

The Need For Speed: Supercharge Data Access and Recovery with Pure Storage



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PURESTORAGE[®]



March 19, 2025

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Supercharge Data Access
and Data Recovery



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Agenda

- When the clock is ticking – it's all about the RTO, my friend
- Why flash storage is the answer
- Fast isn't expensive
- Pure Storage demo
- Wrap-up



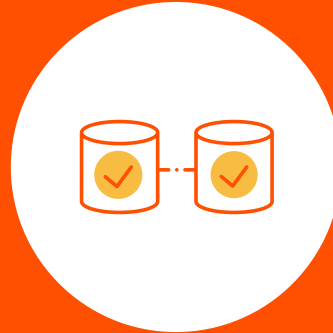
Your Data RTO . . . Time, Money, Reputation

- How long after a cyber-attack:
 - Your customers start asking questions due to delays?
 - Your employees start getting nervous and frustrated?
 - Your company name is on social media because of the attack?
 - Your executive team starts to get anxious?
 - You realize you might not be able to restore as you thought you could?

Legacy Storage puts the burden of complexity on you.



Forklift Upgrades
waste time, money, and add
further strain on overloaded
resources.

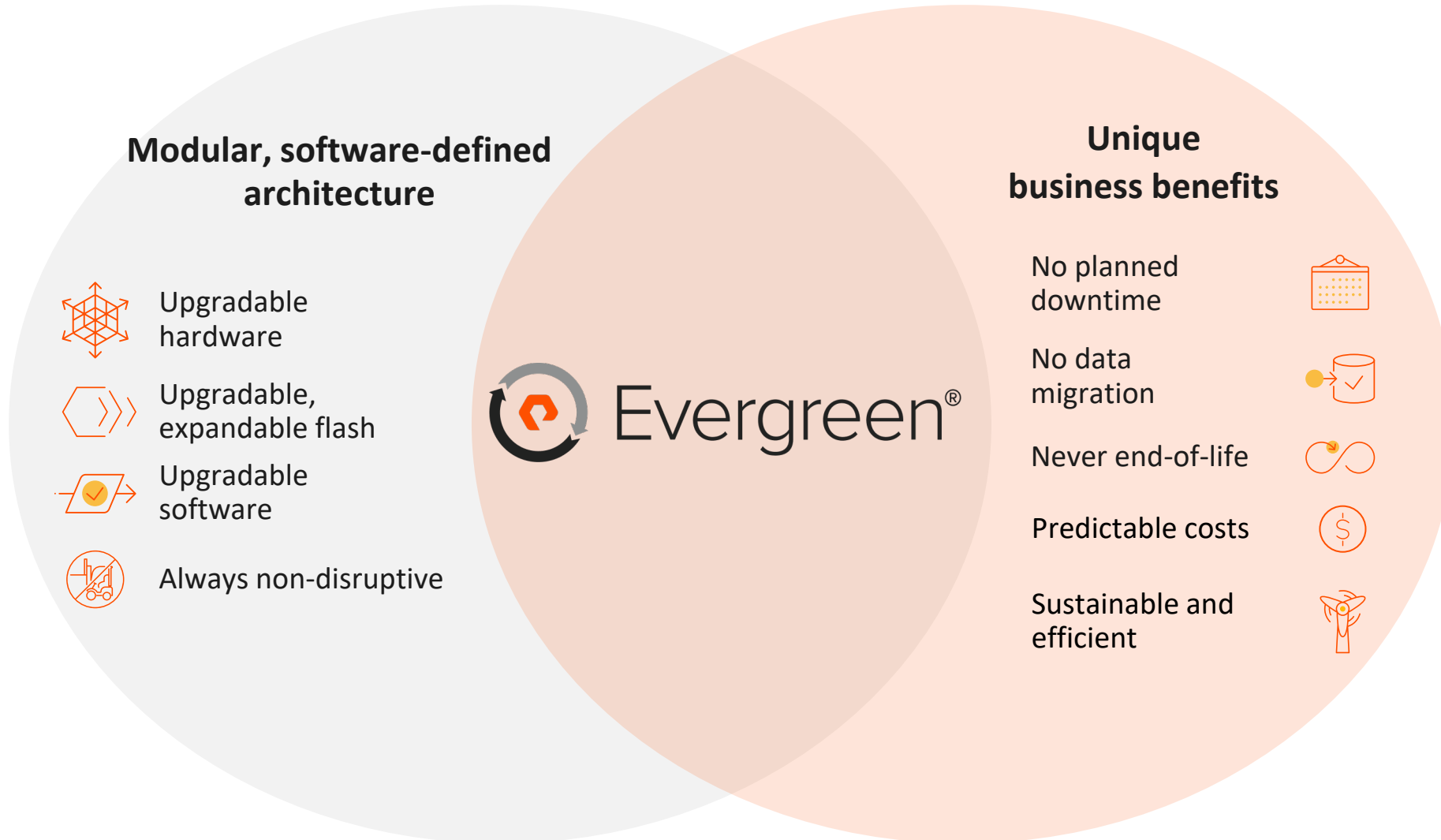


**Forced Migrations from
old systems to new ones**
create risk, cause
downtime, and require new
training and integration.



**Disruptive Software
Upgrades** can be
complicated with
unexpected outages or
require major planning to
minimize downtime.

Customer-Focused Architecture and Outcomes



A Unified Data Platform Focused Around You

Storage as a Service

Container Data Management | Managed Data Services | Self-service Provisioning | Storage on-demand | Business guarantees (SLAs)

Single Control Plane

Global Policy Management | Self-managing | Autonomous Modeling | Intelligent Fleet Management | Automation

Simple Unified Infrastructure

Single OS | Multi-protocol | High Efficiency | Universal Workload Support | Unmatched Scalability

Evergreen® Architecture

Continual non-disruptive improvement | Seamless Data experience | Zero planned downtime guarantee



