



# CLOUD BLOCK STORE FOR AWS

Industrial-strength block storage delivered natively in the cloud

## SUMMARY

Pure Storage® Cloud Block Store for AWS is industrial-strength block storage delivered natively in the cloud. Powered by Purity software, Cloud Block Store enables mission-critical applications to run in the cloud seamlessly – while also making public cloud storage more powerful for webscale applications. It drives true hybrid operations with consistent data services, resiliency, and APIs, and bi-directional mobility and seamless management and orchestration. You gain the ultimate agility: faster application development and the ability to free applications from specific infrastructure.

### 100% CLOUD SOFTWARE

- Deploys instantly as a virtual appliance in the cloud
- Runs only as long needed

### HIGH RELIABILITY, PERFORMANCE

- Multi-availability zone HA
- Aggregated performance
- Instant space-saving snapshots
- Data-at-rest encryption

### INDUSTRY-LEADING EFFICIENCY

- Always-on thin provisioning, deduplication, and compression

### HYBRID DELIVERED

- Run existing apps in the cloud seamlessly
- Migrate to/from cloud, DR to cloud, or Test/Dev in the cloud with bi-directional data replication

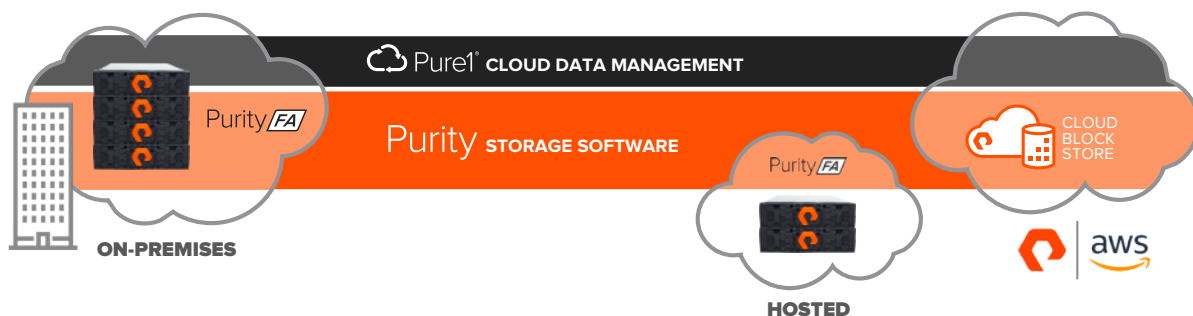
### CONSISTENT APIs, AUTOMATION

- Develop to consistent APIs and run anywhere
- Deploy easily with VMware vRA & AWS CloudFormation Templates

Enterprises are evolving to employ hybrid cloud environments with hybrid applications that run across clouds, leveraging the agility and innovation of private, edge, SaaS, and public clouds simultaneously. However, with different models of resiliency and efficiency, and with different APIs, on-premises and cloud-based data storage have operated in separate worlds. Pure Storage Cloud Block Store bridges the divide with consistent data services, effortless bi-directional mobility, and seamless management and orchestration across your hybrid cloud.

### ACHIEVE HIGH RELIABILITY, EFFICIENCY, AND PERFORMANCE

Cloud Block Store delivers industrial-strength cloud reliability for mission-critical applications, with non-disruptive upgrades, high-availability (HA) across availability zones, and always-on AES-256 data-at-rest encryption. Cloud Block Store achieves predictable performance by aggregating performance across many cloud stores. Pure's industry-leading data reduction, with always-on thin provisioning, deduplication, and compression, ensures capacity is delivered economically.



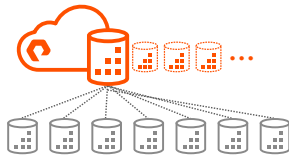
## CLOUD BLOCK STORE MAKES CLOUD STORAGE BETTER



AGGREGATES PERFORMANCE & RELIABILITY ACROSS MANY CLOUD STORES



CAN BE DEPLOYED HA ACROSS TWO AVAILABILITY ZONES



INSTANT, SPACE-SAVING SNAPSHOTS



ALWAYS THIN, DEDUPED & COMPRESSED



ALWAYS ENCRYPTED

## ENJOY HYBRID DATA & APP MOBILITY AND PROTECTION

With data portability and application mobility across your hybrid cloud, Cloud Block Store allows effortless application and data migration across on-premises, hosted, and public cloud environments. In addition to non-disruptive upgrades, Cloud Block Store enables multi-availability zone HA.

