Virtual Flash Database Platform Delivers 10x Price/Performance Improvement Over Disk Storage

Databases drive almost every application that powers any enterprise business process. Historically, enterprise databases have resided on slow, expensive disk-based storage, burning energy in the data center and bogging down IT operations. Developers, testing teams, and business analysts can wait for days or weeks to receive copies with the data they need.

Flash storage promises to fix many of these problems. Flash-based databases run faster, use less power, and are more flexible as architecture needs change. But organizations have ben unable to run most of their databases on flash due to cost concerns. Pure Storage and Delphix bring the speed of flash and the power of virtualization to one of the most important components of the enterprise: the database.
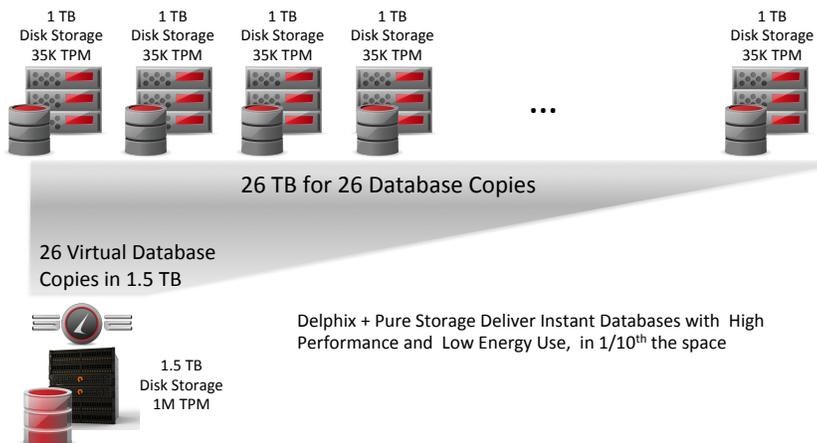
Delphix and Pure Storage deliver virtual flash database copies that transform the way application and analytics projects operate. The combination enables customers to create multi-terabyte database copies on demand, to refresh or rewind these copies in minutes, and to link individual versions of databases to code builds with almost no effort or cost.

Performance Benchmarking

Delphix and Pure Storage recently benchmarked the performance of the combined all—flash solution, comparing to running databases on ordinary enterprise spinning disk. The test simulated an example from a leading e-commerce company, where the firm makes between 25 and 30 copies of its products database for development and test purposes.

The traditional option, a disk array storing physical copies of the database files, consumes 1 TB per copy and completes 35,000 transactions per minute (TPM), maxing out the disk array's capabilities. Each copy requires a full duplicate: an additional 1TB of storage with enough performance to service 35,000 TPM. In total, supporting the 26 copies required by the customer requires over 26 TB of storage, and the associated number of disks, to achieve 910,000 TPM (26 X 35K), at a cost of approximately $2 Million.

The Delphix-Pure Storage solution created and supported the same 26 copies, each with full data, in a total space of 1.5 TB, and performing at approximately 1 Million TPM. The cost of this higher-performing solution is $1/10^{th}$ the cost of the above disk-based option. Unlike the disk-based option, the virtual flash databases can be created, refreshed, or rolled back in minutes, via self-service, by development or test teams. Block sharing across copies enables creation of large databases without duplication or movement of data across networks or arrays.

Key Benefits

Accelerate Your Projects

Flash-powered virtual flash databases cut project schedules by up to 50%, as developers and testers work instead of wait for data.

Modernize Your Infrastructure

Replacing disk-based storage and physical copies with virtual databases and flash creates a flexible architecture for the future.

Vaporize Your Costs

Virtual flash databases operate in $1/10^{th}$ the space of physical copies and at $1/10^{th}$ the cost of disk storage.

1 TB Disk Storage 35K TPM   1 TB Disk Storage 35K TPM   1 TB Disk Storage 35K TPM   1 TB Disk Storage 35K TPM   ...   1 TB Disk Storage 35K TPM

26 TB for 26 Database Copies

26 Virtual Database Copies in 1.5 TB

1.5 TB Disk Storage 1M TPM

Delphix + Pure Storage Deliver Instant Databases with High Performance and Low Energy Use, in $1/10^{th}$ the space

![DELPHIX®]

![PURESTORAGE]

![Gartner 2013 CoolVendor] **Delphix and Pure Storage are both Gartner 2013 Cool Vendors in Storage**

Delphix Agile Data

Organizations spend enormous amounts of time and money generating copies of data that support their business critical applications. Delphix is radically changing the way companies deliver their data – providing fast, flexible, efficient access to data.

Delphix enables agile data management through intelligent software that eliminates redundant infrastructure and slow processes. As a result, Delphix customers deliver higher quality business applications in less time and at lower cost. Today, IT organizations regularly make compromises to reduce costs, limiting the ability to support project teams. The result is delayed projects, missing features, and frustrated users. Delphix breaks this cycle by enabling IT to deliver unlimited data wherever and whenever the data is needed.

Unlock Your Data

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Pure Storage All-Flash Arrays

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.

With Pure Storage, your business can achieve things that weren't even imaginable with disk. No more wondering how much data you can analyze, how fast you can respond to a customer, or how quickly you can launch a new service. It's time to unlock the productivity and creativity of your company while delivering a responsive experience to both customers and employees. All applications. All customers. All budgets.

Flash for all

Visit Delphix and Pure Storage at Oracle OpenWorld
Delphix: Booth 1132
Pure Storage: Booth 733

To learn more, contact us at
info@delphix.com or *info@purestorage.com*