On-premises

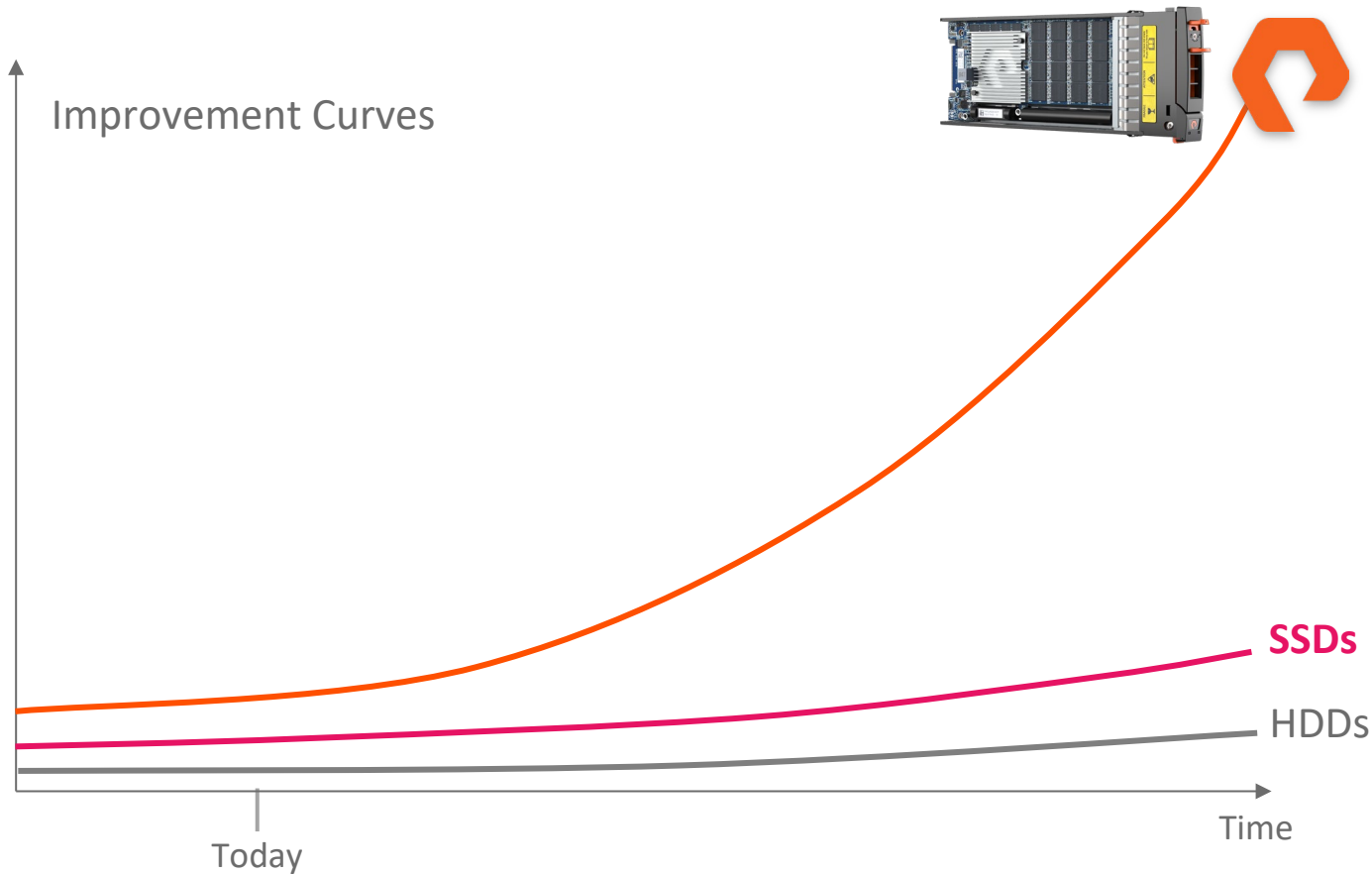


Public Cloud



Hosted

Better Science Yields Better Outcomes



DirectFlash® Technology

Ground-Up, All Flash Design

Globally software-defined, purpose-built all-flash hardware & software

Better Today & Tomorrow

Greater performance, density, efficiency and reliability with an architectural advantage that will outpace the industry for years to come

