

UNIFY YOUR VMWARE CLOUD

With enterprise storage that's simple, optimized, and hybrid by design

SUMMARY

IT spend today is focused on a new wave of capabilities developed to provide a cloud-like experience that promises to be simple, on-demand, and scalable. However, many traditional IT data centers built their infrastructures over time in silos that resulted in the challenge of managing a diverse set of technologies, deployment types, and workload requirements that do not allow for a cloud-like experience, nor the ability to move to the public cloud. What organizations truly require and are looking to build is a hybrid cloud strategy – one where they can place and access workloads and data where it makes the most sense in terms of technical and business need.

Pure Storage® enables you to bridge both private and public clouds to provide data that is fast, shared, and on-demand; globally reliable and secure; and hybrid by design. With true hybrid operations, you can build your cloud, run applications anywhere, and protect data everywhere.

BUILD YOUR VMWARE CLOUD WITH PURE STORAGE

Organizations of all sizes have built a virtualization practice leveraging VMware® software in their data centers to address inefficiencies between application needs and infrastructure resource availability and performance to meet demands of the business. Pure has partnered with VMware to help the virtualization teams become self-sufficient with a modern enterprise storage platform that is simple and integrated, optimized for efficiency and performance, and hybrid by design so you can build a cloud strategy starting with a rock solid on-premises VMware cloud that can seamlessly extend to public cloud when you're ready.

Simple & Integrated

The simplicity of Pure FlashArray™ eliminates the burden on IT to manage and administer storage and delivers enterprise-level data services, such as snapshots and replication. With cloud-based management through Pure1®, you get complete monitoring, real-time tracking, and predictive analytics of your storage for easier troubleshooting as well as capacity and performance planning. VM Analytics

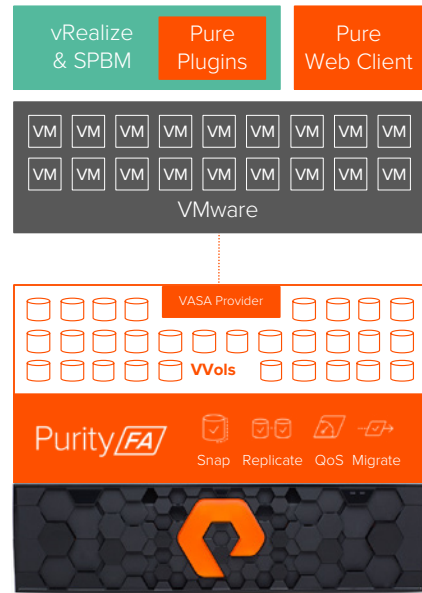


FIGURE 1. On-premises VMware cloud with Pure Storage FlashArray

built in to Pure1 provide full stack visibility via deep performance metrics on volumes and VMs in your VMware environment.

Pure's deep integration with VMware further simplifies ongoing storage operations, freeing up time so you can drive more innovation for the

business. With the vSphere Web Client plug-in, you can easily monitor and manage FlashArray from vCenter alongside the rest of your virtual infrastructure. Integration with vRealize Suite enables comprehensive operations management along with automation and self-serviceable storage services. For instance, pre-built Pure Storage workflows with vRealize Orchestrator provide the most common tasks involved in storage orchestration, including setup of per-VM level storage provisioning with policy-based control through support of VMware Virtual Volumes.

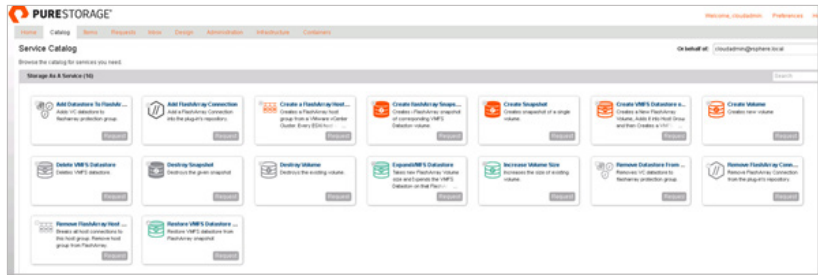


FIGURE 2. Simplify the user experience with a self-service catalog of storage workflows

