



# CLOUD BLOCK STORE FOR Azure

Industrial-strength block storage delivered natively in the cloud

## SUMMARY

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

### 100% CLOUD SOFTWARE

- Deploys as a virtual appliance in the cloud
- Consume cloud resources only as long needed

### HIGH RELIABILITY, PERFORMANCE

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

### INDUSTRY-LEADING EFFICIENCY

- Always-on thin provisioning, deduplication, and compression

### HYBRID DELIVERED

- Run existing apps on 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

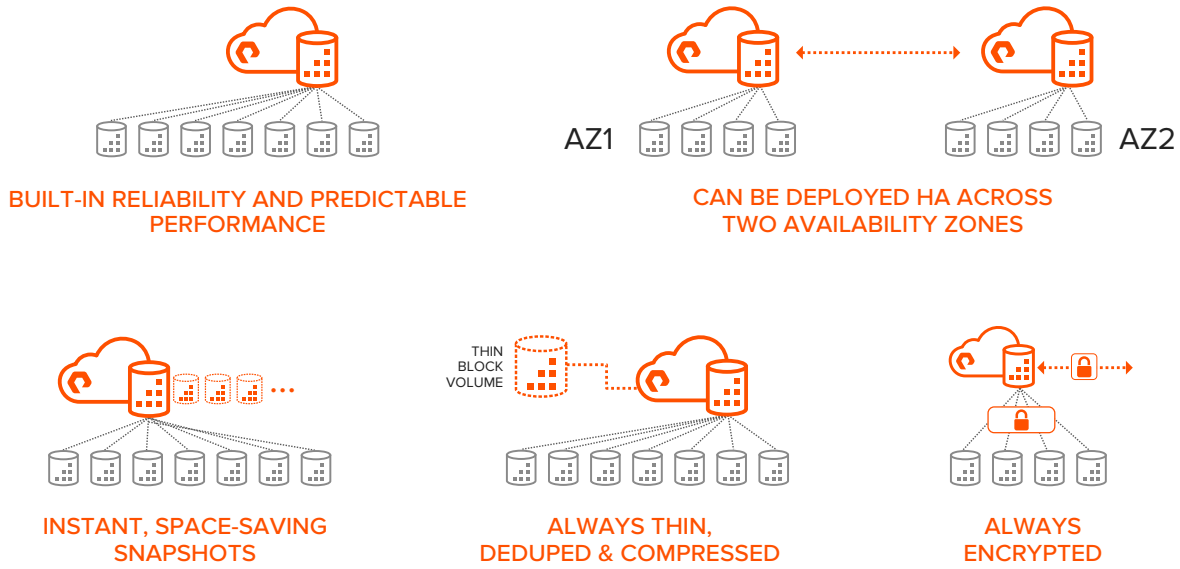
Enterprises are evolving to employ hybrid cloud environments with hybrid applications that run across clouds, leveraging the agility and innovation of private, edge, SaaS, and third-party clouds simultaneously. However, with different models of resiliency and efficiency, and with different APIs, on-premises 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 high data reduction rates, with always-on thin provisioning, deduplication, and compression, ensure capacity is delivered economically.



### CLOUD BLOCK STORE ENHANCES CLOUD STORAGE



### PURE UNIFIES PRIVATE AND PUBLIC CLOUD FOR TRUE HYBRID BENEFITS

No single cloud fits all environments. Applications require flexible hybrid cloud options to align workloads with your business needs. With Pure, you can run applications on-premises, co-located or hosted, connected to the public cloud with low-latency interconnects, or within the public cloud with Cloud Block Store. Pure as-a-Service unifies offers a common elastic-cloud experience with a unified subscription providing the flexibility to move data between any physical and cloud location, with a single subscription agreement.

### 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.



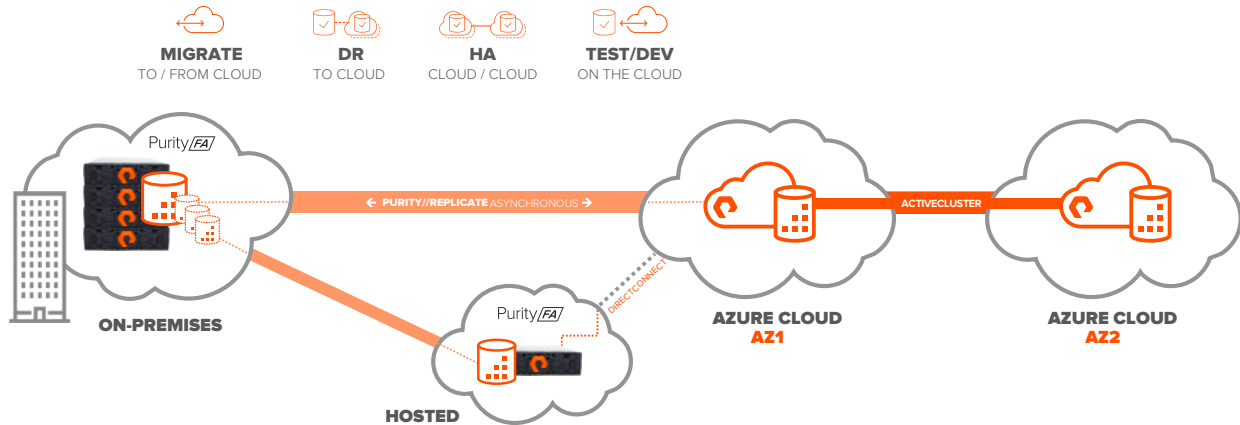
### GET VISIBILITY ACROSS CLOUDS WITH PURE1

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 high availability (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 Azure 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 Azure cloud with ease using snapshots. For example, take snapshots of on-premises data and migrate them to Azure Blob using CloudSnap, then make them available to Cloud Block Store to run workloads in the cloud.

#### 3. HA ON 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 Azure to provide HA for mission critical applications.

#### 4. TEST/DEV ON THE CLOUD

Running Pure arrays on-premises and on Cloud Block Store on the public cloud drives development, test, and production across your hybrid cloud. Develop on 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 on 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.