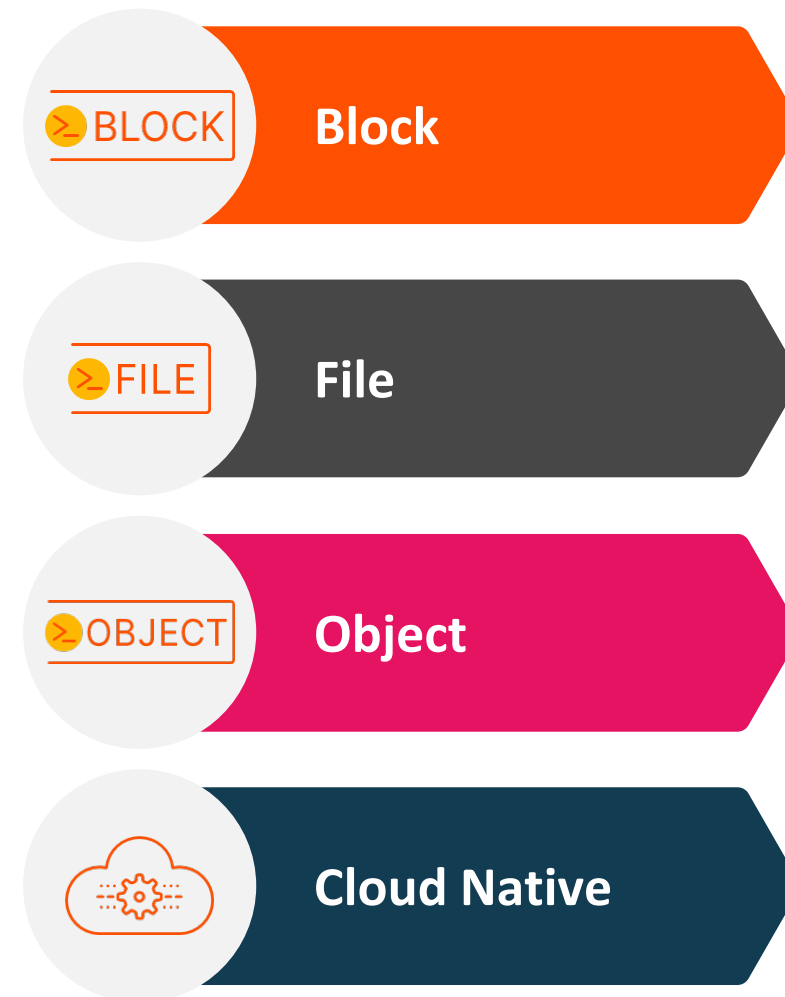
