

# Pure Cloud Block Store™ for Microsoft Azure



In partnership with



# Pure Storage Fast Facts



Growth

## \$3.1 Billion

FY23 Annual Revenue



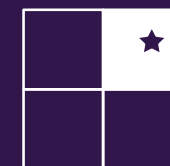
Customers

## 14,000+

Global Customers



Leadership



Gartner Magic  
Quadrant  
**11x** leader!

## \$1.10 Billion

Q4 FY23 Subscription Annual Recurring Revenue (ARR)

## +\$60 Billion TAM

## 494

New Customers  
in Q4 FY25

## ~58%

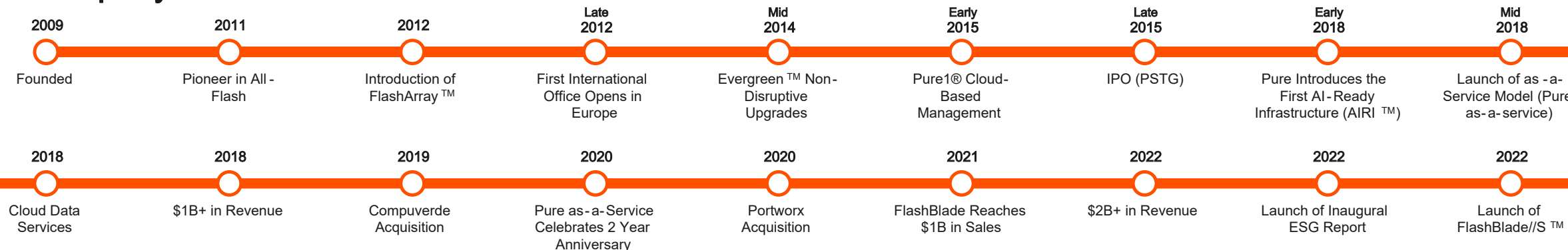
Of Fortune  
500 companies

## 82%

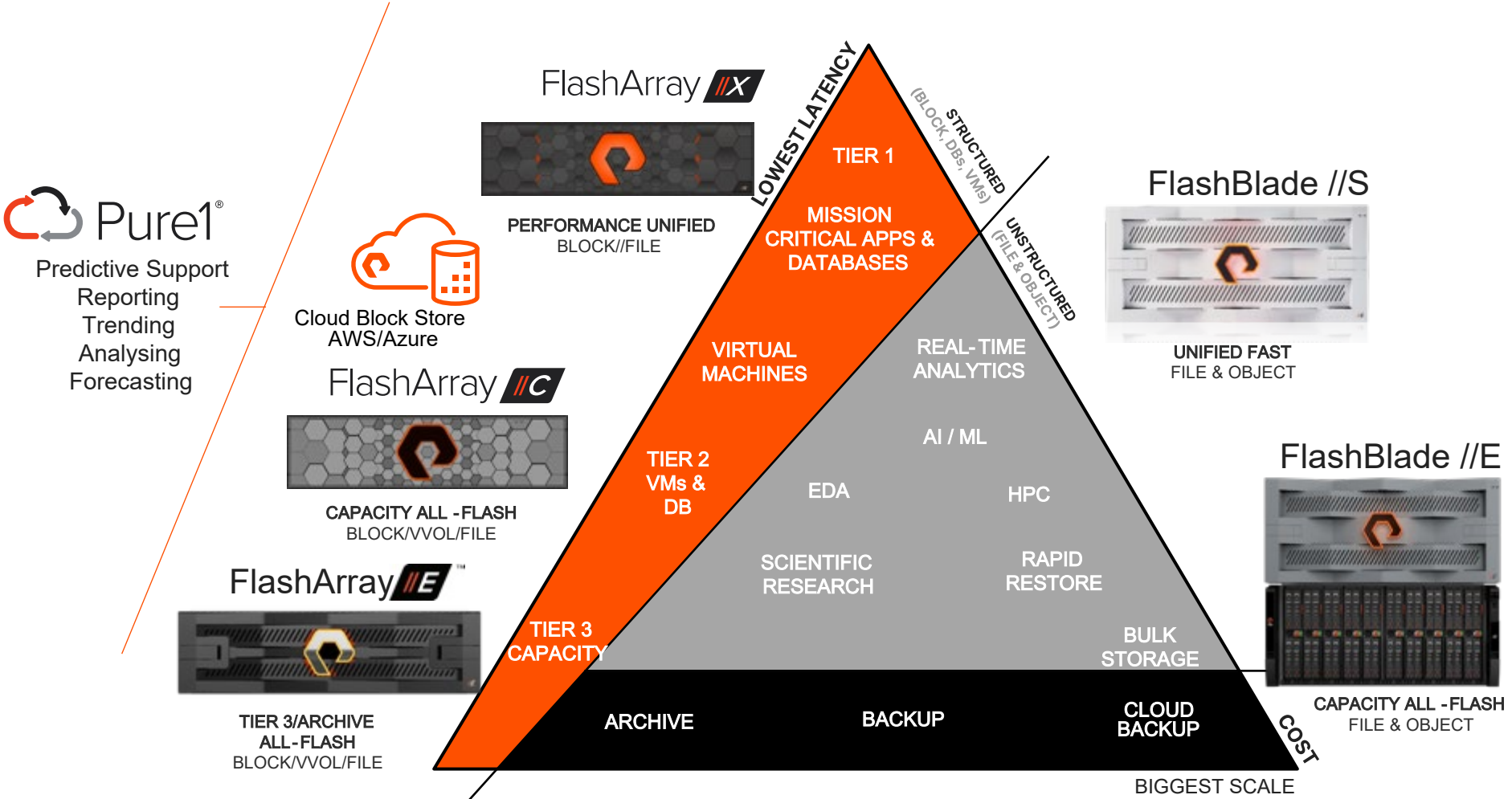
## Net Promoter Score

Highest in the industry

## Company Milestones



# DELIVERING THE MODERN DATA EXPERIENCE



