App-Aware Data Management for Cloud-Scale All-Flash Storage

Together, Pure Storage and Rubrik help hybrid cloud enterprises achieve agility and speed with a modern architecture.

Pure Storage provides seamless deployment and multi-workload consolidation without losing performance and efficiency. FlashArray delivers speed and reduces the overall data footprint in a future-proof platform. FlashBlade expands the all-flash solution with a scale-out system that enables all organizations to leverage big data more powerfully.

Rubrik Cloud Data Management delivers data protection, search, analytics, compliance, and copy data management to hybrid cloud enterprises. Rubrik simplifies and converges legacy architecture underpinning backup and recovery — such as backup software, replication, catalogs, and deduplicated storage — into a single fabric that spans across data center and cloud. Customers achieve unprecedented simplicity (from deployment to daily management), linear scalability, and immediate hard savings.
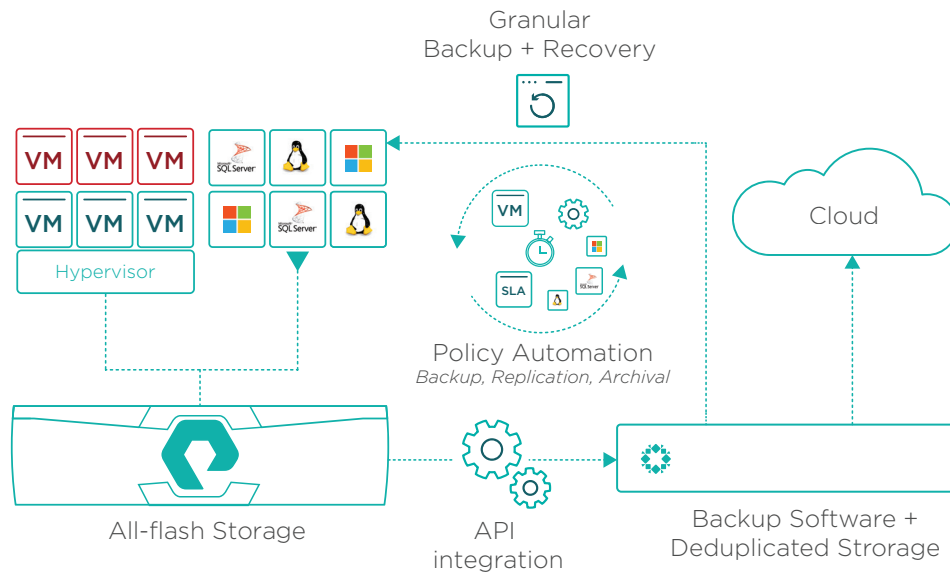
PURE STORAGE AND RUBRIK ADDRESS KEY CHALLENGES IN THE DATACENTER

PROBLEM	SOLUTION
Lengthy deployment	Rack and go with **Pure Storage** and **Rubrik** in less than an hour. Rubrik automatically discovers your virtualized and physical infrastructure.
Complex management	Daily management is simple and straightforward with **Pure Storage** and **Rubrik**. Both solutions can be managed through different tabs within the same browser. Create data protection (backup, replication, archival) policies in Rubrik that can be automatically executed for all your VMs or physical databases and applications with just a few clicks.
Lack of scalability	**Pure Storage** allows you to add capacity and upgrade systems seamlessly and easily. Grow as you go with **Rubrik's** scale-out fabric that eliminates forklift upgrades. Deduplication, compression, and other data services scale in-line with the cluster to maximize efficiency and savings.
Performance bottlenecks	**Pure Storage** delivers all the performance and resiliency necessary to handle your most demanding IT. **Rubrik's** hybrid-flash architecture rapidly ingests array-based snapshots, diminishing the VM application stun effect to near zero for highly transactional production workloads. Rubrik directly integrates with Pure Storage FlashArray//m to leverage its zero-cost snapshot capabilities.
Lack of visibility and analytics	**Rubrik Envision** provides built-in custom reporting for rich visualization and sharing of analytics on data management, compliance, and capacity utilization.
Bloated footprint	Reduce your data center footprint by more than 70% with **Pure Storage** and **Rubrik**[1]**. Rubrik** converges physically separate hardware and software resources into a single fabric.

HOW PURE STORAGE AND RUBRIK WORK TOGETHER

Pure Storage FlashArray provides fast and reliable block storage for production data, as well as local snapshots. Rubrik directly integrates with Pure Storage FlashArray//m using FlashRecover, FlashArray's native snapshot technology, to improve the performance of data protection in virtualized environments.

