

Supercharge VMware with Pure Storage

How storage can be the key to unlocking
your VMware environment.



The Future of VMware

Like many others in IT, you may be asking what the future holds for VMware and how it will impact your organization. IT leaders are asking **“How do I build a flexible architecture that can adapt as my application strategy evolves?”** Options include changing hypervisors or moving to containerization. But most organizations are likely to remain on VMware, at least in the near term. If you plan to stay with VMware, this ebook explains how Pure Storage® can help. For information on other options, we invite you to explore our [“Buyer’s Guide to Modern Virtualization.”](#)

Why Storage Matters

Storage is not just an IT commodity: It’s a vital part of any successful infrastructure and application strategy. When treated as a strategic element of your environment, storage can unlock significant advantages such as enhanced stability, increased security, and future-proofing against disruptions.

In addition, storage is a foundational element of any VMware environment, impacting many factors including performance, scalability, reliability, data protection, cost efficiency, flexibility, and management. Without the right storage as the backbone of your infrastructure, you likely won’t have the flexibility to adapt as your virtualization strategy evolves, so choosing the right storage platform for VMware can unlock significant advantages.





How Pure Storage Supercharges VMware

Pure Storage has spent over a decade building deep software integrations with VMware, investing heavily to streamline and simplify how organizations run their VMware environments. These integrations help customers achieve higher levels of performance, flexibility, and efficiency with seamless, joint support from both companies.

“We leverage Pure SDKs and plug-ins in many ways to improve automation and scripting and to deliver environments to developers who cannot afford to wait around. The integration with VMware is especially impressive.”

MICHAEL FINNEGAN,
VP OF PRODUCTION OPERATIONS,
EMONEY ADVISOR¹



Scale Smarter, Run Faster, Stay Resilient



Performance and Scale

- **Enhanced performance:** Storage impacts the performance of virtual machines and applications. High-performance storage like Pure Storage FlashArray™ ensures that applications run smoothly and efficiently. Support for VMware APIs for Array Integration (VAAI) offloads tasks such as cloning and provisioning to FlashArray, reducing latency and freeing up compute resources.
- **Scalability:** Pure Storage provides the ability to scale storage independently of compute resources, which is essential for maintaining performance and managing costs effectively.



Application Resilience

- **Reliability and uptime:** Pure Storage offers proven 99.9999% uptime, which minimizes disruptions and ensures that VMs and applications remain available even during maintenance, upgrades or expansions.
- **Data protection and recovery:** Pure Storage provides advanced data protection features, such as immutable snapshots, replication, and always-on encryption. Support for VMware Live Site Recovery (formerly Site Recovery Manager) simplifies failover and failback. Pure Storage partners with data protection vendors including Commvault, Rubrik, Veeam, and Veritas.



Ease of Use

- **Simplified management:** Features like low-touch storage management and simplified deployment streamline operations and reduce the time and effort required for administration. Our vCenter Client Plugin delivers the insight and control that is native to the Pure Storage UI and puts it right into your vSphere client.
- **Flexibility and integration:** Pure Storage provides broad compatibility and integration with major hypervisors, including VMware, enabling businesses to pivot as needed.



On-premises VMware Optimization

VMware vSAN is now bundled with VMware subscriptions and provides storage virtualization capabilities. However, scaling vSAN beyond the bundled storage can be expensive, as it requires purchasing additional hardware and licensing.

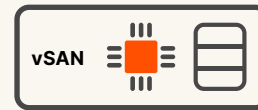
Adding external storage from a provider like Pure Storage is a smarter, more efficient way to diversify and scale your infrastructure without depending solely on the vSAN stack. External storage can provide immediate benefits, including more efficient storage capacity, improved data protection, and more robust disaster recovery capabilities. This approach also positions your VMware environment for a future with alternative hypervisors or hybrid architectures, such as KubeVirt or where workloads may migrate to the cloud. 2



42%

Up to 42% lower TCO

(Compared to alternative external storage systems)



42%-62%

42%-62% lower TCO

(Compared to commercial vSAN deployments)

Where Pure Storage Can Help

The Pure Storage platform delivers block, file and object storage to customers via a flexible, storage-as-a-service consumption model through an [Evergreen//One™](#) subscription that is designed to ensure that you are paying for only what you need. You can start with the amount of storage you need to augment your VMware environment and easily expand or reduce your subscription as your needs grow and evolve over time. Evergreen//One also facilitates cloud migrations for Pure Storage cloud services, which can be deployed in either Azure or AWS and are included as part of the subscription. You can then move workloads from on-premises to public cloud whenever you're ready.

[Learn more about Pure Storage with VMware at purestorage.com/VMware.](https://purestorage.com/VMware)



Cloud VMware Optimization

Managed VMware cloud services, such as Azure VMware Solution, Amazon Elastic VMware Service, and Google Cloud VMware Engine simplify migration and provide a path to the cloud while allowing you to continue using familiar VMware tools. This means less IT overhead for managing hardware while retaining the ability to run traditional VMware workloads in a cloud environment.

Migrating workloads to the cloud can help future-proof your environment, but it's essential to consider the costs associated with managed services. While they offer scalability and reduced operational overhead, moving to the cloud may not always lower your total cost of ownership compared to on-premises VMware. However, once in the cloud, workloads are more portable, making it easier to refactor or transition to container-based architectures in the future.

Disaster recovery is another area where VMware in the cloud shines, as public cloud resources can quickly scale to meet the needs of recovery workloads. Depending on the cloud service, you may have access to VMware Live Site Recovery which can automate VM restores at scale.

Where Pure Storage Can Help

If you choose to migrate your VMware workloads to the cloud, Pure Storage Cloud for [Azure VMware Solution](#) provides external storage for VMware workloads on Azure. With [Pure Storage Cloud for AVS](#), storage and compute are decoupled, and storage-intensive workloads can be migrated to the cloud in an efficient and highly cost effective manner.



Bringing It All together

Pure Storage and VMware's partnership enables organizations to build a stable, flexible, and efficient IT environment that is ready for the future—whether on-premises or in the cloud. As VMware continues to evolve, choosing the right storage provider can be the key to unlocking the full potential of your VMware environment.

Ready to dig deeper into the real value Pure Storage delivers?

Download Enterprise Strategy Group's Economic Value Report to see how you can drastically reduce your VMware costs with Pure Storage.

[Read the Report](#)



1 <https://www.purestorage.com/customers/emoneyadvisor.html>

2 <https://www.purestorage.com/resources/type-a/economic-benefits-of-pure-storage-in-virtualized-environments.html>

[purestorage.com](https://www.purestorage.com)

800.379.PURE

