

Assuring Performance of I/O Intensive Applications With the VMTurbo Pure Storage Control Module

GETTING THE MOST FROM VIRTUALIZATION?

The full value of virtualization can be lost due to unsolved and unanticipated problems relating to storage performance and availability. These issues can make the virtualization of business critical applications a significant challenge.

Flash-based storage helps to address many of the performance issues associated with virtualized data centers. However, problems in the compute, network or application layers can remain. Further, removing the storage performance bottleneck exposes performance problems in other data center layers.

With VMTurbo and Pure Storage, enterprises solve their pressing virtualization challenges, improve infrastructure performance, and fully leverage their investment in high performance, high efficiency, high value flash arrays.

VMTURBO PURE STORAGE CONTROL MODULE BENEFITS:

- **Assure application workload performance, even for business-critical applications**
- **Maximize the value of flash storage**
- **Automate the placement of IO intensive workloads on Pure Storage**
- **Prevent bottlenecks at every layer of the stack: compute, storage and network**
- **Simplify and accelerate storage deployment and management**
- **Dramatically improve storage performance and space efficiency**

REALIZE THE FULL POTENTIAL OF VIRTUALIZATION WITH VMTURBO AND PURE STORAGE

VMTurbo and Pure Storage integration enables enterprises to assure applications get the storage performance they require to operate virtual infrastructure, reliably, while maximizing efficient use of storage infrastructure and preventing unnecessary over provisioning. With the VMTurbo Pure Storage Control Module enterprises can:

Assure Workload Performance By Proactively Realigning Compute, Storage and Network

- Automate placement of workloads amongst disparate Pure Storage arrays using VMTurbo to account for flash IOPS performance and provide IO intensive workloads the right capacity
- Optimize workload performance and efficiency of the hypervisor and underlying storage infrastructure through a broad set of resource allocation decisions including workload placement, movement and creation and sizing of storage volumes
- Minimize storage latency and IO bottlenecks via resource allocation decisions across both virtualization and storage domains

Consolidate More

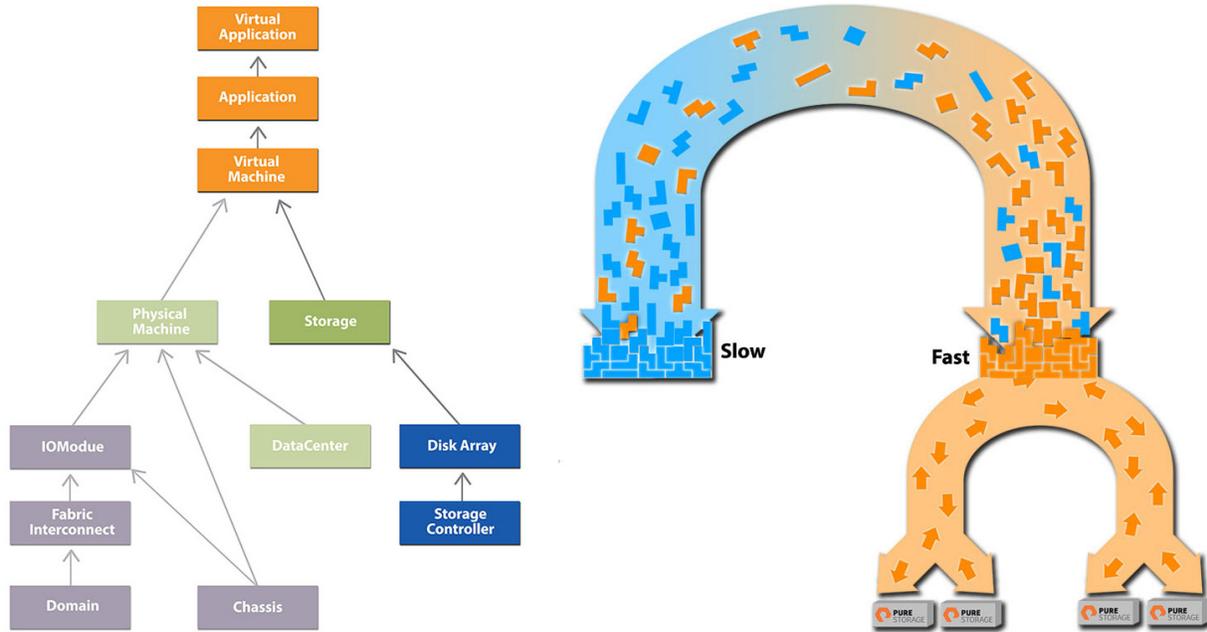
- Drive 20-60% improvements in infrastructure utilization by increasing VM density with VMTurbo
- Drive 5-10X data reduction with Pure Storage Purity FlashReduce
- Reach 100% virtualization, including business critical applications

Quickly Deploy And See Value

- Out-of-the-Box integration between VMTurbo and Pure Storage leverages Pure Storage REST APIs, no professional services required
- Ultra simple deployment: no LUN pinning, no tiering, no caching, no RAID level provisioning
- VMTurbo's agentless virtual instance deploys in 30 minutes
- Virtualization admins are equipped and empowered with actionable recommendations within 1 hour, freeing up Storage Architects to focus on high value business and technical projects

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VMTurbo Pure Storage Control Module Drives Real-Time Placement Across Heterogeneous And All Pure Storage Environments To Assure Performance Across Every Layer Of The Stack



ABOUT VMTURBO

VMTurbo's Demand-Driven Control platform enables organizations to assure application performance while maximizing infrastructure efficiency by managing their cloud and enterprise virtualization environments.

The VMTurbo platform first launched in August 2010 and since that time more than 20,000 users worldwide have deployed the platform, including JP Morgan Chase, Aetna, Colgate-Palmolive and Salesforce.com. Using VMTurbo, our customers ensure that applications get the resources they need to operate reliably, while utilizing their most valuable infrastructure and human resources most efficiently.

ABOUT PURE STORAGE

Pure Storage, the all-flash enterprise storage company, enables the broad deployment of flash in the data center. When compared to traditional disk-centric arrays, the Pure Storage FlashArray is 10x faster and 10x more space and power efficient, and costs the same or less. FlashArray was purpose-built to uniquely deliver the benefits of flash together with inline data reduction to optimize storage utilization, performance and cost-savings for a variety of enterprise workloads, including server virtualization, virtual desktop infrastructure (VDI), database (OLTP, real-time analytics), and cloud computing. For more information, visit www.purestorage.com.

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