

## SOLUTION BRIEF

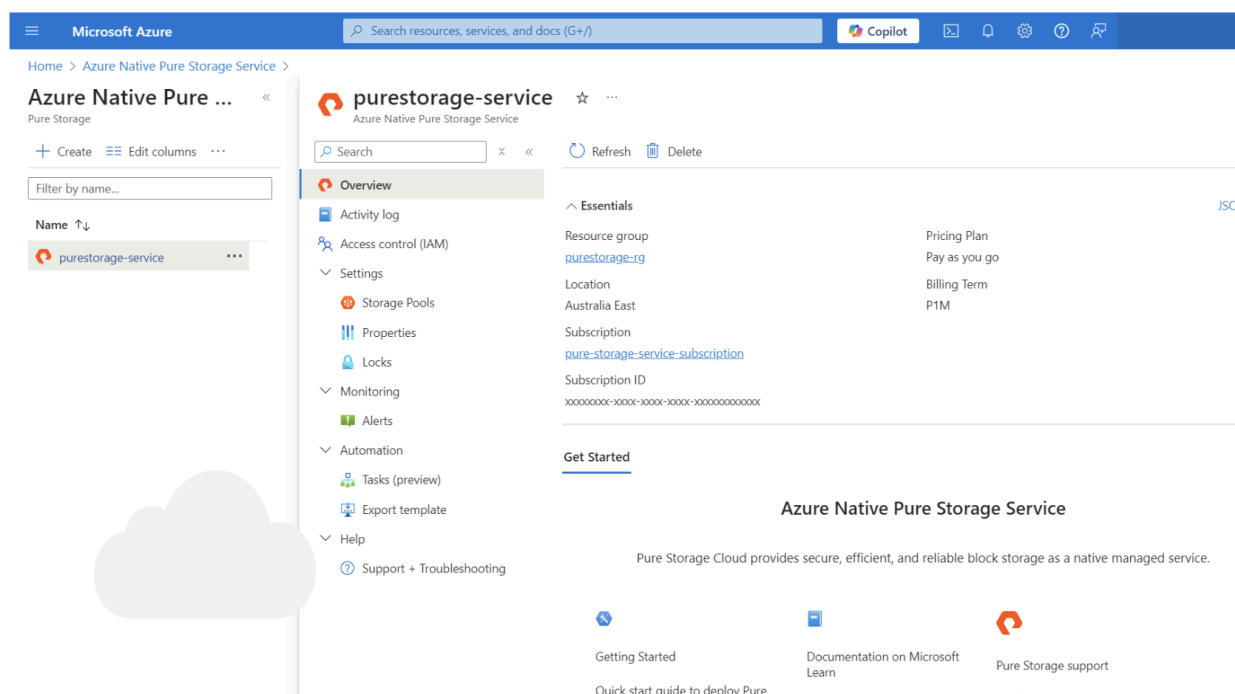
# Pure Storage Cloud for Azure VMware Solution

## An Azure Native ISV Service

*Unlock your VMware migrations to Azure with independently scalable block storage-as-a-service*

Workloads and their data fuel businesses and are often virtualized with VMware vSphere which requires centralized enterprise storage. Once considered an exclusively on-premises solution, VMware deployments have extended their reach to hyperscaler cloud providers like Microsoft Azure. This option has been adopted by many organizations as a part of their hybrid cloud strategy; however, virtualized workload storage options may not be the best economic option for storage-heavy virtualized workloads. Pure Storage Cloud for Azure VMware Solution (AVS) enables the ability to leverage block storage as a service for VM datastores. It does this by delivering independently scalable enterprise-grade block storage-as-a-services to optimize costs for AVS.

Pure Storage Cloud for AVS was developed in partnership with Microsoft and VMware, and is a native Pure-managed service that delivers Pure Storage's enterprise storage capabilities to AVS customers directly within the Azure portal. It can be provisioned and grown separately from AVS compute resources initially into the East US, Central US, Australia East regions, and simplifies operational costs with a predictable, fixed price per terabyte for reserve or on-demand instances.



The screenshot displays the Azure portal interface for the 'purestorage-service' Azure Native Pure Storage Service. The top navigation bar shows 'Microsoft Azure' and a search bar. The left sidebar contains navigation options like 'Home', 'Azure Native Pure Storage Service', and 'Create'. The main content area is titled 'purestorage-service' and includes a search bar, 'Refresh', and 'Delete' buttons. The 'Overview' section is active, showing 'Essentials' with details for Resource group (purestorage-rg), Location (Australia East), and Subscription (pure-storage-service-subscription). Below this, the 'Get Started' section provides links for 'Getting Started', 'Documentation on Microsoft Learn', and 'Pure Storage support'.

