Hybrid Cloud with Pure Storage and Zerto.

IT managers today have to meet frequently shifting datacenter demands and they must be able to balance performance with costs. Service levels for applications span the range from nearly zero downtime to several days or hours of downtime is survivable.

Historically, IT managers did not have the options to match the service level with the data protection solution and were stuck with a monolithic solution that was too big and cumbersome to manage for many of their applications and was merely sufficient for others. So how can a business be flexible enough to meet both demanding performance, yet be flexible enough to leverage different platforms, including public cloud?
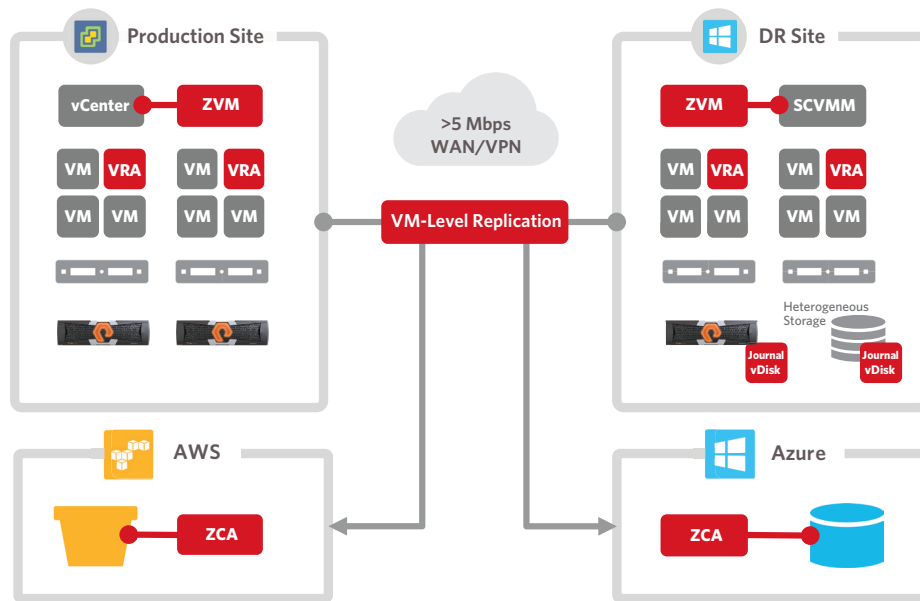
Pure Storage and Zerto have the solution. On premise power and hybrid cloud efficiency.

Pure Storage arrays are built on flash technology and are able to process the I/O the most demanding applications create to keep business critical applications running optimally.

Zerto Virtual Replication (ZVR) continuously provides block-level replication and ensures all I/O is captured and replicated to the disaster recovery site. ZVR also provides full orchestration of the recovery operations, all supported with a full or partial Pure Storage flash infrastructure.

Pure Storage and Zerto Address Hybrid Cloud Requirements:

FEATURE	BENEFIT
Application Consistent Disaster Recovery	Zerto Virtual Replication's virtual protection groups ensure the multi-tiered applications are consistent with write-order fidelity achieved across the group of virtual machines. Pure Storage processes I/O fast for unparalleled performance. Zerto's flexible configuration enables Pure Storage to be architected for performance – maximizing the investment made in flash.
Journal	Zerto's journal delivers point in time recovery which enables an application to be rolled back to another point in time. For example, if a virus hits SAP, the application can simply be rolled back to before the virus. Putting the journal on Pure Storage accelerates the performance of the entire infrastructure.
Powerful Performance	Pure Storage flash technology processes all transactions fast. Zerto Virtual Replication's light weight infrastructure installs seamlessly into the existing infrastructure with virtually no overhead on virtual hosts – ensuring demanding applications gets the processing power needed to successfully support business operations.
Fast Recovery to anywhere	The DR site can be AWS, Azure or over 300 Cloud Service Providers. In the event of a disaster, failover is greatly accelerated in a Zerto–Pure Storage architecture. Zerto Virtual Replication fully automates and orchestrates the recovery process, building VMs on the target site, with boot order specified and re-IPing The flash infrastructure from Pure Storage supports this process, processing I/O at light speed. Pure Storage and ZVR also allow replication and orchestration to the cloud – including AWS and Azure.

USE CASES

(1) **Seamlessly Recover Pure Storage Workloads To Any Public Cloud**

- Consistent Recovery with non-disruptive DR Testing
- Deliver powerful BC/DR into AWS, Azure, IBM Cloud, and over 250 Managed Cloud Providers
- Non-disruptive testing can be done without impacting critical applications
- Enjoy lowest RPOs and RTOs with the cost efficiency of cloud

(2) **Migrate to the Public or Managed Clouds**

- Move Virtual Infrastructure to any Location with ZVR
- Accelerate ROI with fast migrations and installation
- For critical business applications, running on the best protected and performing infrastructure increases productivity
- Realize the benefits of the new infrastructure faster with the ability to move applications to high performing storage or to the cloud

(3) **Seamlessly Integrate Pure Storage into Heterogeneous Clouds**

- Leverage Pure Storage for the highest performing applications to accelerate business operations
- Leverage the cloud for disaster recovery, test and development and other secondary use cases
- No snapshots and no impact on production
- Near-synchronous block-level replication of changes

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, Pure Storage all-flash enterprise arrays are 10x faster and 10x more space and power efficient at a price point that is less than performance disk per gigabyte stored. The Pure Storage FlashArray is ideal for high performance workloads, including server virtualization, desktop virtualization (VDI), database (OLTP, real-time analytics), and cloud computing. For more information, visit www.purestorage.com.

ABOUT ZERTO

In today's connected world, businesses need to be available to their customers, 24/7/365. Zerto provides Resilience for Evolving IT™, ensuring enterprises and their customers always have access to applications without any IT interruption, downtime or delay. Zerto's award-winning Cloud Continuity Platform, protecting thousands of enterprises worldwide, is the simplest, most reliable BC/DR software solution built to protect applications on any virtualized IT environment, be it public, private or hybrid cloud. Zerto's proactive approach to recovery gives companies confidence in their ability to withstand any disruption, incorporate new technology easily, and quickly adapt to accommodate evolving IT priorities. Learn more at **www.zerto.com.**

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