

# ULTRA-FAST BACKUP AND RECOVERY

With Rubrik and Pure Storage



## INTEGRATED DATA PROTECTION

Easily and rapidly backup production data



## DRAMATICALLY LOWER COSTS

Combine the high density of FlashBlade with data compression from Rubrik to reduce data footprint



## EFFORTLESS MANAGEMENT

Policy-based protection without performance impact

Rubrik and Pure Storage together enable a shared infrastructure that provides simple, rapid backup and restore of your most critical business data while saving on datacenter costs and simplifying management.

## IF DATA IS CRITICAL, ITS PROTECTION IS ESSENTIAL

In the cloud era of today, across industries data is now the most critical asset in delivering competitive edge. Thus, how organizations move, store, and protect data has become vitally important. The current explosion of data growth, resulting from modern workloads like machine learning, has impacted many organizations' backup and recovery strategies. Not only are traditional backup methods affecting backup windows and challenging recovery objectives, but system resources and network bandwidth are impacting overall application and database performance. This exposes the business to the crippling effects of data loss or system downtime due to slow data recovery.

## A CLOUD ERA SOLUTION

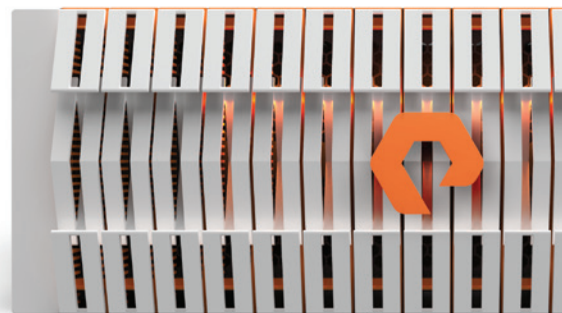
### THE PURE STORAGE DATA PLATFORM

In the new world of IoT, data will continue to grow exponentially, and organizations will need to maximize the value of their data to gain competitive advantage. Pure Storage® is uniquely positioned not just to help organizations manage data growth, but to put that data to work – with a Data Platform built for the cloud era.

Pure Storage FlashBlade™ provides the industry's first all-flash storage purpose-built for modern analytics that is fast, big, and simple. It combines high throughput and low latency to deliver high performance along with high density – powering workloads while shrinking data center floor space. To protect data on FlashBlade, Pure has partnered with Rubrik to help enable rapid backup and restore of critical business data.

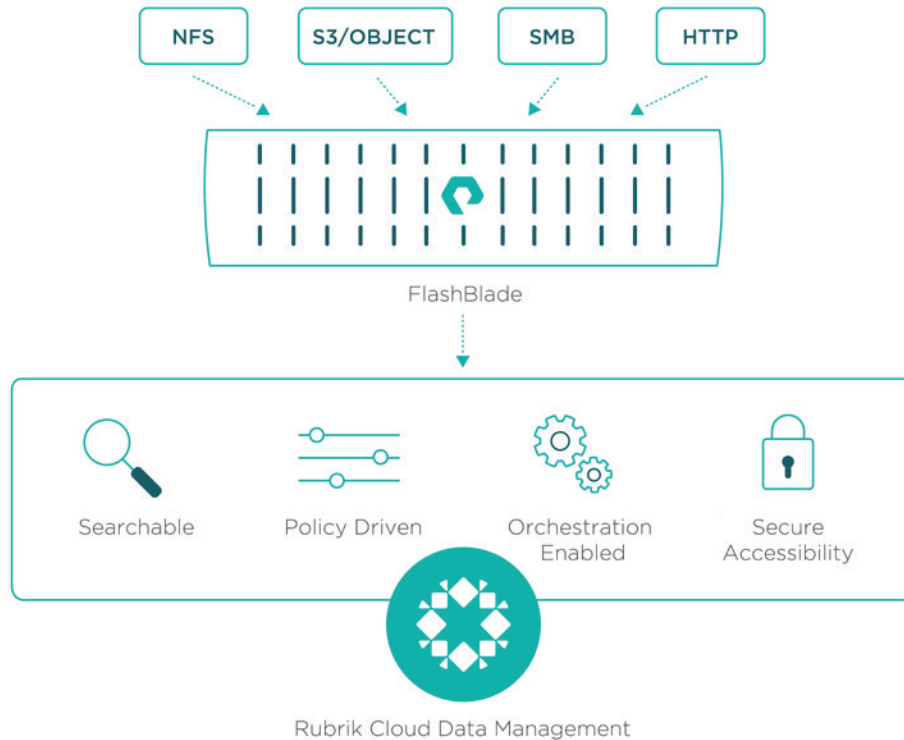
### RUBRIK CLOUD DATA MANAGEMENT

Rubrik™ delivers data protection, search, analytics, compliance, and copy data management to hybrid cloud enterprises. Moreover, Rubrik simplifies and converges legacy architecture underpinning backup and recovery – such as backup software, replication, catalogs, and deduplicated storage – into a single fabric that spans across data center and cloud. Customers achieve unprecedented simplicity (from deployment to daily management), linear scalability, and immediate hard savings.



## RUBRIK + PURE STORAGE

Easily and rapidly backup copies of production data on FlashBlade to Rubrik. Quickly set up data protection policies from Rubrik and select the filesets you want protected. Because Rubrik can ingest a wide range of file types and sizes from multiple sources in parallel, usability or performance is not impacted. After the initial backup operation, subsequent backup jobs to Rubrik will only include files that are changed or added. This significantly reduces the amount of time and network bandwidth required. Rubrik also provides data compression, which ensures a smaller data footprint. Restore operations back to FlashBlade are also rapidly and effortlessly achieved.



## KEY BENEFITS

### FAST BACKUP AND RESTORE

Pure Storage FlashBlade with Rubrik can reduce backup windows from hours to minutes – without impacting performance. And, when needed, the solution can enable rapid search and restore of your critical business data.

### HIGHER DENSITY LOWERS COSTS

FlashBlade's dense form factor can store terabytes to petabytes of data, which not only reduces the data center footprint, but also lowers powers and cooling costs. Achieve data center footprint reductions of more than 70% with Pure Storage and Rubrik.

### CONSOLIDATION

Combine multiple workloads or applications to FlashBlade without any impact on performance.

### MANAGEMENT SIMPLICITY

Daily management is simple and straightforward with Pure Storage and Rubrik. Both solutions can be managed through different tabs within the same browser. Create data protection (backup, replication, archival) policies in Rubrik that can be automatically executed for all application data with just a few clicks.