## DRIVE EFFICIENCY VIA CONSISTENT APIs AND AUTOMATION

With consistent APIs across your hybrid cloud, application developers can develop to a common storage API and seamlessly transfer existing automation. Developers can, therefore, develop applications once and deploy them across clouds. Further, webscale developers can focus just on application logic and leave reliability to Pure's rich resiliency services. Deploy Cloud Block Store easily using plug-ins for VMware vRA and AWS CloudFormation Templates.



CONSISTENT APIs ACROSS ON-PREMISES & CLOUD



PLUG-INS TO AWS AND VMWARE AUTOMATION



OPEN FULL-STACK ORCHESTRATION

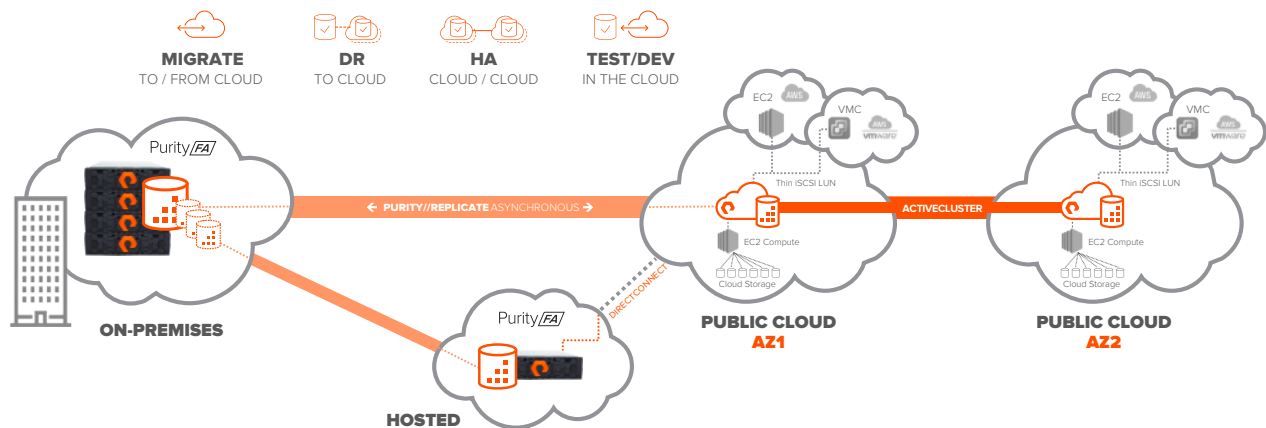
## GET VISIBILITY ACROSS CLOUDS WITH PURE1

Pure 1®, our cloud data management platform, extends into Cloud Block Store, enabling a truly unified hybrid experience through seamless management and orchestration between on-premises and cloud deployments. You can now monitor your entire storage footprint across clouds – while getting the same awesome support experience.



## UNLOCK A WORLD OF HYBRID USE CASES

Cloud Block Store is seamlessly integrated with Pure's on-premises cloud data infrastructure to deliver a true hybrid architecture. This enables you to develop, migrate, and run apps across your hybrid cloud, leverage the cloud for disaster recovery of on-premises or hosted workloads, and get HA between two availability zones for the highest levels of reliability for apps running in the cloud.



### 1. DR TO THE CLOUD

Replicate on-premises and hosted cloud data to AWS cloud for disaster recovery. Pure provides bi-directional replication so that once recovered, data can be migrated back from Cloud Block Store into your on-premises or hosted cloud.

### 2. MIGRATE TO/FROM CLOUD

Migrate workloads to or from AWS cloud with ease using snapshots. For example, take snapshots of on-premises workloads and migrate them to Cloud Block Store for AWS, then make them available in EC2 or VMC to run workloads in the cloud.

### 3. HA IN THE CLOUD

Deliver the highest level of high availability (HA) for applications running in public cloud. Cloud Block Store allows using Pure's ActiveCluster technology between two availability zones in AWS to provide HA for mission critical applications.

### 4. TEST/DEV IN THE CLOUD

Running Pure arrays on-premises and Cloud Block Store in the public cloud drives development, test, and production across your hybrid cloud. Develop in the cloud and deploy mission-critical applications to get the benefits of both worlds.

## ACHIEVE TRUE HYBRID OPERATIONS

Cloud Block Store enables existing apps to run in the cloud while providing new capabilities for webscale apps. With faster application development and agility, Cloud Block Store empowers enterprises to turn data into value – wherever data lives.