**EFFORTLESS** **EFFICIENT** **EVERGREEN**





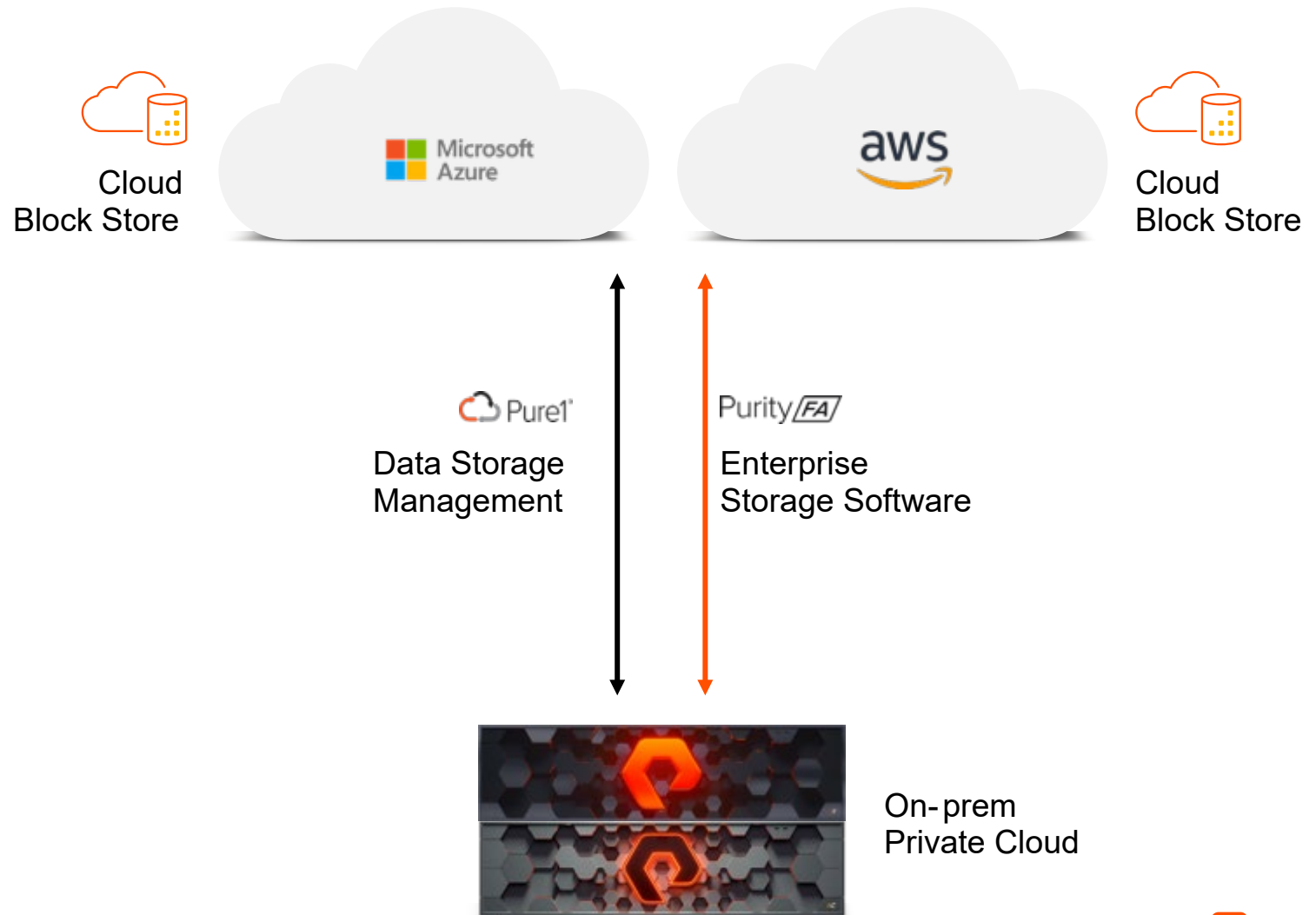
# Pure Cloud Block Store

High Reliability, Efficiency

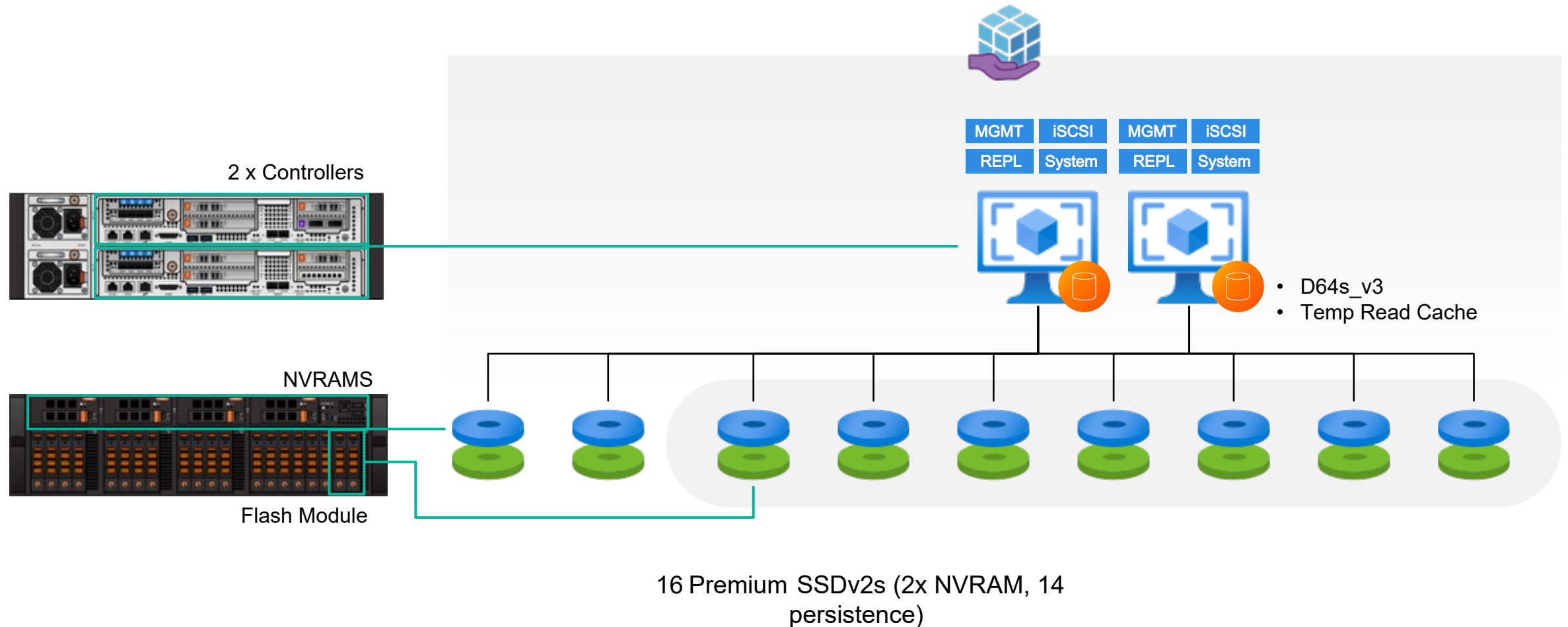
Hybrid Mobility and Protection

Consistent APIs, Automation

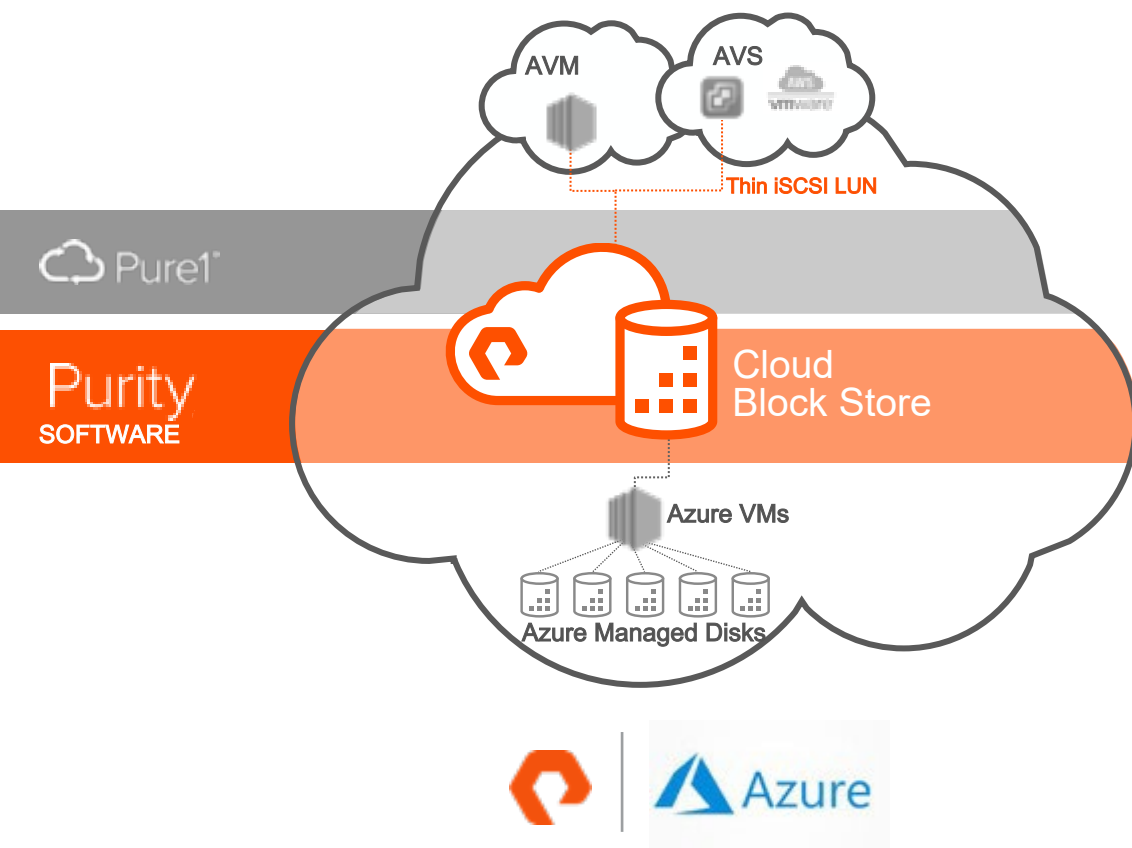
## Enterprise - Grade Block Storage, Delivered Natively in the Cloud



