MODERNIZE DATA PROTECTION WITH FLASH + CLOUD
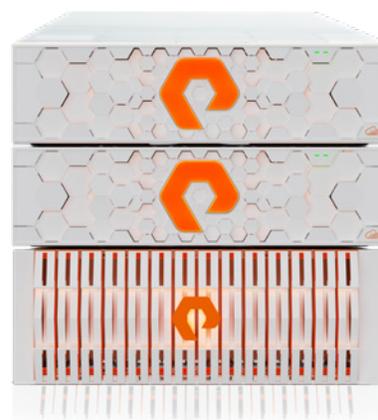
Powered by ObjectEngine and FlashBlade

SUMMARY

The Pure Storage ObjectEngine™ solution taps the power of flash and cloud to modernize data protection. Unlike legacy disk-to-disk-to-tape (D2D2T) architectures, ObjectEngine, the industry's first flash-to-flash-to-cloud (F2F2C) platform, helps customers recover data rapidly, save money via cloud economics, and re-use data for workloads and business priorities beyond backup — such as analytics, artificial intelligence, and regulatory compliance.

THE NEW FLASH-TO-FLASH-TO-CLOUD APPROACH:
OBJECTENGINE WITH FLASHBLADE

Pure customers can embrace hybrid cloud and reap the benefits of F2F2C by running key production applications like Oracle on Pure Storage FlashArray™ and by backing up these applications — either directly with native utilities or via third-party data protection solutions from vendors like Veritas, Commvault, and Veeam — through ObjectEngine to Pure Storage FlashBlade™. With its cloud-native software architecture, ObjectEngine reduces storage footprint on-premises with FlashBlade or with a public cloud such as Amazon Web Services.
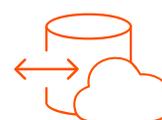

RECOVER RAPIDLY	**SAVE MONEY**	**RE-USE DATA**
Get up to 25 TB/HR data ingest and up to 15 TB/HR data restore rate[1]	Back up data to public cloud to leverage cloud economics and durability	A single, global namespace across clouds makes all data accessible for greater insight

WHERE DISK-TO-DISK-TO-TAPE FALLS SHORT

While it's still widely used, D2D2T architectures have long been optimized for backup performance, with little regard for the true end goal, which is to recover data when and where it's needed — within business service level agreements (SLAs). Tapes may relieve compliance concerns, but they lock data away, stranding any value residing in that data.

[1] Assuming data reduction rate of 10:1, depending on workload

BACKUP PERFORMANCE IS A GIVEN – BUT RAPID RESTORE IS WHAT YOU NEED

There's a reason why you'll easily find backup throughput or deduplication metrics in purpose-built backup appliance (PBBA) marketing collateral, but not restore performance metrics. PBBAs are optimized for backup performance and storage efficiency but not for restoring data – they are known to be as much as 10x slower when recovering data as compared to when backing up. In addition, customers often pre-buy PBBA capacity in anticipation of future use, repurchase hardware at the end of product lifecycles, and deploy similar infrastructure offsite with replication for compliance purposes. All this increases both infrastructure costs and maintenance costs. F2F2C architectures alleviate these burdens while enabling rapid recovery, lower costs, and new use cases for your data.
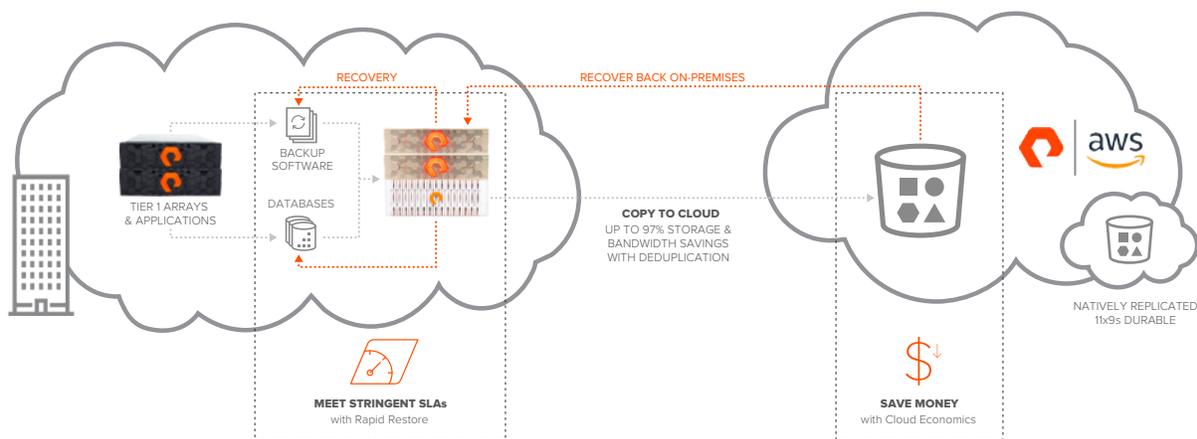
CASE STUDY: TIER 1 TELECOM

The Challenge: With nearly a petabyte of data on-premises and the skyrocketing maintenance costs that come with PBBA systems, IDT embarked on a cost reduction. They looked to the cloud but needed a solution that worked with existing on-premises applications, such as Veritas NetBackup and native Oracle utilities.

The Solution: IDT evaluated several solutions but selected StorReduce, now known as ObjectEngine after Pure Storage's acquisition in 2018. It worked seamlessly with IDT's existing backup applications and enabled direct backup to the AWS cloud to leverage cloud-scale economics.

Benefits: IDT found ObjectEngine was able both to quickly scale with fluctuating amounts of data, and to optimize storage capacity with deduplication. With ObjectEngine, IDT was able to lower TCO by 80% and meet regulatory compliance requirements with segregated environments for backup data.

MODERNIZE DATA PROTECTION WITH OBJECTENGINE

For today's enterprises, data protection is about much more than just backup. It's about rapidly restoring critical data exactly where it's needed – and within an SLA. Whether you're recovering key applications or enabling new use cases for your data, legacy D2D2T architectures simply can't keep up. By contrast, an F2F2C architecture, powered by Pure Storage ObjectEngine, can help your organization modernize data protection while innovating for the future.