

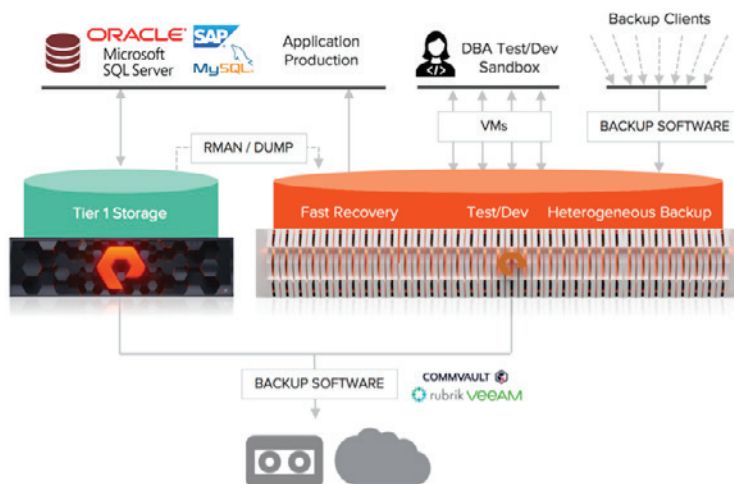
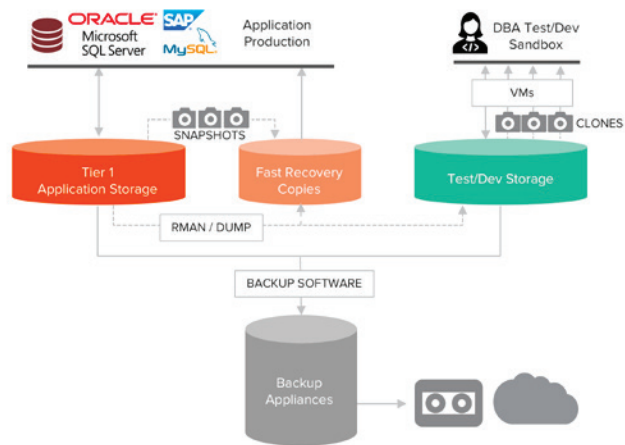
NEXT-GEN DATA PROTECTION IS FAST – AND EASY

SUMMARY

Data is often the most valuable asset in an organization. For some businesses, it's their lifeblood. Enterprises need a modern platform fast enough to restore data instantly when it matters most, and big enough to consolidate and simplify the data center.

LEGACY BACKUP IS SLOW, MAKING EVERYTHING COMPLEX

The data backup industry is dominated by inflexible appliances built to do a single task: copy data from point A to B. Due to notoriously slow performance when restoring data from backup, IT is required to deploy additional storage silos for fast recovery snapshots and test/dev, adding to the complexity of their infrastructure.