# Pure Cloud Block Store Azure Architecture



# Cloud Block Store FOR AZURE



## INDUSTRIAL-STRENGTH BLOCK STORAGE, DELIVERED NATIVELY IN THE CLOUD



### 100% Software:

Deploys instantly as a virtual appliance in the cloud, runs only as long as you need it



### Consistent UX:

Developers connect to storage the same way on-prem and in the cloud. Automated deployment with ARM Templates



### Efficient:

Deduplication, compression, and thin provisioning deliver capacity and performance economically



### Resilient:

Multi-AZ HA, NDU, instant snaps and data-at-rest encryption, SafeMode



### Hybrid:

Easily migrate data bi-directionally, delivering data portability and protection across your hybrid cloud. Ingress/egress reduced through DRR

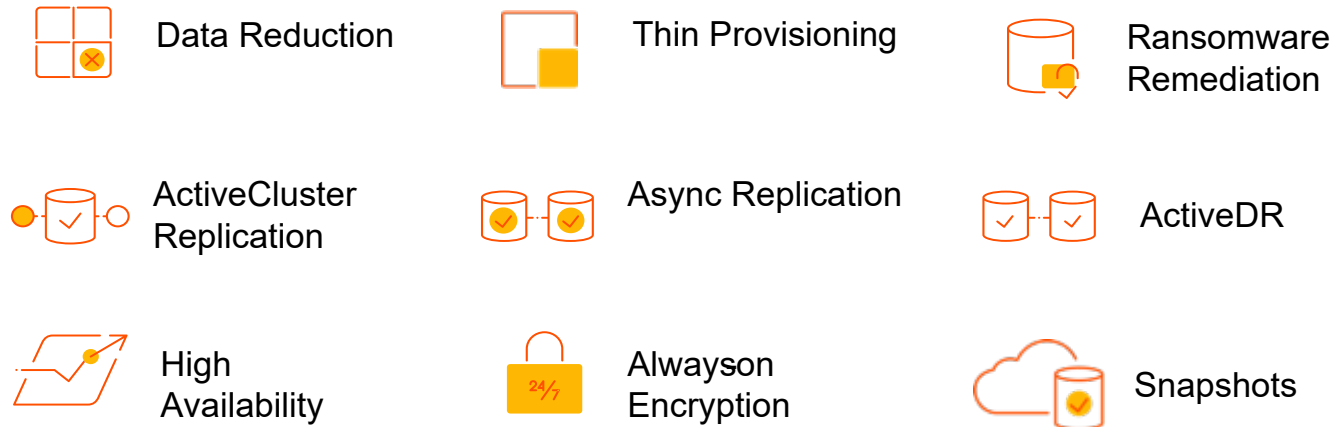


### Flexible:

Pay-as-you-go consumption model to best match your needs for production and development

# Purity Data Services Unblock Applications

Purity **OE**

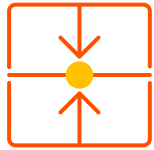


**Azure Infrastructure**

# Lower the Cost of Your Cloud Storage

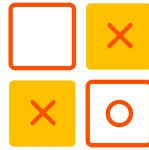
Data reduction strategies inherited from Purity

Cost savings of >50%



## Deduplication / Compression

Use less cloud storage infrastructure with industry -leading deduplication and compression.



## Pattern Removal

Identify and remove repetitive binary patterns to reduce the volume of data to be processed by dedupe scanner and compression engine



## Thin Provisioning

Only unique data blocks that are written by the host app would consume storage resources (Azure)