Rubrik and Pure Storage deliver granular RPOs for production workloads while eliminating the effects of VM application stun. For highly transactional applications in virtualized environments, Rubrik and FlashArray ensure high performance without lengthy snapshot windows and application time-outs. The integration significantly reduces the VM snapshot stun window while providing consistent point-in-time copy of VMs for reliable and quick recovery. Unlike traditional backup-vendor integrations with block-storage arrays, Rubrik's direct integration with FlashArray provides granular protection and file-level recovery for virtualized environments.
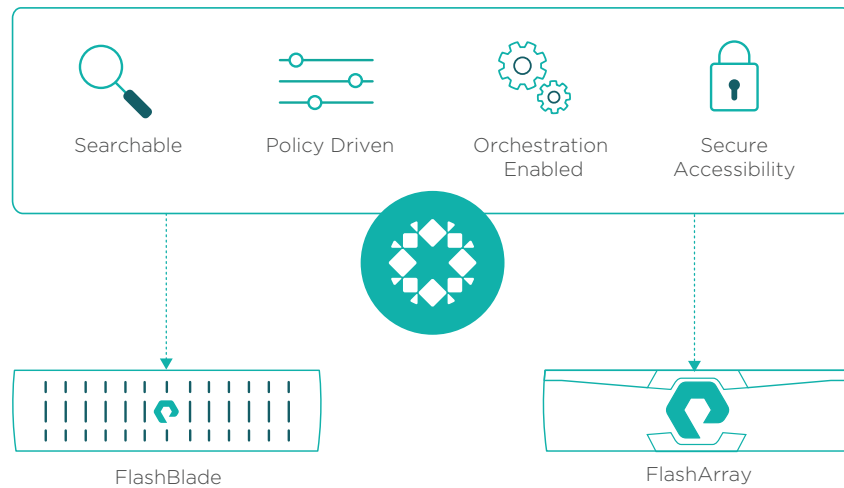

Adding Rubrik to your Pure environment requires minimal setup time and effort. Rubrik auto-discovers your entire virtual and physical infrastructure, using flash to quickly extract data and minimize performance impact to the production environment. Simply define protection policies (backup, replication, and archival) based on your data governance needs and assign to VMs or physical databases and applications. Rubrik combines its SLA policy engine with Pure Storage's zero overhead storage snapshots to deliver hands-free data management for administrators. Rubrik leverages its API-first architecture and HTML5-based and responsive interface to deliver integrated automation and orchestration.

Any data (VMs, applications) can be mounted directly on Rubrik without provisioning additional storage. You can achieve near-zero recovery time objectives (RTOs), conduct instant recovery testing, and re-purpose backup data for other use cases, such as test/dev.

For long-term data retention, Rubrik offers a secure and intelligent on-ramp to low-cost private and public cloud services. You can deliver granular recovery at the snapshot- or file-level to save on download costs. Whether data is stored on-site, off-site, or in the public cloud, customers can find the desired file or application with Google-like predictive search functionality. Rubrik's application-aware data management and global predictive search allows for quick recovery for VMs, physical applications, and files across the entire Pure environment.

Rubrik expands data management to NAS filesystems, delivering all Cloud Data Management capabilities for FlashBlade, including backup, disaster recovery, replication, and data archival to private or public cloud. Additionally, all workloads managed by Rubrik can be easily archived to FlashBlade through standard NFS protocol.

Rubrik Cloud Data Management

| Searchable | Policy Driven | Orchestration Enabled | Secure Accessibility |

FlashBlade   FlashArray

Rubrik provides end-to-end data management, from Pure Storage FlashBlade to FlashArray//m. Users can securely access data instantly, automate protection policies, and orchestrate data across multi-cloud environments.

REDHAWK CASINO

"Pure and Rubrik wipe away storage and backup management complexity, resulting in massive operational savings. We trust Pure and Rubrik to run and backup our highly transactional applications."

Jacob Warren, Systems Administrator, Red Hawk Casino

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"As a FlashArray and FlashBlade customer, we're excited to pair the Pure solutions with Rubrik for our backup needs. The integrations with array-based snapshots, combined with the ease of use of both products has greatly enhanced our operations as well as disaster recovery."

Katie Bye, Director of IT, Farm Bureau Insurance of Michigan

ABOUT PURE STORAGE

Pure Storage (NYSE: PSTG) accelerates possible, transforming businesses in ways previously unimagined. The company's disruptive, software-driven storage technology combined with a customer-friendly business model drives business and IT transformation for customers through dramatic increases in performance and efficiency at lower costs. Pure Storage FlashArray//m is simpler, faster and more elegant than any other technology in the datacenter. FlashArray //m is ideal for the move toward big data and for performance-intensive workloads such as cloud computing, database systems, desktop virtualization, real-time analytics and server virtualization. With Pure's industry leading Satmetrix-certified NPS score of 79, Pure customers are some of the happiest in the world, and include large and mid-size organizations across a range of industries: cloud-based software and service providers, consumer web, education, energy, financial services, governments, healthcare, manufacturing, media, retail and telecommunications. With Pure Storage, companies push the boundaries of what's possible to become faster, smarter and more innovative.

ABOUT RUBRIK

Rubrik has developed the world's first Cloud Data Management platform for data protection, search, analytics, archival and copy data management for hybrid cloud enterprises. Fortune 500 companies use Rubrik to manage data at scale while realizing data-driven services anytime, anywhere. Rubrik has been named to Gartner's Cool Vendors in Storage Technologies, 2016 and recognized by Forbes as a Next Billion Dollar Startup. For more information, visit www.rubrik. com and follow @rubrikInc on Twitter.

Footnote:

1. After deploying Pure Storage and Rubrik, ExponentHR significantly reduced primary array (7U vs. 42U) and backup infrastructure (2U vs. 14U) footprint.