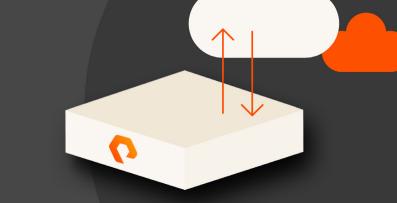# Pure Cloud Block Store™

SOLUTION BRIEF

5 Top 5 reasons why you need Pure Cloud Block Store

01

Experience seamless data mobility.

Get a consistent user experience no matter where your data lives. Pure Cloud Block Store provides an abstraction data layer and consistent APIs so you can move your data across on-premises and cloud environments. With Pure Cloud Block Store on Amazon Web Services (AWS), you have the flexibility to replicate or migrate data with minimal effort.

02

Get cloud-storage efficiency, guaranteed.

Reduce the cloud storage resources required to house your data so you can experience predictable data reduction across hybrid cloud and AWS — we guarantee it in writing. Pure Cloud Block Store reduces your cloud consumption through our industry-leading storage efficiency. You'll also realize significant cost savings through data reduction. You can expect a data reduction ratio of 4:1 for SQL and Oracle database, and up to 10:1 depending on the workload.

aws partner network

Advanced
Technology
Partner

03

Realize efficient DevTest for faster software time to market.

In a modern DevOps model, "shift left" requires testing early and often. Pure Cloud Block Store enables you to create clones in the cloud, meaning you don't have to purchase and deploy new on-premises hardware. Also, Pure Cloud Block Store clones are instantaneous and consume no cloud storage, benefiting your business through faster software deployment and better TCO.

04

Implement consistent disaster recovery.

Unplanned downtime results in excessively long recovery times, a potential for unrecoverable data, and lost revenue. And it's a reality—Gartner reported that 76% of the companies it surveyed experienced significant downtime in the past two years requiring a disaster-recovery (DR) plan, while more than 50% experienced at least two incidents[1]. Pure Cloud Block Store enables you to use multiple regional cloud availability zones (AZs) as replication targets. During a DR failover event, you can use a replicated snapshot volume on Pure Cloud Block Store to instantaneously clone and attach to the respective application hosts on AWS. Pure Cloud Block Store enables you to meet client and internal SLAs for recovery point objective (RPO), recovery time objective (RTO), and data integrity.

05

Achieve high data resilience.

When you deploy mission-critical applications, you must ensure that they are resilient against single points of failure. If a physical failure occurs within an AWS Availability Zone (AZ), the fault domains limit the failures from affecting multiple resources of a Pure Cloud Block Store instance. For the ultimate level of data protection and business continuity, you can replicate data between AZs or regions. Pure Storage works collaboratively with AWS to address the diverse and ever-changing needs on your cloud migration journey.

Get started today with Pure Cloud Block Store

purestorage.com/cloud-block-store