## Snaps / Clones

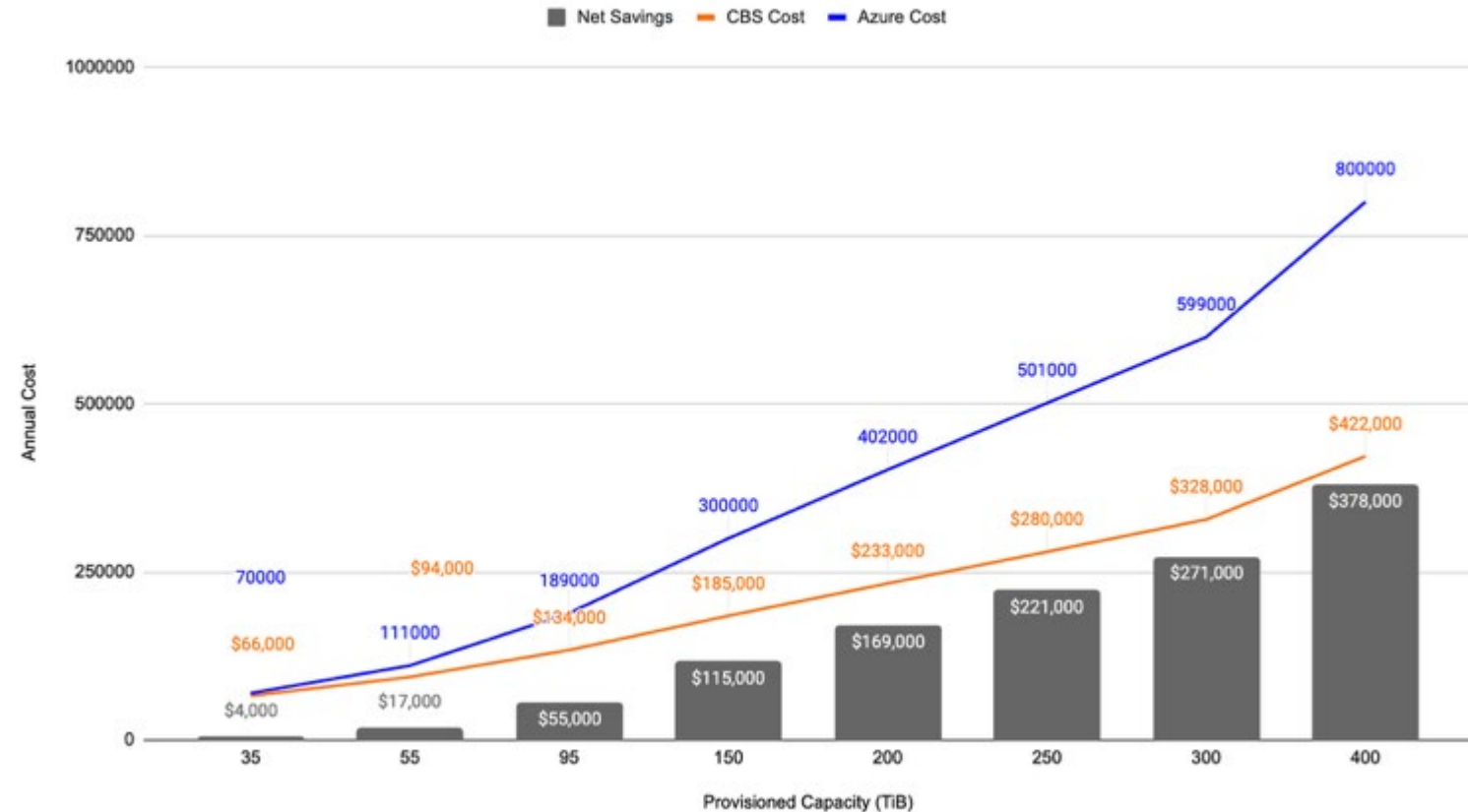
Instantaneous snapshots and clones that are pointer -based and space efficient

# Estimated Savings by Capacity

Recognize savings on Microsoft Azure starting at 35TiB provisioned

|                         |         |
|-------------------------|---------|
| Region*                 | us-east |
| Lease                   | 3 years |
| HA %                    | 0%      |
| Data Reduction          | 4:1     |
| Premium SSD Disk Size** | 1 TiB   |

Year 1 Azure Cloud Storage Cost Comparison and Savings



\*Azure reflect cost as of Q1 2022

\*\*1TB disks selected for max burstable IOPS



# Enterprise Data Services Powering DR

Available on FlashArray, available on Cloud Block Store



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## ActiveCluster™

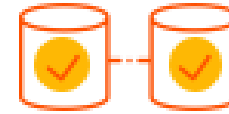
Active - Active stretch clustering between cloud availability zones or your on - prem hardware



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## ActiveDR™

Use the cloud rather than a second datacenter to run operations on incident



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## Asynchronous Replication

Use less cloud storage infrastructure with industry - leading deduplication and compression



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## CloudSnap™

Offload snapshots to the cloud for cost efficiency and free up capacity on your on - prem hardware