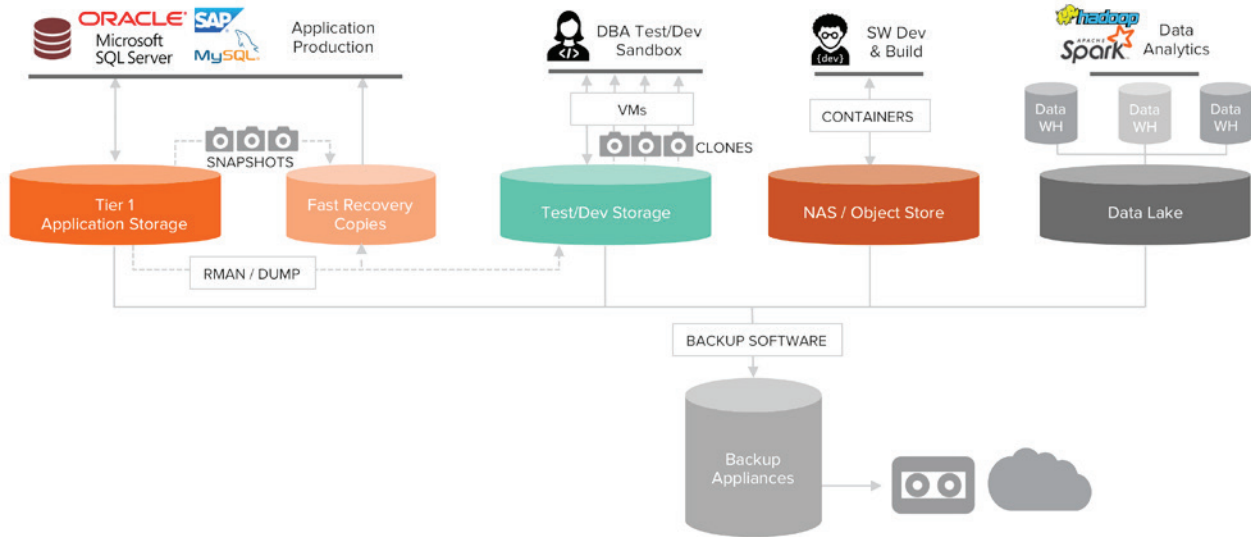


PURE STORAGE IS FAST – DRIVING SIMPLICITY THROUGH CONSOLIDATION

Backup appliances are artifacts of an outdated infrastructure. What if backup appliances were no longer an entire industry, but simply an application running on a single, powerful platform? Whether it's fast backup and recovery or instant restore for test/dev, a modern data platform like Pure Storage® FlashBlade™ can consolidate and accelerate these workloads.

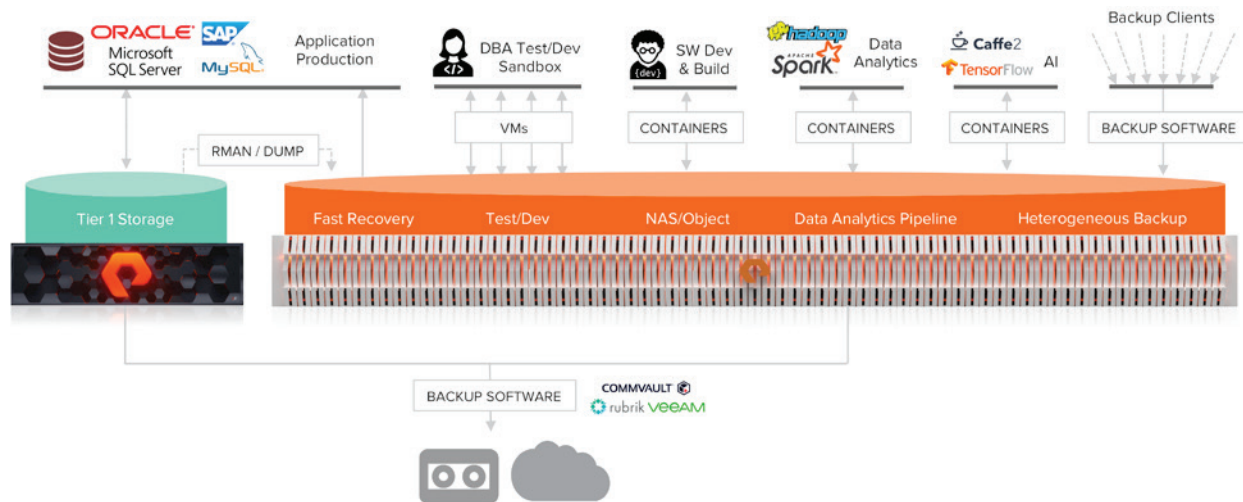
REALITY IS MORE COMPLEX

Infrastructure is often messy, consisting of sprawling compute and storage silos. In addition to storage systems for Tier 1, fast snapshot recovery, and test/dev, IT also manages storage for software developers, data lakes for unstructured data, and data warehouses for analytics workloads.



SINGLE, NEXT-GEN PLATFORM – FROM RAPID RESTORE TO MODERN ANALYTICS

No more sprawling silos of complexity. The ideal solution is a single, modern platform engineered to be fast and big for a wide range of workloads. From fast backup and recovery, to instant access in test/dev, to modern analytics and AI, a single, powerful platform should run all your applications. FlashBlade is industry's first next-gen data platform architected to consolidate all these applications.



NOW YOU CAN:

Deliver instant restore for production and test/dev workloads.

Consolidate silos, like backup appliances and data lakes, into a single platform.

