

All-flash Availability for the Always-On Enterprise

Instant recovery, built for virtualized environments

Together, Pure Storage and Veeam® enable the Always-On Enterprise™ to meet service level agreements (SLAs) for ALL applications and data.

The Pure Storage data platform powers virtualization by allowing administrators to consolidate workloads without sacrificing performance and to achieve 100% virtualization with confidence. Pure Storage enables scale from hundreds to thousands of VMs without disruption, and is completely managed inside vCenter.

Pure Storage FlashArray provides fast and reliable block storage for your production data, as well as local snapshots for rapid restore. FlashBlade, a highly dense all-flash data platform designed for big data and concurrent workloads, enables you to store large data sets in a small data center footprint and restore them rapidly.

Veeam Availability Suite™, which includes Veeam Backup & Replication™, leverages virtualization, storage and cloud technologies that enable the Always-On Enterprise to achieve recovery time objectives (RTOs) and recovery point objectives (RPOs), or (RTPO™), of <15 minutes for All applications and data. Veeam simplifies IT operational management, mitigates risk and dramatically reduces capital and operational costs.

Pure Storage and Veeam address key challenges in the data center

Problem	Solution
Data loss avoidance	Pure Storage FlashArray & FlashBlade platforms, combined with Veeam's enterprise-class Availability features, successfully lower RPOs and RTOs and seamlessly streamline backup and disaster recovery (DR) capabilities.
Visibility and management	Veeam provides tools to help you monitor health, troubleshoot performance issues, plan your backup infrastructure growth and manage data regulatory-compliance requirements in Pure Storage and VMware vSphere and Microsoft Hyper-V environments.
Performance and RTO	From a single, image-based backup, Veeam Availability Suite provides more than 50 restore options in one agentless backup solution that helps you tackle virtually any recovery scenario. Veeam, combined with Pure Storage's consolidated All Flash Data Platform portfolio, enables organizations to ensure rapid recovery of all workloads.
Enterprise readiness	Pure Storage allows you to add capacity and upgrade systems seamlessly and easily. Grow as you go with Veeam enterprise-class scalability capabilities to maximize your organization's efficiency without compromise.
Recoverability verification	Veeam makes recoverability testing of ALL your virtual machines a reality. Veeam Backup & Replication guarantees the recovery of every file, application or virtual server every time by running automated recovery verification jobs with SureBackup® and SureReplica.
Heterogeneous replication	Utilize Veeam's host based replication for top tier critical applications and Pure Storage's FlashRecover replication for all remaining applications.



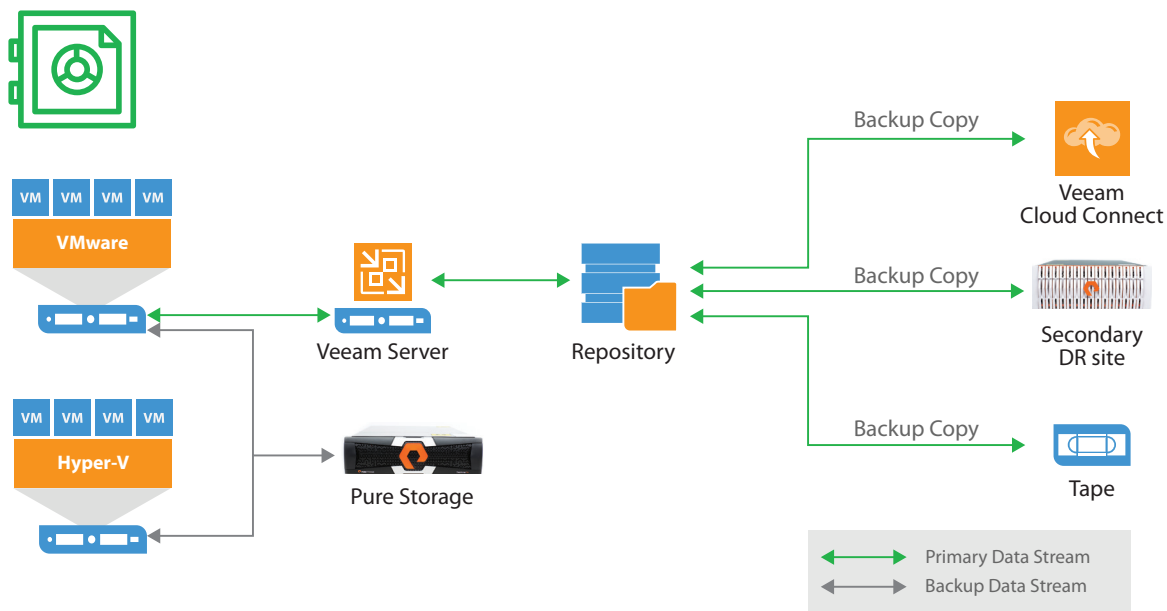
How Pure Storage and Veeam work together

Veeam Availability Suite combines the industry-leading backup, restore and replication capabilities of Veeam Backup & Replication with the advanced monitoring, reporting and capacity planning functionality of Veeam ONE™. Veeam Availability Suite delivers everything you need to manage and protect your VMware vSphere and Microsoft Hyper-V application workloads and data, to achieve *Availability for the Always-On Enterprise™*.

Pure Storage integration with Veeam Availability Suite provides a cohesive data protection strategy allowing Veeam to protect workloads running on Pure Storage's all-flash array – then directing those backups to a repository of your choice.

To prevent data loss on your primary FlashArray, Veeam offers built-in features like Backup Copy Jobs (with optional WAN acceleration) that automates the movement of backup copies to short-term storage repositories like FlashBlade, to enable rapid data and application recoveries, while leveraging the cloud or high-density tape for long-term archival and DR storage.

Data Loss Avoidance with Pure and Veeam



About Pure Storage

Pure Storage helps companies push the boundaries of what's possible. Pure Storage's end-to-end data platform – including FlashArray, FlashBlade and our converged offering with Cisco, FlashStack – is powered by innovative software that's cloud-connected for management from anywhere on a mobile device and supported by the evergreen business model. The company's all-flash based technology, combined with its customer-friendly business model, drives business and IT transformation with solutions that are effortless, efficient and evergreen. With Pure Storage's industry-leading, Satmetrix-certified NPS score of 83.5, Pure Storage customers are some of the happiest in the world, and include organizations of all sizes, across an ever-expanding range of industries.

About Veeam

[Veeam](#) recognizes the new challenges companies across the globe face in enabling the Always-On Enterprise, a business that must operate 24.7.365. To address this, Veeam has pioneered a new market of Availability for the Always-On Enterprise by helping organizations meet recovery time and point objectives (RTPO) of <15 minutes for ALL applications and data, through a fundamentally new kind of solution that delivers high-speed recovery, data loss avoidance, verified recoverability, leveraged data and complete visibility. [Veeam Availability Suite](#), which includes [Veeam Backup & Replication](#), leverages virtualization, storage and cloud technologies that enable the modern data center to help organizations save time, mitigate risks and dramatically reduce capital and operational costs, while always supporting the current and future business goals of Veeam customers. To learn more, visit <https://www.veeam.com>.