# SafeMode



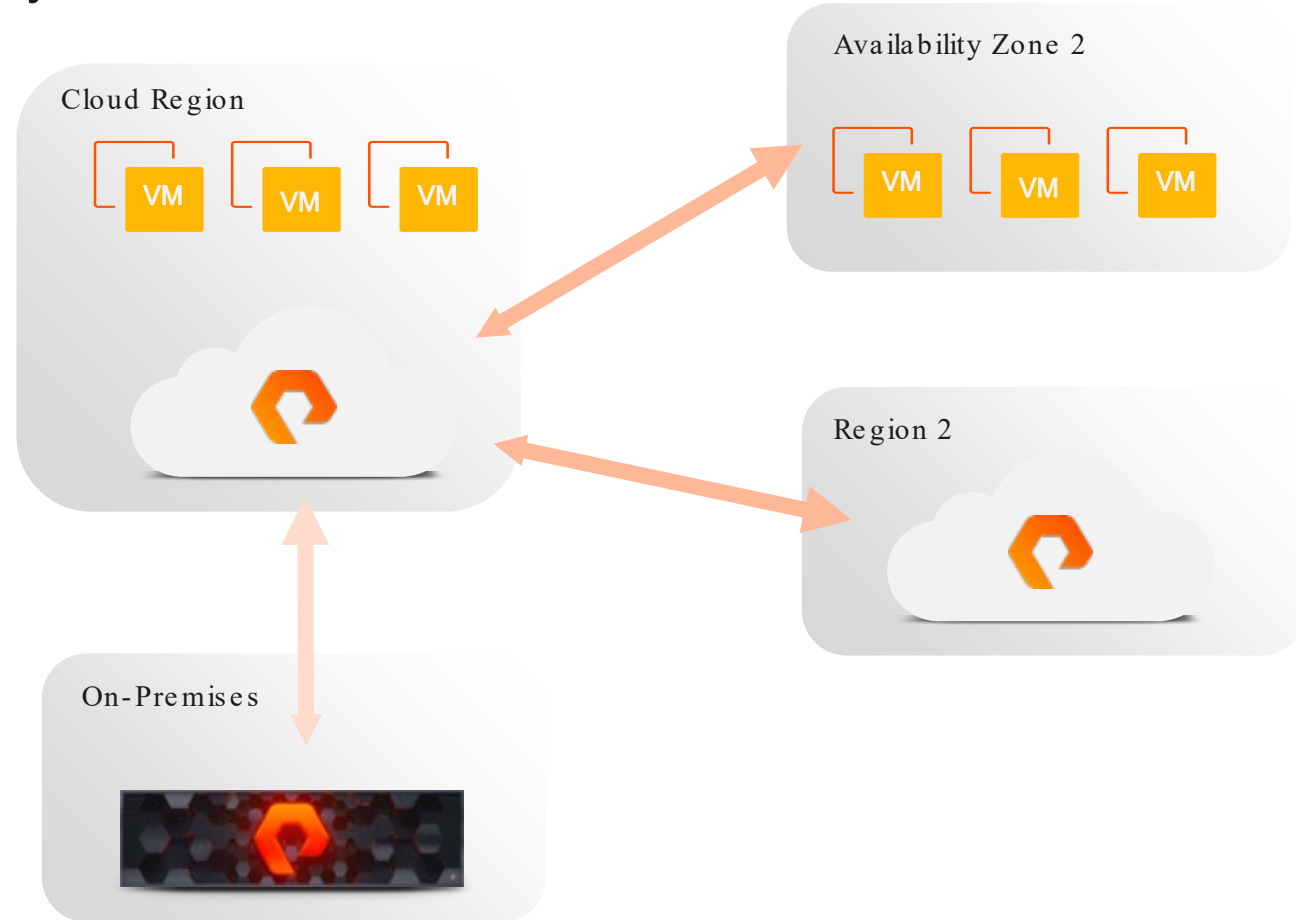
## Privileged User Attack Protection

- Included and available for immediate use with every system!
- Protection against the damage caused in a Cyber Attack
  - Available for physical and CBS arrays
  - An Immutable and Retention Locked mechanism that cannot be encrypted or deleted
  - Protects local and replicated copies of data
  - Not reliant on system time or NTP
- Independence from Administrative controls
  - Operates outside of internal administrative control planes
  - Hidden from administrators and hackers
- Protection from Rogue Administrator & Operator Error
  - Policies / Data Retention can only be modified after 2 (or more) pre-determined, independent customer representatives provide unique credentials to Pure Support
- Rapid Response and Restoration
  - Critical data can be restored and operational in a very short time frame

# Ingress / Egress Charges from Data Mobility

Moving data in the cloud isn't always free

- Free/cheap to migrate in – costly to migrate out, or between AZs
- Minimize the impact with data reduction
- The storage footprint is reduced, lowering Cloud costs
- Data transfer costs and network utilization are minimized
- Replication times are shorter



\*In AWS, there is no transit cost as long as VPCs are in the same availability zone

# Pure Cloud Block Store Primary Use Cases

Enterprise - Grade Block Storage for AWS and Azure



## Data Migration

Migrate apps to cloud and back, using Pure Cloud Block Store with Purity CloudSnap™ or Purity replication.



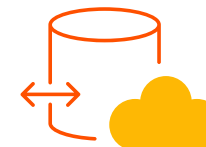
## DR to Cloud

Leverage cloud as a reliable disaster recovery target using Pure Cloud Block Store.



## Cloud-based Dev/Test

Pure Cloud Block Store snapshots and clones allow you to leverage public cloud to build out a test/dev environment.



## Cloud-Cloud High Availability

Maintain business continuity by leveraging cloud high -availability zones.

