the first enterprise-class data protection solution for data hubs. To find out more about how your organizations can benefit from this joint solution, go to [www.veritas.com/purestorage](http://www.veritas.com/purestorage) and [Purestorage.com/veritas](http://Purestorage.com/veritas).