

Flash Goes Mainstream with Pure Storage and Cohesity

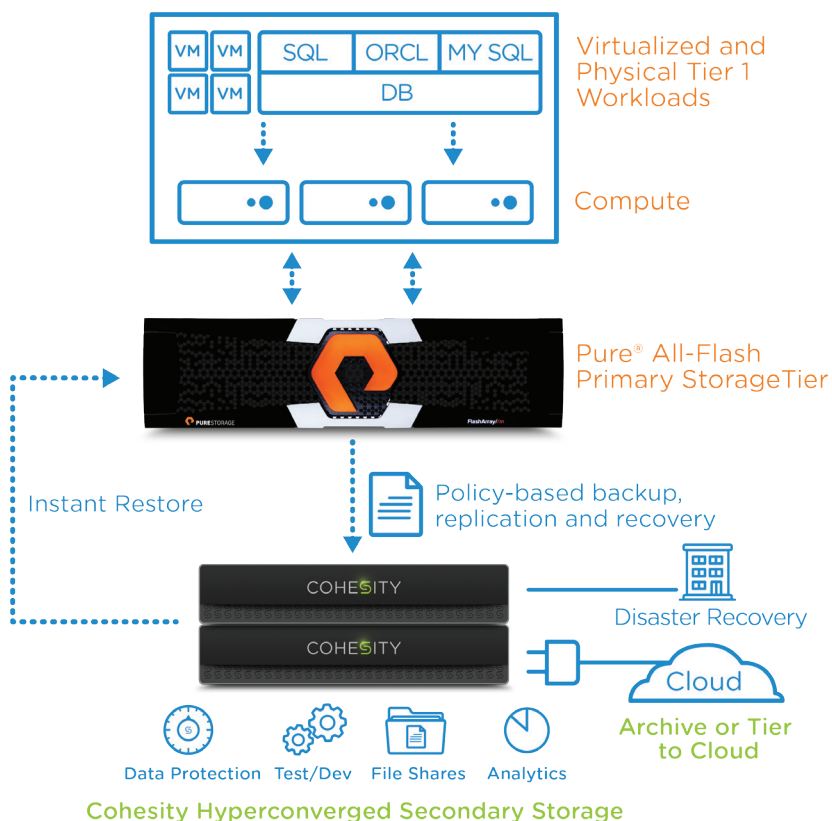
As flash technology has been integrated into innovative storage architectures for both primary and secondary storage, now is the time for you to fully take advantage of the value of flash for performance and efficiency. Pure Storage and Cohesity together delivers the best of both worlds: all-flash performance for your mission-critical applications and flash-driven consolidation of your secondary storage needs, including data protection with instant recovery and an agile method for repurposing data for test/dev and file services.

Pure + Cohesity Architecture

The **Pure Storage FlashArray** platform delivers powerful density and performance with unprecedented simplicity to easily grow from a single application to a consolidated cloud. A 3U base chassis starts with 15-120TB of usable capacity and up to 300,000 32K IOPS performance that can be expanded to up to half a PB. Data reduction and high availability along with flash-optimized software combine to deliver a best in class platform for your most important workloads.

Cohesity C2000 Series delivers hyperconverged secondary storage with a web-scale architecture and standards-based hardware to deliver pay-as-you-go simplicity with the power to store, protect and learn from your secondary data in one place. Consolidating your backup, test/dev, file services and analytics using the power of flash enables dramatically simplified data management for immediate cost savings and greater business insight into the data.

Start with a single 2U block of 48-96TB for data protection, which converges scale-out backup with global dedupe, instant recovery, replication, and archival to tape and cloud, and then easily add nodes to scale both capacity and performance to leverage data copies for test/dev, file services or analytics. With support for NFS and SMB protocols as well as cloud archive and tiering, the Cohesity Data Platform provides a flexible, powerful approach to building the ultimate hybrid cloud.



Pure Storage + Cohesity Customer Testimonials

“ My team has set up an awesome storage sandwich for our cloud. Pure Storage on top to address high performance needs, VMware VSAN on cheap servers in the middle to support the bulk of our other primary storage needs, and Cohesity on the bottom for backups, replication, de-duplication and recovery, and then we'll automate the whole thing so the help desk can provision storage and give you millions back in savings over the next three years. ”

- David Giambruno, CIO, Tribune Media



“ As a leading financial services company, our IT organization strives to leverage next generation datacenter technologies to deliver better services to the business and our customers. To harness the power of flash, we've rolled out Pure Storage's all-flash arrays to deliver efficient high performance to our Tier 1 apps, while deploying Cohesity's hyperconverged secondary storage solution for our backup and test/dev. This creates a unified, modern storage architecture that can scale as we need it and deliver the right performance for the right apps cost-effectively with flash to drive our business. ”

- Rael O. Mussell, Vice President of IT, Credit Acceptance



Feature/Benefits

Simplicity	
Plug and Play Installation	Both Pure Storage and Cohesity's appliances are designed to be up and running in under an hour, eliminating the need for timely and expensive professional services.
Effortless Configuration	Once primary workloads are running on the Pure Storage FlashArray, policies can be set up in minutes on the Cohesity Data Platform that leverages VMware native API for data protection. The Cohesity solution dramatically lowers RPOs and RTOs from days to minutes. Both solutions leverage intuitive, web-based management consoles and offer non-disruptive upgrades.
Pay as You Grow Scaling	Modular growth capabilities enable easy scaling on both Pure Storage and Cohesity solutions so you only buy what you need when you need it. Simply add another shelf to the Pure Storage FlashArray when you need more high performance primary storage, and add a single node or 2U block of 4 nodes to the Cohesity Cluster when you need additional secondary storage capacity.
High Availability and Non-Disruptive Upgrades	Both Pure Storage and Cohesity deliver comprehensive hardware and software resiliency with hot-swappable components to handle node, network, disk and CPU/memory failures. Additionally, non-disruptive upgrades further enable zero downtime.
Performance	
Flash-Optimized	Pure Storage squashes the toughest performance bottlenecks for your most important primary workloads, delivering up to 300,000 32K IOPS, up to 9 GB/s bandwidth and <1ms average latency. Cohesity takes a hybrid flash approach to your higher capacity secondary storage by delivering flash performance when needed to the hottest data and then tiering to spinning disk and cloud archive tiers for efficient cost savings.
App-Specific QoS	While Pure Storage is tuned to focus the fastest flash resources on your top tier applications, Cohesity follows up with application specific QoS policies for the backup, test/dev and file services in your secondary storage. Combined, you are ensured that you're getting the best bang for your flash investment across your entire datacenter.
Efficiency	
Data Reduction	Pure Storage's Flash Reduce implements five forms of inline and post-process data reduction to enable effective reduction across a wide range of mixed workloads without tuning. Cohesity also offers both inline and post process data reduction, configurable on a per workload basis.
Consolidation	With intelligent use of flash in Pure Storage and Cohesity's storage architectures, you can eliminate storage sprawl and consolidate your data onto the best in class all-flash tier and the most efficient hyperconverged secondary storage platform.
Smaller Footprint	The consolidation enabled by Pure Storage and Cohesity's approach will reduce your datacenter footprint by over 80% with significant power savings, shrinking your primary storage with dense FlashArray appliances, and collapsing data protection, test/dev and fileshares onto a single Cohesity platform.