On Premises

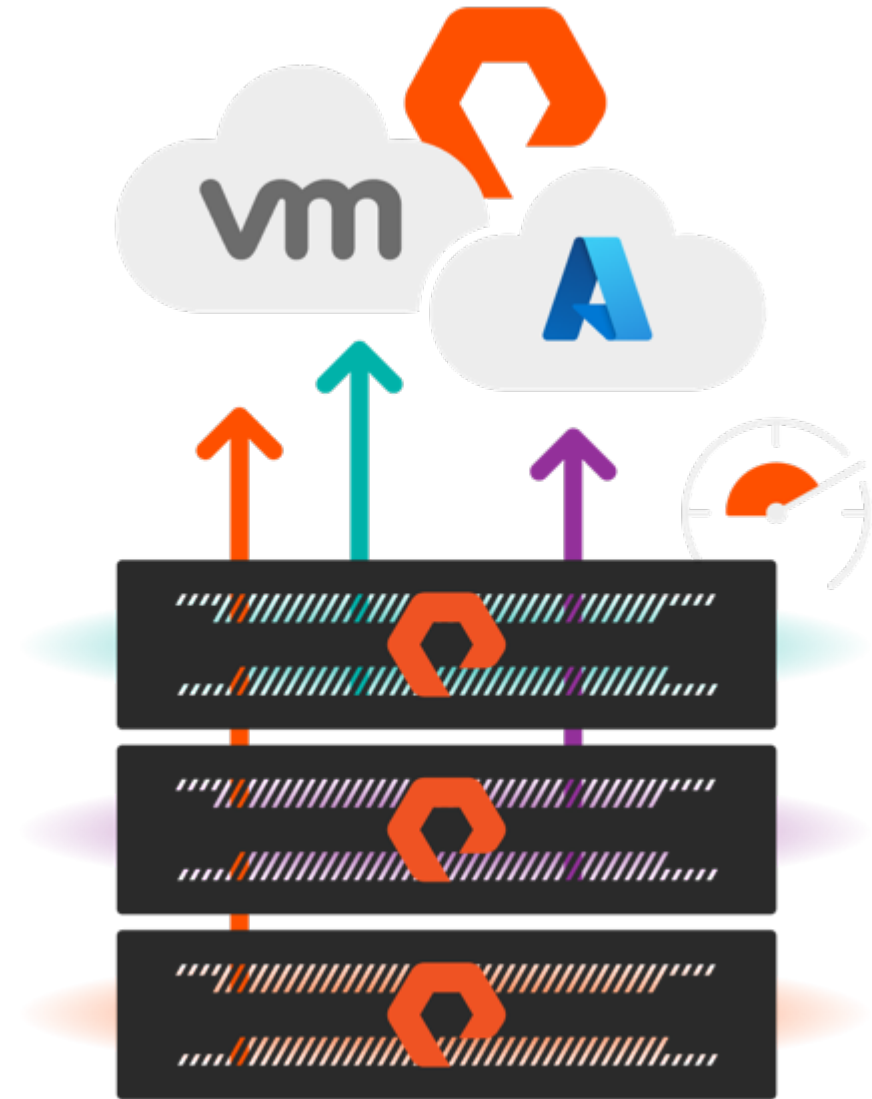
Cloud



# Introducing AVS powered by Pure Storage

- Up to **80% cost savings** with Pure's Superior Data Reduction ratio (DRR) and **Decoupled Storage**
- Enterprise Data Services for Block Storage - Copy Data Management
- Top of mind - Ransomware Protection comes included
- Prices locked in at pre Broadcom acquisition

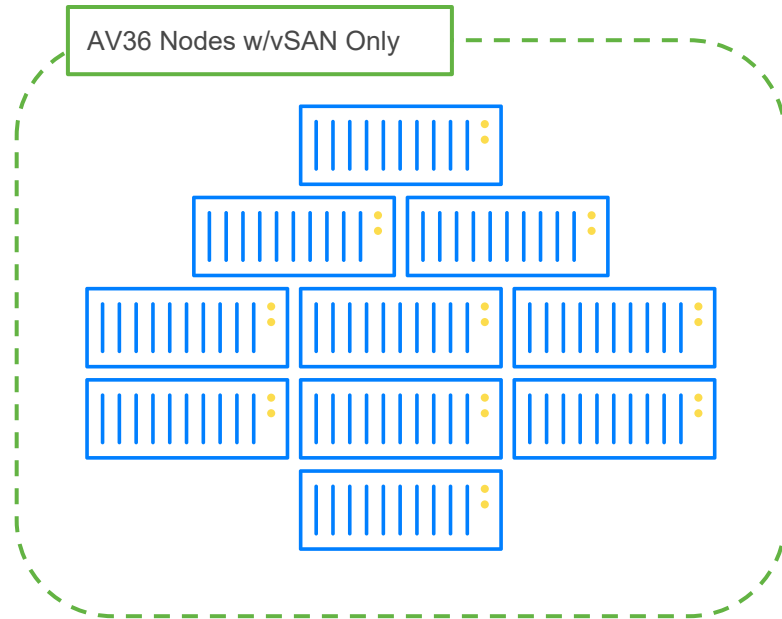
Delivering the results of Pure's longstanding VMware partnership to Azure



