

# MODERNIZE DATA PROTECTION WITH FLASH + CLOUD

Revolutionize backup and recovery with flash-to-flash-to-cloud

## SUMMARY

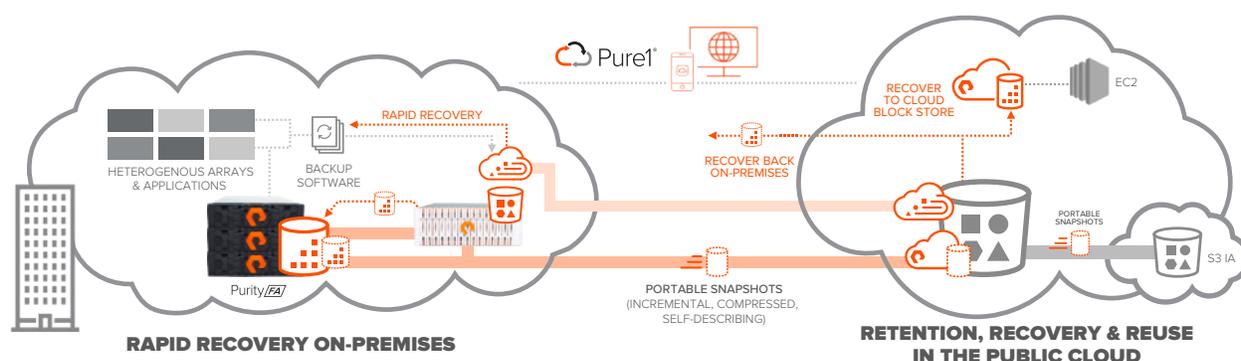
Backup and recovery to the public cloud is becoming more important for enterprises, with Gartner predicting that adoption will double by 2020. But cloud backup deployments to date have run into issues of how to connect the cloud to on-premises data management tools, how to move data from local block or file storage to the cloud, and how to make the process cost-effective for multi-year retention at scale. The recurring challenge is that current approaches to cloud backup have evolved from technology and processes originally designed for tape – that is, the disk-to-disk-to-tape methodology. To effectively leverage the cloud for backup, a new cloud-first architecture is required.

## THINK FLASH-TO-FLASH-TO-CLOUD

Data backup is no longer simply about storing data: it's about flexible protection, fast restores – and above all, making your valuable data available for other uses, such as test/dev and analytics. In addition, customers often struggle to meet their restore RTOs for ever-increasing datasets. Legacy, complex **disk-to-disk-to-tape** backup architectures can no longer keep up with the constant flow of data that businesses must protect – and exploit – today.

**Flash-to-flash-to-cloud** is designed for the scale and use cases of a modern backup strategy – providing more flexible backup and recovery options, faster restores to meet aggressive RTOs, and simpler and more efficient operations while taking advantage of cloud economics. This architecture leverages on-premises flash for efficient and portable snapshots and rapid recovery while also employing cost-effective, highly durable, off-site, and self-protected public cloud for long-term retention. Crucially, once recovery data is in the cloud, it can drive additional business value by being repurposed for other use cases, such as test-dev and analytics, instead of just lying fallow.

## HOW PURE DELIVERS FLASH-TO-FLASH-TO-CLOUD



## WHAT A MODERN BACKUP & RESTORE ARCHITECTURE MAKES POSSIBLE



### GET FLEXIBLE BACKUP AND RECOVERY

Pure portable snapshots provide simple, built-in, local and cloud protection for Pure FlashArray™. Purity Snapshots, Snap to FlashBlade, Snap to NFS, and CloudSnap™ together enable free movement of space-efficient copies either between FlashArrays, to FlashBlade, to 3rd party storage, or to the cloud, respectively. Because they encapsulate metadata, Pure portable snapshots are self-describing. And CloudSnap snapshots are cost-efficient because they're incremental and compressed.



### ACHIEVE FAST RESTORE

Customers struggle to meet RTOs because current backup architectures are not designed for restore – they're primarily optimized to ingest backup data as quickly as possible. And yet, in today's 24x7x365 environment, there's little allowance for application downtime. Aggressive RTOs which used to be limited to critical workloads are now common for traditional production workloads. Given the cost of downtime, restore performance matters. Pure Storage delivers fast restore via Pure FlashBlade™, a next-gen platform architected for bandwidth – so you get unprecedented performance for a wide range of workloads, including backup and rapid restore. Unlike competitors, FlashBlade restore performance actually exceeds that of backup. A 75-blade FlashBlade, for instance, delivers peak backup performance of 90 TB/hr and restore performance that is 3x higher – 270 TB/hr – in just 20 rack units.



### SIMPLIFY WITH A SINGLE BACKUP APPLIANCE

Answering the challenge of data growth with additional backup appliances only multiplies your silos – and slashes your efficiency. In addition, legacy serial processes have not scaled well, resulting in costly bottlenecks. Pure FlashBlade™, by contrast, scales non-disruptively, with multiple chassis forming a single backup domain. This eliminates the need to manage where data is placed and, more importantly, where to find it during a restore. FlashBlade serves as a backup target for all the leading backup software providers, as well as application-native backup processes, so customers don't need to change their backup software or processes.



### ENJOY COMPLETE VISIBILITY

Pure1® cloud-based management includes a snapshot catalog of all of your backups in one place – whether the target is FlashArray, FlashBlade or an NFS target, or an Amazon S3 store in the cloud. Monitor for compliance and know exactly what options you have when you need to recover.