## The Power of an Enterprise Storage Solution in the Cloud

Data placement and management are two fundamental drivers (or inhibitors) of hybrid cloud adoption. Pure Storage Cloud for Azure VMware Solution addresses both of these variables by providing several core enterprise storage and observability capabilities available today from Pure Storage's on-premises storage solution:

- **Purpose-built for Performance and Resilience** - Pure Storage Cloud for AVS is based on our [Purity](#) storage operating system, which was designed from the ground up to provide superior performance, density, reliability, and efficiency.
- **Data Reduction** - Improve your TCO on cloud data storage costs and complexity with our industry-leading data reduction rates to shrink your AVS storage footprint - enabling money recovered from savings can be invested in other Azure services.
- **Storage Resilience** - Purity protects against concurrent dual-drive failures and rapidly initiates re-builds automatically. It also treats performance variability as a form of failure and uses parity to work around bottlenecks to deliver consistent latency.
- **Business Continuity** - Whether you want to complement native availability solutions in your virtual machines with VMware or you only want to leverage storage-based methods, Pure Storage Cloud for AVS can help.
- **Cybersecurity Protection** - Purity's approach with always-on encryption provides built-in, enterprise-grade data security without user intervention or complicated key management.
- **Ease of Deployment, Configuration, and Administration** - Administrators do not need an advanced storage certification or storage expertise to perform routine tasks with Pure Storage Cloud for AVS. Its vSphere plugin allows VMware administrators to execute common tasks associated with storage management with no need to learn another user interface.

Deploying the wrong storage solution for vSphere can cause challenges with performance, management, capacity, cost, and more. Pure Cloud Storage for AVS, powered by Purity, mitigates those risks because it was built from the ground up with Purity to leverage flash storage the way it was designed to perform.

## Simple to Deploy and Manage for AVS Instances

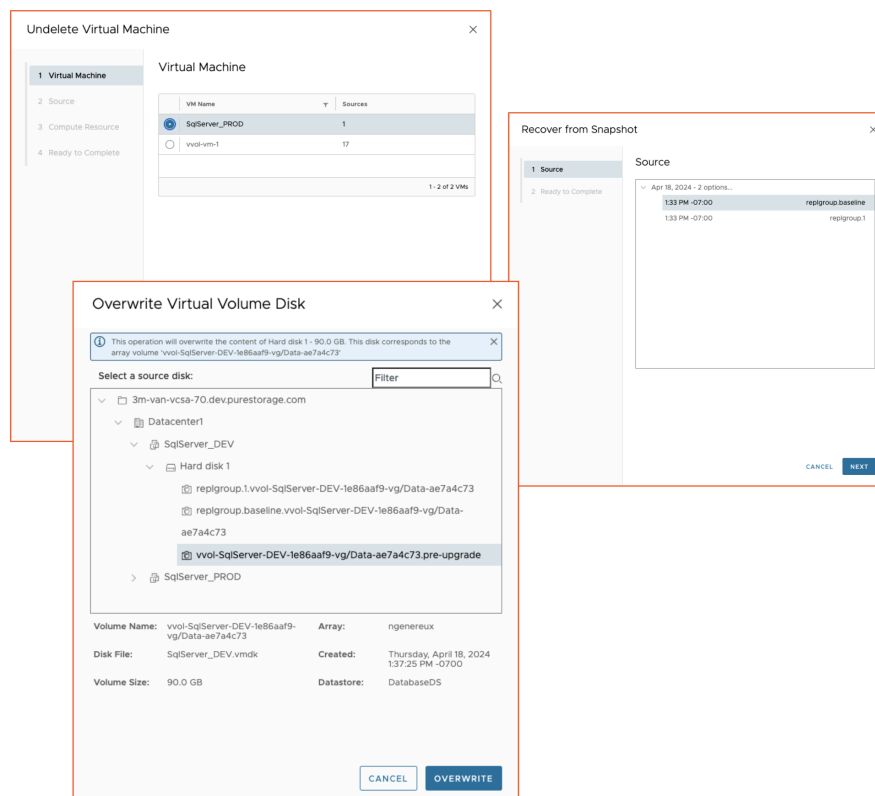
Once deployed from the Azure Marketplace, Pure Storage Cloud for AVS delivers block-based VM granular storage via VMware vVols to AVS server clusters, and is managed natively by natively integrated vSphere plugin built into the service. This allows virtualization administrators to control storage management workflows for VM and disk management:

- **Create Instant Snapshots:** Create a snapshot instantly with no impact of a specific vVol volume for a given VM
- **Import Disk:** Regardless of size, instantly copy a vVol volume or snapshot from one VM and

# SOLUTION BRIEF

attach it to another VM as a new disk (regardless of disk size)

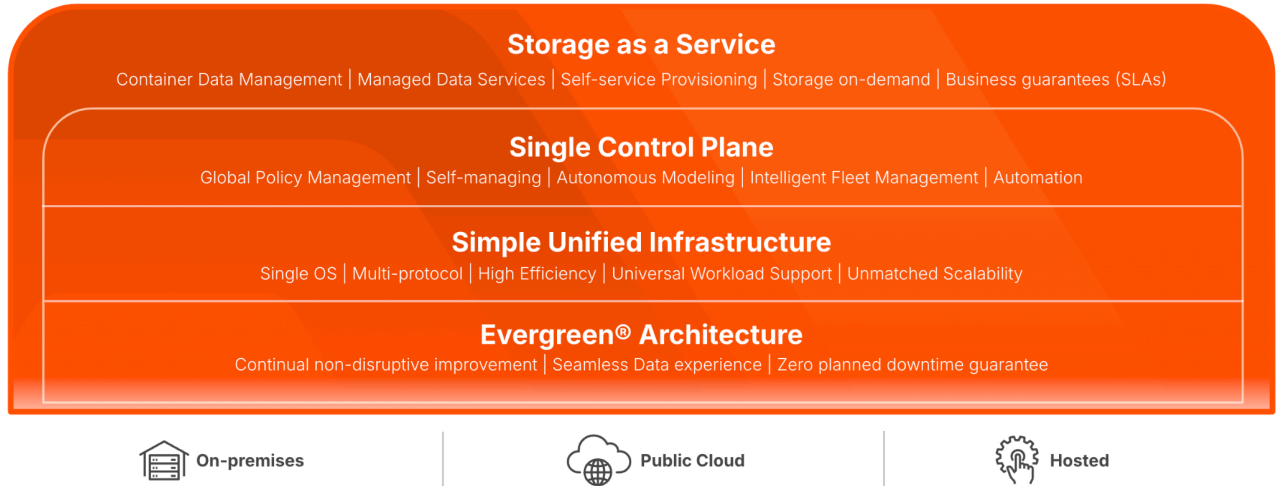
- **Overwrite Disk:** Copy a vVol volume or snapshot from one VM and use it to overwrite an existing disk on another VM
- **Restore Deleted VM or Disk:** With zero RPO, instantly recover a deleted vVol virtual disk or entire VM--no backup software required
- **Recover VM from Snapshot:** Instantly revert all volumes of a vVols VM to the contents of a specific snapshot
- **Virtual Volume Management:** View all vVols volumes for a given VM hosted on Pure, with additional data and management options
- **Home Screen:** A home screen showing all datastores hosted on Pure with some stats and options



## A Critical Part of the Pure Storage Platform

Pure Cloud Storage for AVS is a foundational component of the Pure Storage Platform - our solution for reducing risk, removing the uncertainty and complexity of long-term storage planning, and helping transform IT operations to a straightforward, secure, as-a-service platform. It distinguishes itself from traditional storage options by streamlining infrastructure, delivering unmatched reliability, increasing agility, and consistently reducing costs—key advantages that drive IT transformation and enhance business outcomes.

# SOLUTION BRIEF



## Ready to Join Pure Storage in the Cloud?

Many organizations are extending into public cloud architectures, but may be inhibited with VMware-based workloads because of limited shared storage options for VM datastores. Pure Cloud Storage for AVS has been built as an Azure native service to provide an enterprise-grade storage experience that provides the optimal amount of performance, capacity, reliability, and availability metrics expected of on premises solutions. It is designed to address the needs of the modern datacenter with its ease of management, reliability, flexibility, and predictable performance. [Click here](#) to learn more about our solutions to support your hybrid cloud strategy and how we deliver data, at your service.