# Right Size Your Storage, and Your Spend

100TB on Azure VMware Solution

Without Pure Cloud Block Store



Ten AV36 Nodes Required

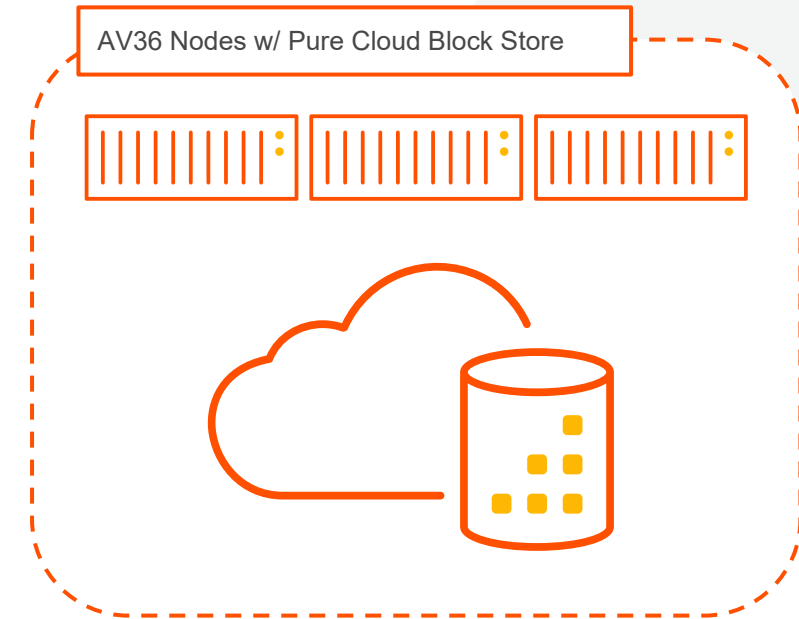
\$825K- per year, hourly

\$586K- per year, 1 year reserved

\$410K- per year, 3 year reserved

**Wasted \$\$\$ and Wasted Resources**

With Pure Cloud Block Store



Three AV36 Nodes Required

\$362K- per year, hourly

\$291K- per year, 1 year reserved

\$238K- per year, 3 year reserved

**Right Size Your Storage and Your Spend**

# Eager to Get Your Hands on Pure Cloud Block Store?

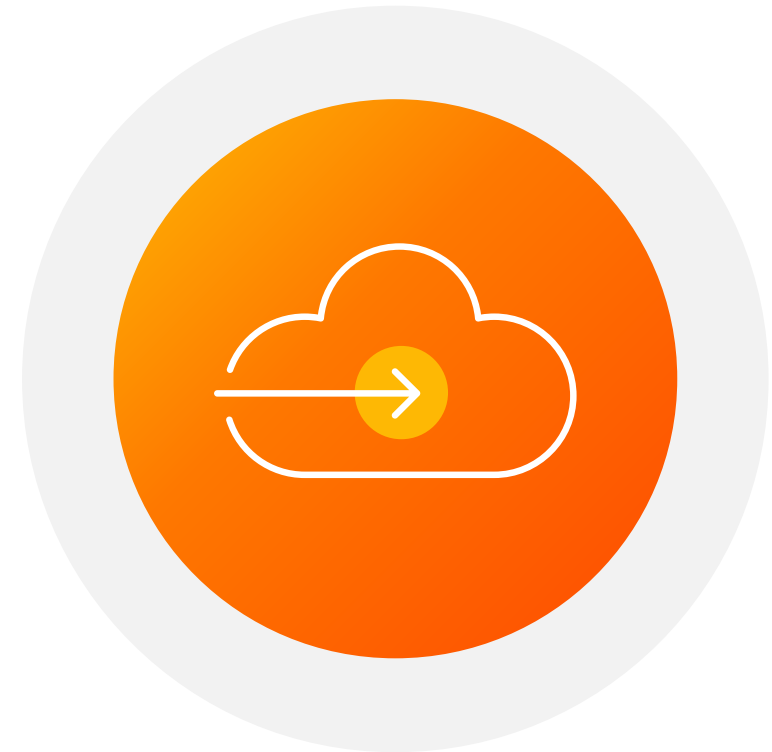
Purchase and deploy Pure Cloud Block Store from Azure Marketplace or with an Evergreen //One license

## Pricing and Licensing:

- One month trial – free of charge
- Azure Marketplace – S,M,L Sizes
- Private offer through Marketplace
- Evergreen //One contract

## Cloud Infrastructure:

- CBS uses underlying cloud infrastructure
- Can be called off against Microsoft Azure Consumption Commitment
- CBS designed to reduce spend vs native cloud



# Optimise Council's spend on AVS

## Objective

Nottinghamshire County Council were existing users of AVS looking to reduce costs and increase functionality. Being a long standing Pure customer they were interested to hear how we could bring our technology to their cloud environment and simplify the experience while at the same time reducing costs

## Solution

Implement CBS for their AVS environment, reduced node count from 5 to 3 while leveraging MACC (Microsoft Azure Consumption Commitment) to draw down on CBS cost.

## Results



Consolidate and standardise on Pure for Primary, Backup and Cloud



Simplify environment for small IT Team



Consolidate from 5 to 3 nodes and draw down on MACC



“Pure helps us simplify and standardise our environment while saving cost”

Martyn Archer  
Storage and Data Manager

|                              |                                                                                                          |
|------------------------------|----------------------------------------------------------------------------------------------------------|
| Geo<br>UK                    | Solution Area<br>Enable Multicloud                                                                       |
| Industry<br>Local Government | Products in Use<br>Pure Storage®<br>FlashArray//X™,<br>FlashArray//C, Pure Cloud<br>Block Store™, Pure l |





# Pure Accelerate<sup>®</sup> 2025

# Q&A?



In partnership with



