



Modernize, Simplify and Transform IT with Solutions from Pure Storage and Veeam

IT teams are under extreme pressure to modernize their data centers to support dramatic data growth, cloud computing and business-critical initiatives like digital transformation. Today's data centers must be built for speed, simplicity, reliability, availability, flexibility and agility. They must deliver actionable intelligence, so enterprises can truly put their data to work without compromise and with always-on continuity. This paper discusses the value of integrated solutions from Veeam and Pure Storage in empowering enterprise IT teams to meet their key IT modernization goals.

In today's business world, everything comes down to data—how you use it, store it, protect it, secure it, analyze it and ensure its availability at all times. With every aspect of the business depending upon digitally connected data, companies that intelligently put their data to work will be the leaders in their industries, no matter what industry they are in.

For IT teams, that means working with providers that offer a modern approach to intelligent data management, backup and data availability—leveraging highly virtualized environments with solutions that meet today's needs for fast analytics, high reliability and hyper-availability.

For many companies, that means starting with all-flash storage. Simply put, today's applications can't afford the performance of legacy spinning disk drives. This goes for cloud-native applications as well as legacy applications such as Oracle and SAP, which are being modernized to meet the challenges of exponential data growth, mobility, the Internet of Things (IoT) and other initiatives.

But all-flash performance for production environments is not enough. That's just the cost of entry. To truly meet the needs of today's always-on business, the storage environment must be intelligent and data-centric, delivering these core capabilities:

- **Simplicity:** Solutions must be simple to deploy, manage and scale, requiring no forklift upgrades or risky migrations. You should be able to easily access technology innovation and upgrades through software.
- **Hyper-available:** IT should be able to leverage all-flash capabilities like non-disruptive flash based snapshot technology to achieve dramatic improvements in recovery point objectives (RPOs) and recovery time objectives (RTOs).
- **High performance:** It used to be that IT was primarily concerned with the performance of production environments. That has changed. With digital transformation and exponential data growth, rapid recovery and expedient backups have become essential.
- **Intelligence:** Organizations need to extract more value from production data continuously to meet today's business demands for real-time analytics. With the growth of the IoT, mobility, social networking and other use cases, it is more important than ever to leverage intelligence across unstructured data as well as structured data.
- **Agility:** IT teams should be moving to an as-a-service model, enabling users and teams—particularly strategic teams such as DevOps—to access on-demand, elastic services that are always available, highly reliable and accessible across private, public and SaaS clouds without interruption.

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Why Pure Storage and Veeam

Pure Storage and Veeam are the leading innovators in their respective areas: Pure in all-flash storage (and more recently in building the model for a data-centric architecture), and Veeam in backup, recovery and Availability for today's highly virtualized data center and cloud environments.

Customers will also find that the combination of Pure and Veeam offers major savings in total cost of ownership.

Individually, each company is committed to delivering solutions based on the core values described above: simplicity, hyper-availability, high performance, intelligence and agility. Their success in these areas is reflected in their market shares and extraordinarily high levels of customer satisfaction. Veeam leads its field with a Net Promoter Score of 73; Pure leads all technology companies with a Net Promoter Score of 83.7.

Beyond their strong commitment to customer satisfaction, Pure and Veeam also share a common vision to empower today's businesses to manage data intelligently to drive value, improve customer responsiveness and support digital transformation.

With this common vision and commitment to excellence, the two companies have worked together to tightly integrate their flagship products, the Pure Storage FlashArray and FlashBlade™ families and the Veeam Availability platform. From a big-picture level, the partnership brings customers these core strategic benefits:

- **Business continuity:** Enterprises can ensure availability for a wide range of data environments, including file, block and object storage, while using all-flash storage to dramatically reduce backup windows and ensure more rapid and efficient recoveries.
- **Agility:** Customers benefit from agile infrastructure and operational simplicity, making it easy for IT to support hybrid cloud environments and deliver data as a service on demand to every user, developer and application.
- **Intelligence:** Organizations can leverage backups to perform data analytics, plus they can gain the ability to analyze all their production data continuously for real-time insight across a wide range of data and data types.

Customers will also find that the combination of Pure and Veeam offers major savings in total cost of ownership. Veeam solutions significantly reduce downtime and enable organizations to close their [Availability Gap](#), contributing significantly to the bottom line. Pure Storage customers can take advantage of the company's Evergreen™ Storage model, which lowers Capex, eliminates the need for forklift migrations, and ensures easy and inexpensive access to the latest technology innovations, such as NVMe.

Modern Solutions for IT Modernization

The Pure Storage-Veeam partnership is ongoing and can be leveraged by customers across two separate products: Veeam Snapshot Integration for FlashArray and Veeam Rapid Restore with FlashBlade.

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Veeam Snapshot Integration for FlashArray

Veeam coordinates the execution of API calls to the hypervisor and guest operating system, eliminating the need for agents to be installed in the virtual machines. This means applications and file systems are preserved in a consistent state prior to the creation of the FlashArray snapshots. This ensures data consistency, which provides faster recovery times for VMs and greater recovery options with database applications. Key benefits are:

- **Superior data protection and backup performance.** Customers can lower the impact of their production environment by using Veeam's integration with Pure snapshots to back up frequently, dramatically improving RPOs. Additionally, customers can generate snapshot-only jobs to create additional, more frequent recovery points.
- **More rapid and efficient recoveries.** Customers can recover individual files, directories, virtual disks or entire VMs quickly and efficiently, directly from Pure Storage snapshots for much faster RTOs.
- **Easy access to production data copies.** Customers can leverage Pure Storage snapshots with Veeam DataLabs to create an on-demand isolated test environment to leverage copies of a production workload for testing and development, security, analytics or other use cases.

Veeam Rapid Restore with FlashBlade

FlashBlade is an innovative architectural model for file- and object-based storage environments that combines high IOPS performance, simplified manageability, high density and cost efficiencies for the most demanding workloads. Veeam supports FlashBlade as an all-flash Veeam Ready Repository. This is an architectural option that dramatically reduces data restoration times for large data sets and critical applications, often from days to minutes. Business benefits include:

- **Accelerated development cycles.** IT can rapidly orchestrate the creation of VMs and data directly from the Veeam backup repository to provide developers with a high-performance test environment that is isolated from the production environment.
- **Hybrid cloud backup.** Veeam Cloud Connect with FlashBlade lets organizations replicate backup data to the public cloud for cost-effective offsite backup and disaster recovery. Businesses can leverage rapid recovery of critical data from local flash storage, while using replicated copies for low-cost backup in the cloud.

- **Data analytics.** Veeam can be used to non-disruptively move backup data to FlashBlade, enabling users to run their queries off ultra-fast flash resources to get the actionable insight they need to support modern business initiatives, from big data analytics to digital transformation.

Conclusion

Modernizing your business means modernizing your approach to intelligent data management for your most critical production environments. Today's storage solutions must deliver high performance across all storage types; they also need to be simple to deploy and manage, hyper-available, cost-efficient and cloud-ready, and enable real-time intelligence and analytics.

Pure Storage and Veeam are two of the industry's most innovative companies, helping organizations leverage virtualization, cloud, all-flash storage, converged infrastructure and availability solutions to support the needs of the Hyper-Available Enterprise™. By offering tightly integrated solutions, Pure and Veeam customers use their data intelligently and without interruption to drive their most critical business initiatives.

**For more information on how your organization can use
Pure and Veeam solutions to put your data to work, please visit Veeam
<https://www.veeam.com/purestorage-flash-solutions.html>**