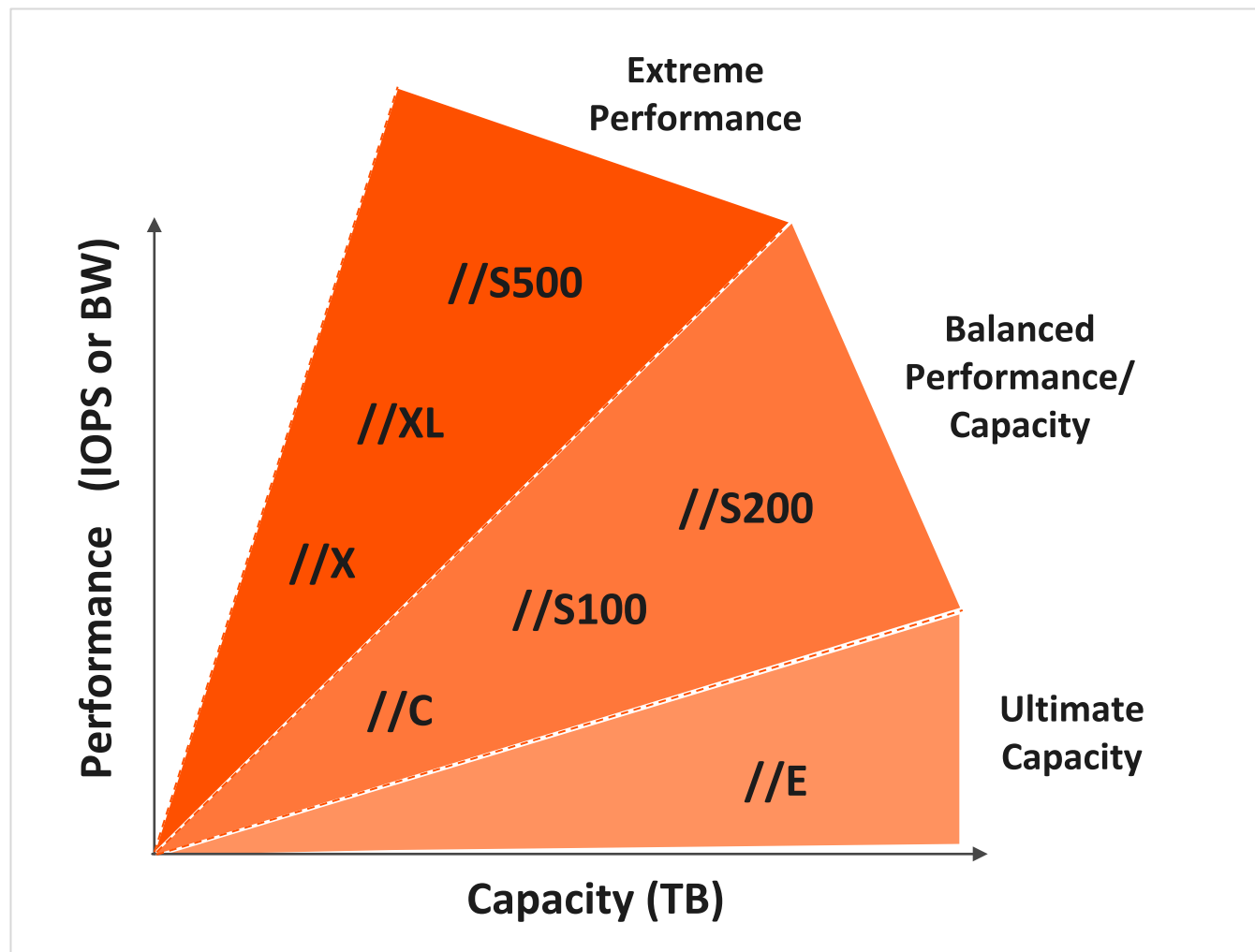
SSDs are Limited by Design