Optimized Efficiency & Performance

Pure Storage offers unprecedented density and industry-leading efficiency capabilities, including deduplication, compression, and thin provisioning to enable better data center efficiencies. Meanwhile, 100% NVMe all-flash within the FlashArray delivers exceptional performance with consistent sub-millisecond latency during normal operations, failures, maintenance, and generational upgrades. Now you can confidently consolidate all your workloads and scale without sacrificing performance, all while reducing costs with savings from greater storage capacity and lower power and cooling costs. Eliminate resource contention concerns across your VMs and mixed workloads with always-on QoS, which ensures all your workloads within your on-prem cloud consistently perform at their optimal best to meet service levels.

Application availability is also of utmost importance for any cloud. Any downtime, planned or unplanned, affects service delivery to your lines of business. With Pure, you can rest assured that your workloads

remain always-on with 99.9999% FlashArray availability. With Pure's Evergreen Storage™ ownership model, you can take advantage of the latest storage software and hardware innovations non-disruptively – no forklift upgrades or data migrations ever again! Integration of VMware Metro Storage Cluster and Site Recovery Manager with Purity ActiveCluster™ delivers end-to-end business continuity in case of site failure. Your virtualized applications are also further protected with always-on, built-in snapshots, replication, and encryption-at-rest of your data on FlashArray without ever making trade-offs on performance.



FIGURE 3. Consistent sub-millisecond latency and performance

Hybrid by Design

Pure and VMware are developing solutions to bridge the world of private and public clouds. Pure's cloud data infrastructure and cloud data services are seamlessly integrated so you can unify your clouds. Our cloud data management layer delivers a common control plane and a set of consistent APIs, making storage management simple and consistent everywhere.

VMware has been developing software-defined capabilities to provide a layer of abstraction across disparate platforms – on-premises with Virtual Volumes and vSAN, and on public cloud with VMware Cloud on AWS (VMC) – resulting in end-to-end interoperability with a common unified operating model across clouds. Similarly, Pure Storage Cloud Block Store for AWS¹ delivers storage services, resiliency, and APIs consistent with Pure's on-premises infrastructure, so you can seamlessly run your existing apps in the cloud.

By combining Cloud Block Store with VMware Cloud in AWS², customers can enjoy all the on-premises Pure data services and value in VMware Cloud on AWS for a seamless experience.

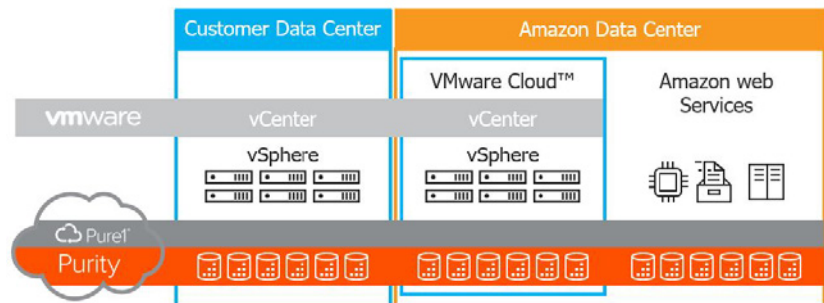


FIGURE 4. Unify cloud with Pure Storage and VMware Cloud on AWS

Many organizations are looking to use the cloud for disaster recovery, which Pure provides natively with FlashArray. With Purity CloudSnap™, you can deliver cloud backups and efficient array- and volume-level recovery for your VMs to AWS. CloudSnap is effortless and cost-effective to eliminate the complexities and challenges of typical cloud data protection solutions.

Unify Your VMware Clouds Today

The cloud can be full of unknowns, but with the right preparation and modern technology solutions within your IT organization, you can achieve what many are hoping to deliver. If you are ready to take that first step, Pure Storage and VMware have the recipe to help build your ultimate unified cloud today!

¹ Cloud Block Store is currently available in public beta.

² Cloud Block Storage with VMware Cloud on AWS is not yet generally available.