

PURE UNIFIES CLOUD

Drive true hybrid cloud operations with cloud data services from Pure

WE SEE A FUTURE OF HYBRID APPLICATIONS

Today traditional applications generally run on-premises and webscale apps are built in the cloud – separate worlds, each with siloed apps and data. This cloud divide, in which organizations are compelled to choose on-premises **or** cloud-based resources, inevitably means less innovation, fewer insights, and slower time-to-market. Bridging the cloud divide requires a true hybrid cloud strategy – and a data-centric architecture – that frees existing applications from specific infrastructure while powering app development across clouds. Built on consistent data services, resiliency, APIs, and automation, alongside bi-directional data and app mobility, the new hybrid cloud leverages the strengths of both on-premises **and** cloud, giving organizations the best of both worlds.

CLOUD DATA SERVICES, INFRASTRUCTURE, AND MANAGEMENT

Across clouds, innovation in the compute and orchestration layers is gradually merging each, but the data layer has lagged – and data is key. The ability to move and share data ultimately determines app compatibility, app development velocity, and the depth of insight from AI and real-time analytics. We've set out to answer this data challenge. Pure Storage cloud data services, infrastructure, and management extend Pure's data-centric architecture across all of your data, both on-premises and in the public cloud, making that data fast, shared, and on-demand; globally reliable and secure; and hybrid by design. We're enabling true hybrid operations – so you can build your cloud, run applications anywhere, and protect data everywhere.

BUILD YOUR CLOUD

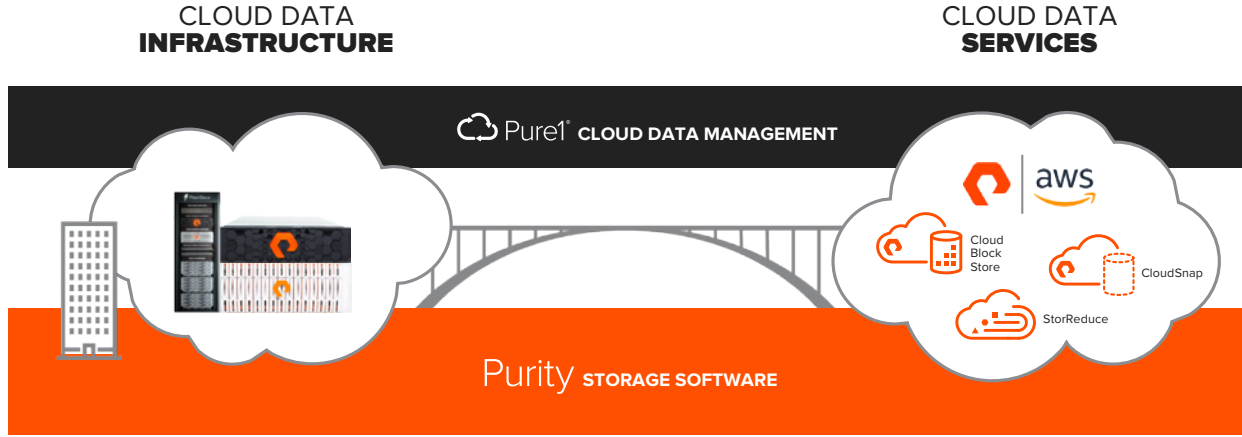
Deliver Storage-as-a-Service for enterprise and webscale applications.

RUN ANYWHERE

Run enterprise applications in the cloud easily, and make public cloud even more powerful and agile for webscale applications.

PROTECT EVERYWHERE

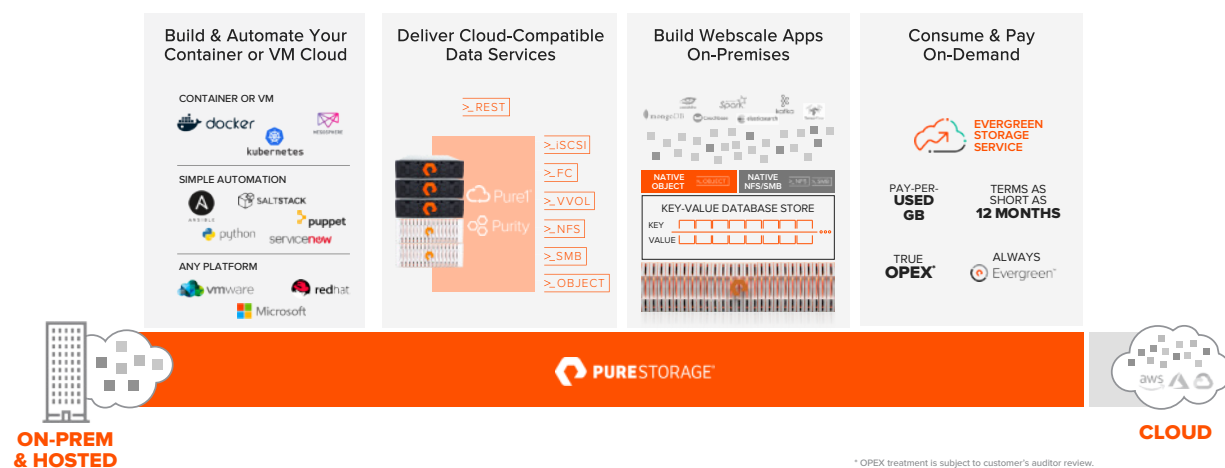
Modernize data protection with the power of flash + cloud, delivering simple online protection and unrivaled recovery speed and flexibility.