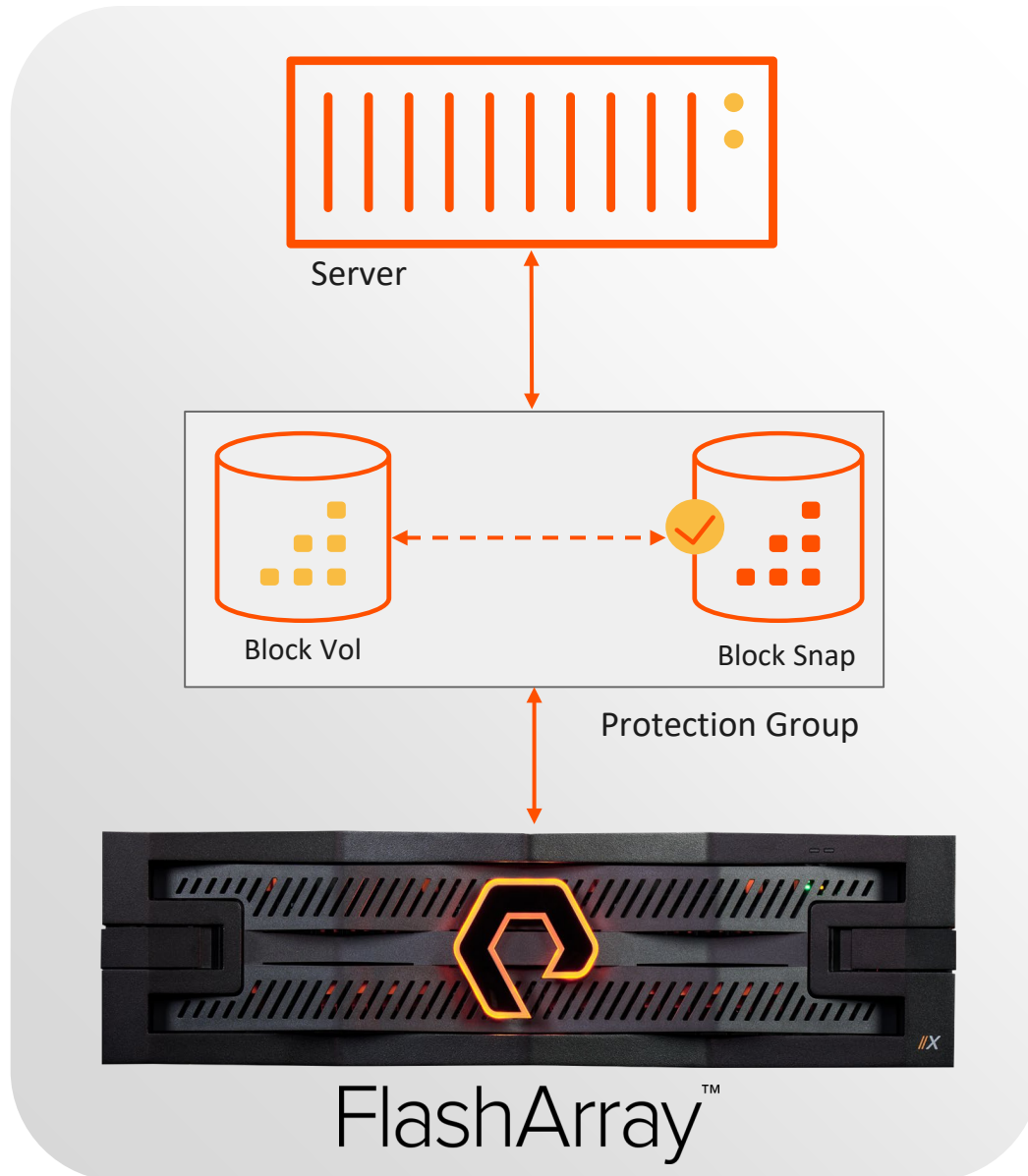
Made for disk systems, restricted in firmware, performance, density, efficiency & reliability.