Leverage industry-leading solutions certified to deliver performance with Pure Storage.

“TUNED FOR EVERYTHING” ARCHITECTURE

Next-gen storage must be architected for any type of data in order to accelerate a wide range of workloads.

FlashBlade is the first in the industry to be uniquely engineered for unstructured data, delivering unprecedented performance for any workload – from backup and restore to AI and analytics.

TUNED FOR EVERYTHING



7.5M IOPS, 75 GB/s Throughput,
Always Fast for Small, Large, Random, Sequential

REAL-TIME



Low Latency Performance for
Responsive Workloads

ALL-FLASH



Optimized for Flash
From Software to Hardware

PARALLEL



Massively Parallel Purity Software
75 Blades with Scale-Out Fabric

ELASTIC



Linear Performance
Growth with Each Blade

SIMPLE



Evergreen – No TB Re-Buys*
No Manual Tuning Required

ACCELERATING INDUSTRY-LEADING SOLUTIONS, CERTIFIED WITH PURE STORAGE

Our diverse portfolio of partners extends the native capabilities of the Pure Storage Data Platform in backup and recovery with a robust set of data protection solutions to modernize your data protection methodologies.



CUSTOMER HIGHLIGHT

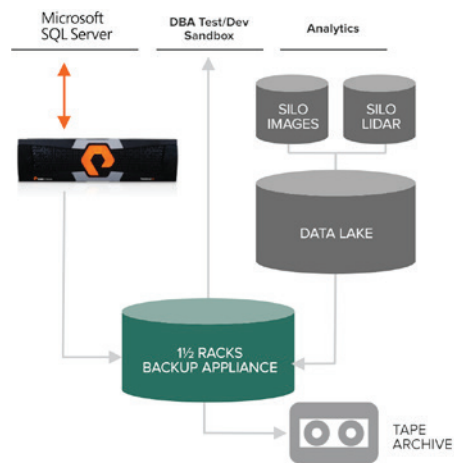
PROVIDING RAPID RESTORE, TEST/DEV, AND ANALYTICS FOR A GOVERNMENT AGENCY

An existing Pure customer was due for a forklift upgrade of their 1.5 racks of legacy backup appliance. In the old architecture, DBAs were restoring data directly from the appliance, leading to a painfully slow and frustrating experience. They also had various silos for analytics. By modernizing with Pure, the customer replaced 1.5 racks of backup appliance, an entire data lake, and data warehouses with a single 4U FlashBlade.

In the customer's own words, **"FlashBlade pays for itself in floor space and power savings"**.

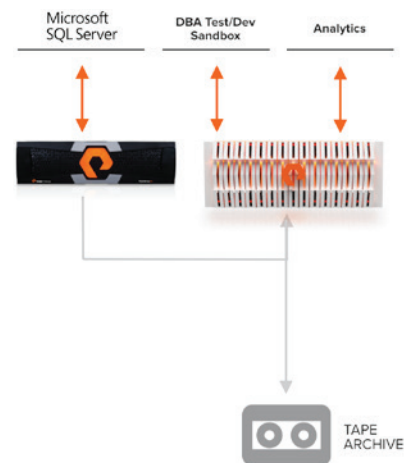
OLD ARCHITECTURE

- Time for a Forklift Upgrade
- \$200K in Migration Costs
- Too Slow for Test/Dev
- Storing, Not Analyzing, Images and LIDAR Data



NEXT-GEN ARCHITECTURE

- Replaced Silos with 4U
- Saved \$200K in Migration Cost
- Instant Data Restore for Test/Dev
- Starting Data Analytics Initiative



FLASHBLADE: NEXT-GEN SMART DATA PLATFORM FOR MODERN DATA PROTECTION

FAST

- Elastic performance that grows with data, up to 17 GB/s
- Always-fast, from small to large files
- Massively parallel architecture from software to flash

BIG

- Petabytes of capacity
- Elastic concurrency, up to 10s of thousands of clients
- 10s of billions of objects and files

SIMPLE

- Evergreen – don't rebuy TBs you already own
- "Tuned for Everything" design, no manual optimizations required
- Scale-out everything instantly by simply adding blades



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