BUILD YOUR CLOUD

Pure Storage helps you build and automate your cloud. Whichever on-premises cloud platform – VM or container-based – you choose, Pure delivers block, file, and S3-compliant object storage with comprehensive integrations and automation across a private cloud that is designed with hybrid in mind. As your business needs change, you can extend from your robust on-premises cloud to public cloud, leveraging Pure Storage cloud data services to help deliver seamless mobility and management across your hybrid infrastructure.

Pure Storage has long experience in cloud. [LinkedIn](#), [SoftBank](#), [IP Telecom](#), and [Mercedes-AMG Petronas Motorsport](#) are just a few of the 1000s of clouds already built on Pure – including SaaS providers, hosted clouds, and private clouds.



BUILD YOUR VM-BASED CLOUD

Make building your on-premises cloud effortless. Deep integrations with [VMware](#), [Microsoft](#), and [OpenStack](#) enable simple automation and self-service. Build your cloud on any of these platforms and realize the speed, reliability, and security of on-premises with all the operational agility of cloud.

BUILD YOUR ON-PREMISES ALL-FLASH PAAS

Many developers want to go beyond containers-as-a-service – to on-premises, all-flash platform-as-a-service. We've got that – our [Red Hat OpenShift reference architecture](#) delivers a simple, fast, highly-available platform for enterprise developers.

BUILD WEBSCALE APPS ON-PREMISES

No matter your needs, Pure provides cloud-compatible data services including block, file – and object, the storage protocol predominantly used by webscale applications and developers. [FlashBlade™](#), Pure's ultra-fast and scalable platform for object store, enables enterprises to bring webscale apps on-premises.

BUILD YOUR CONTAINER-BASED CLOUD

[Pure Service Orchestrator](#) delivers container storage-as-a-service. Pre-integrated with Docker and Kubernetes, Pure Service Orchestrator enables organizations to build and deploy mission-critical, containerized applications effortlessly.

AUTOMATE YOUR CLOUD

Pure offers a host of pre-built integrations with automation tools of your choice – so you can choose the best technology stack for your DevOps environment. Deploy Infrastructure-as-Code powered by Pure's Python, PowerShell, Ansible, SaltStack, and Puppet modules.

CONSUME STORAGE ON DEMAND

Deploy your private cloud on-premises and on-demand. Pure's [Evergreen™ Storage Service](#) is an OPEX, pay-per-use model for storage-as-a-service. Evergreen Storage Service delivers the peace of mind of an on-prem cloud with the elasticity and flexibility of public cloud.

RUN ANYWHERE

Pure Storage cloud data services are the best of both worlds: industrial-strength block storage enabling mission-critical enterprise apps to run in the cloud, effortless bi-directional data mobility, and cloud-enhancing data services for your cloud-native apps – everything managed, orchestrated, and protected with unrivaled Pure simplicity. Pure’s new Cloud Block Store, CloudSnap™, and StorReduce™ technology, which run atop AWS EBS and S3, enable customers to easily migrate applications to the cloud, run hybrid across on-premises and cloud, use the cloud for backup and DR, and develop more sophisticated webscale applications.



HIGH RELIABILITY, EFFICIENCY, AND PERFORMANCE

Run existing enterprise apps in the cloud with industrial-strength block storage running natively in the cloud



HYBRID MOBILITY AND PROTECTION

Effortlessly migrate data bi-directionally, enabling data portability and protection across your clouds



SEAMLESS MANAGEMENT, ON-PREMISES & CLOUD

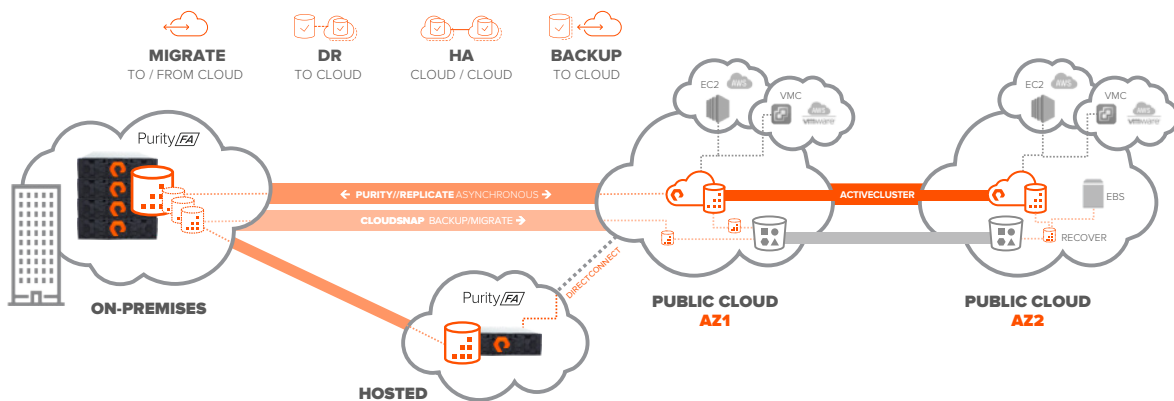
Connect to storage and automate deployments in the cloud the same way as you would on-premises