The Pure Storage Platform

One Family that Satisfies the Full Range of Your Storage Needs



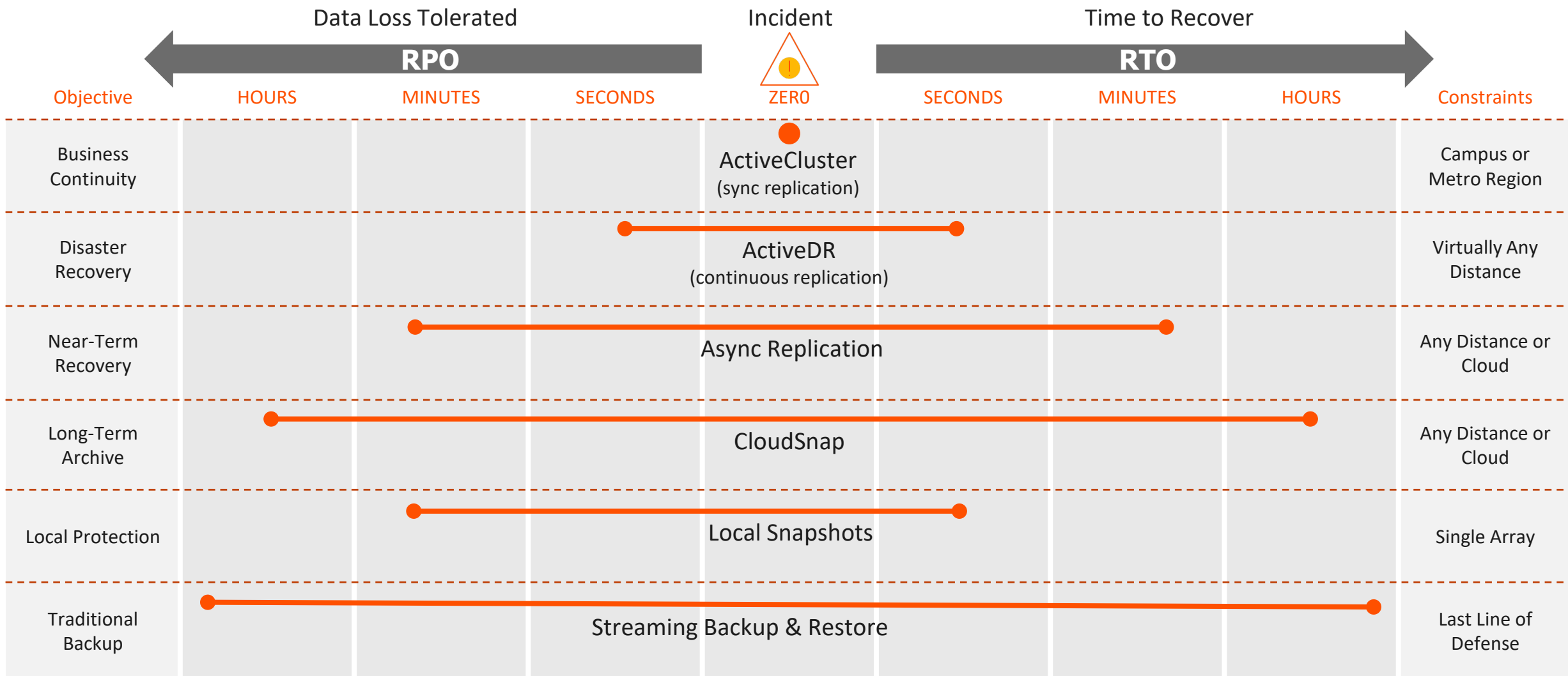


Snapshot Overview

Snapshot is a point-in-time state of a storage array volume.

- 1 Snapshot is a point-in-time *immutable* copy of data
- 2 Snapshots are space efficient and incremental forever
- 3 Fine grained, time and date based, granular rollbacks with multiple recovery points
- 4 Can be taken manually by an administrator or by policy

SafeMode-Protected Resiliency



SafeMode is a Lock

SafeMode™ prevents and delays snapshot deletion

- 1** Built-in lock and delays snapshot deletion and data
- 2** Prevents from an intentional or accidental data removal
- 3** Uses policy-driven eradication bucket and timer for recoveries
- 4** Multi-party authorization & authentication needed



Built-in feature that locks an array or individual objects - volumes, filesystems & snapshots



Prevents data from being permanently deleted or destroyed. Intentional or accidental