GET PURE POWER – IN THE CLOUD

[Cloud Block Store](#) is industrial-strength block storage powered by Pure’s software running natively in the public cloud. It delivers consistent storage services, resiliency, and APIs across on-premises and cloud deployments, so that applications can be built once and run anywhere with all the features and benefits Pure brings.

DELIVER HYBRID MOBILITY AND PROTECTION

Easily migrate data bi-directionally, enabling data portability and protection across your on-premises, hosted, and public cloud infrastructure. Use cases include disaster recovery from the cloud, backup to the cloud, and even hybrid development and deployment.



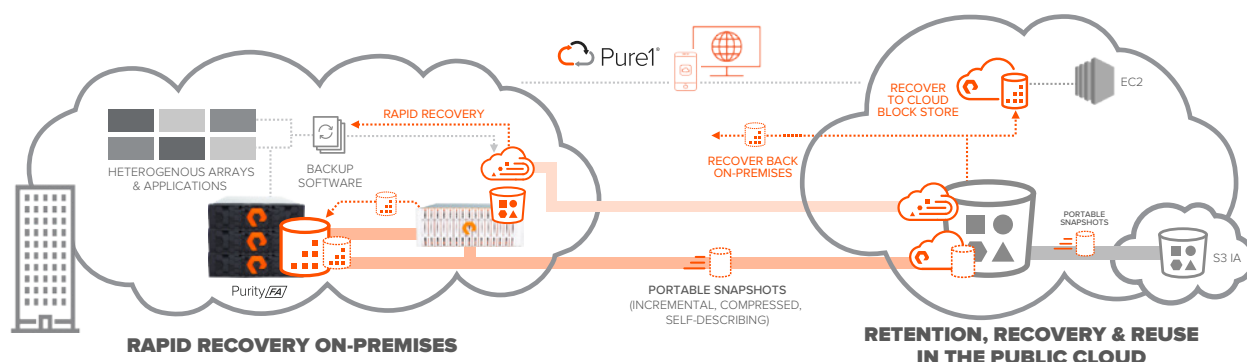
MANAGE SEAMLESSLY ACROSS CLOUDS

Your developers connect to storage via consistent APIs, whether on-premises or in the cloud. Enjoy automated deployments with cloud plug-ins for VMware vRA and AWS CloudFormation Templates, open full-stack orchestration, and effortless monitoring and predictive support with [Pure1®](#).

CLOUD BLOCK STORE IS CURRENTLY AVAILABLE FOR BETA

PROTECT EVERYWHERE

Data backup is no longer simply about storing data: it's about flexible protection, fast restores – and above all, making your valuable data available for other uses, such as test/dev and analytics. In a world of hybrid cloud and constant data flow, legacy disk-to-disk-to-tape architectures, in which your backup data goes from primary disk to an on-premises disk appliance, then replicates to an offsite disk appliance, and eventually to offsite tape, just don't cut it. Instead, a modern backup strategy leverages flash-to-flash-to-cloud – in which data goes from primary flash to a deduplicated, fast recovery flash store, and then to cloud object storage – to enable the scale and use cases of today's workloads.



GET FLEXIBLE BACKUP AND RECOVERY

Pure portable snapshots provide simple, built-in, local and cloud protection for Pure FlashArray. Purity Snapshots and CloudSnap together enable free movement of space-efficient copies either between FlashArrays, to FlashBlade, to 3rd party storage, or to the cloud, respectively. Additionally, StorReduce data reduction technology makes cloud backup cost-effective across your data center.



ACHIEVE FAST RESTORE

Current backup architectures aren't designed for restore – they're primarily optimized to ingest backup data as quickly as possible. Given the cost of downtime, restore performance matters. Get fast restore via Pure FlashBlade, the next-gen platform that's architected for bandwidth, so you get unprecedented performance for a wide range of workloads, including backup and rapid restore.



SIMPLIFY WITH A SINGLE BACKUP APPLIANCE

Answering the challenge of data growth with additional backup appliances only multiplies your silos – and slashes your efficiency. Pure FlashBlade scales non-disruptively, with multiple chassis forming a single backup domain and serving as a single backup target for all the leading backup software providers, as well as application-native backup processes, so customers don't need to change their backup software or processes.



ENJOY COMPLETE VISIBILITY

Pure1® cloud-based management includes a snapshot catalog of all of your backups in one place – whether the target is FlashArray, FlashBlade, another NFS target, or an Amazon S3 store in the cloud. Monitor for compliance and know exactly what options you have when you need to recover.

STORREDUCE IS CURRENTLY AVAILABLE FOR BETA



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