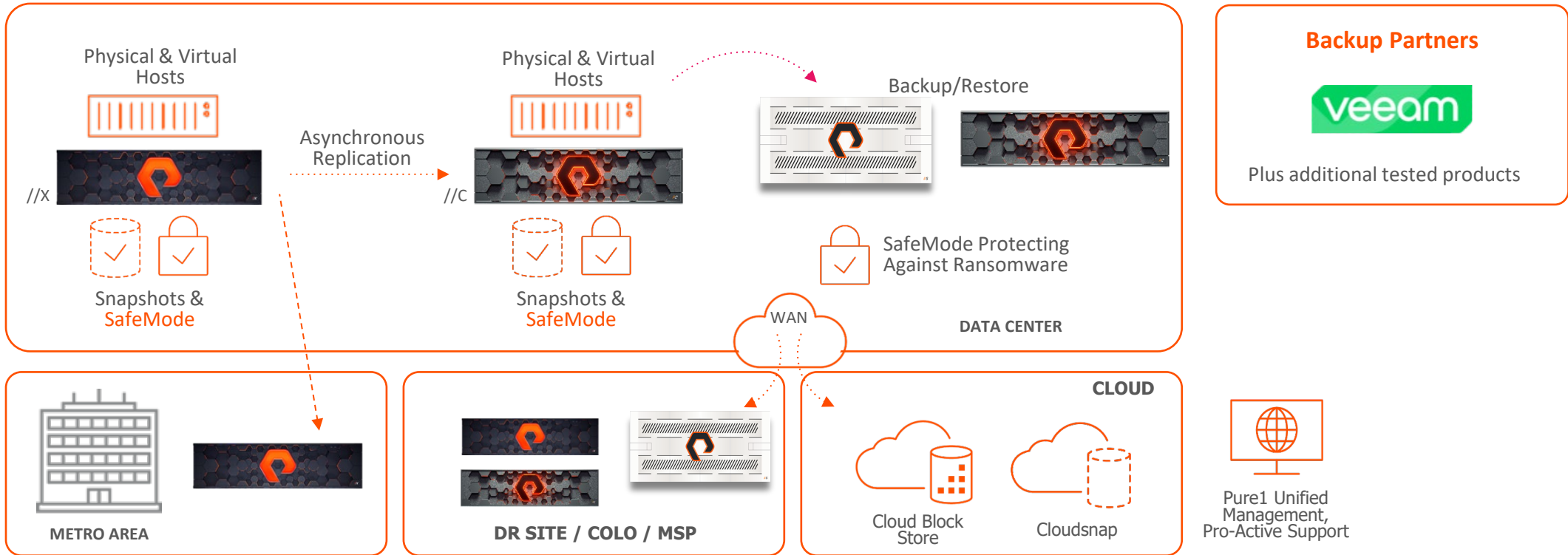
Multi-party authorization and multi-factor authentication needed for permanent deletions



Provides user tunable retention times (eradication delays) for snapshot eradication

Pure Portfolio for Modern Data Protection

Layered Resiliency Architecture for Modern Data Protection and Cyber Event Recovery



ActiveCluster
Synchronous Replication

ActiveDR
Continuous Replication

Six 9's Availability

**Business Continuity and
Disaster Recovery**

Asynchronous Replication

**Backup /
Recovery**

**Data Security /
Ransomware**

***Always Remember:**
*Backup is much easier than Recovery,
and your last line of defense should
never be your first and only!*



DRR Anomaly Detection

Better insights into significant changes to your organization's data.

Easily identify large changes to data structures resulting in sudden changes to data reduction ratios (such as encryption).

Know what volumes are impacted and when anomalies occurred.

Reduce recovery times by quickly identifying recovery time points to restore from. Resulting in less guess work and minimizing lost data.

The screenshot displays the 'Assessment' interface for appliance FA-PROD-01. It is divided into 'Data Protection' and 'Sustainability' tabs. Under 'Data Protection', there is a section for 'Appliances (13)' with a row of 13 hexagonal indicators. One indicator is highlighted in red with a white 'X' icon, indicating an anomaly. An orange arrow points from this indicator to a detailed view of the appliance.

The detailed view for FA-PROD-01 shows the following information:

- ASSESSMENT:** Caution (Last Assessed: 2023-05-04 06:00:00)
- VOLUME:** Capacity 162T, DRR 2.4
- Alert:** Total 7.5% of volumes identified for significant drops wrt DRR in the last week. A 'View Volume DRR' button is present.
- DRR Anomalies detected:** A line graph showing the Data Reduction Ratio over time from March 20 to May 8. The ratio fluctuates between approximately 6 and 9.5. A significant drop is observed on May 8, reaching a low of about 1.5. A tooltip for 'Volume_2' provides details: 'A significant DRR drop due to a recent workload change or a potential malicious attack. Anomaly start date: 05/11/2023. Timestamp: 04/27/2023 01:00'.
- Volume List:** A table of 29 volumes with their respective DRR drop percentages.

Volume	Volume DRR drop (%)
<input checked="" type="checkbox"/> Volume_1	74%
<input checked="" type="checkbox"/> Volume_15	74%
<input checked="" type="checkbox"/> Volume_2	73%
<input checked="" type="checkbox"/> Volume_7	73%
<input checked="" type="checkbox"/> Volume_24	73%
<input type="checkbox"/> Volume_3	37%
<input type="checkbox"/> Volume_6	35%
<input type="checkbox"/> Volume_8	35%
<input type="checkbox"/> Volume_12	31%

At the bottom of the interface, there is a feedback prompt: 'Did you find this information useful for this appliance?' with 'Yes' and 'No' buttons. A 'Close' button is located at the bottom right of the detailed view.



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Thank you for taking
your time to join us!



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