

Powerful Data Protection, Pure and Simple

Maximize your data security,
minimize your stress with
Pure Storage.



The Problem

Organizations face data protection challenges that are increasing in complexity at an exponential rate.

Continuous Threats

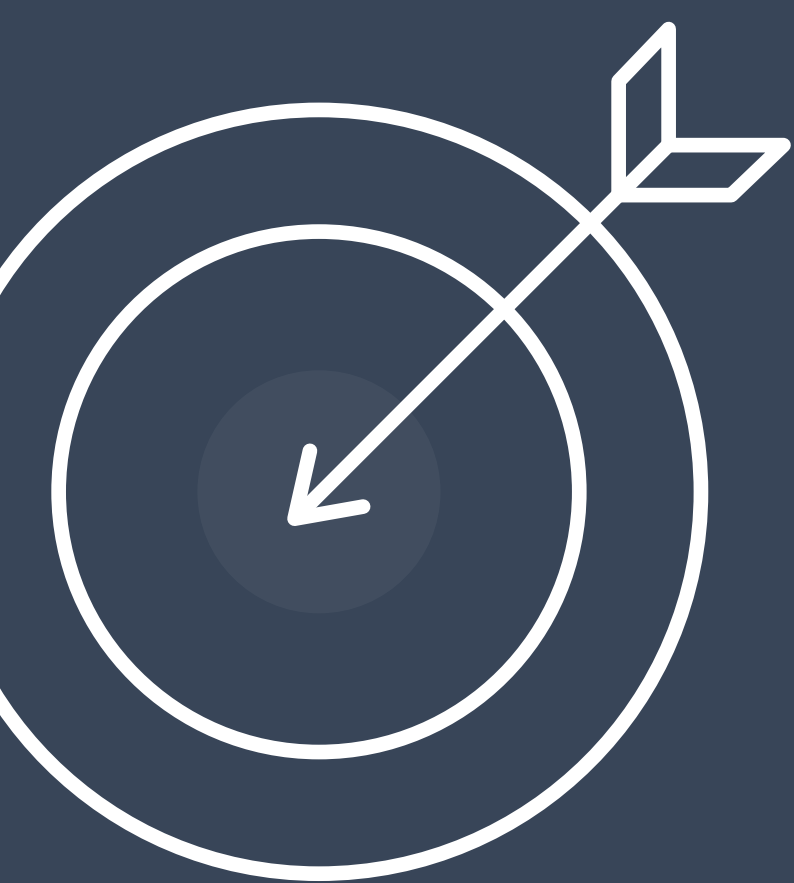
75%

of global IT professionals
are have been impacted in
the last 12 months.¹

Explosion of Big Data

163zB

By 2025, it's predicted that the total
amount of digital data created
worldwide will rise to 163 zettabytes.²



**Yet it can be hard to find
data protection solutions
that hit the mark.**

Why?

The Landscape Is Fragmented

Organizations are using multiple data protection systems.

Legacy Processes Don't Meet Modern Needs

The gap between what business units expect
and what IT can deliver continues to widen.

90%

90% of organizations have an **"availability gap"** between the SLAs expected and how quickly IT can return to productivity.³

89%

89% of organizations have a **"protection gap"** between how much data they can afford to lose and how often data is protected.³



Poor Integration with Underlying Storage

As platform diversity increases, users too often fail to take advantage of the capabilities of the solutions they add.



No Automation for New Data

As data proliferates, many systems don't automatically protect what gets added.

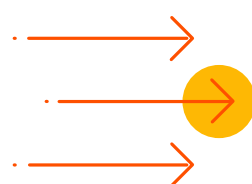
The Solution

Data Protection Strategy

Pure Storage offers a strong data protection strategy that shields your organization from data loss.

Security Only a Hacker Could Hate

Safeguard your data and take power out of attackers' hands. SafeMode™ Snapshots offer auto-on, built-in protection with object-level protection policies and self-service updates.



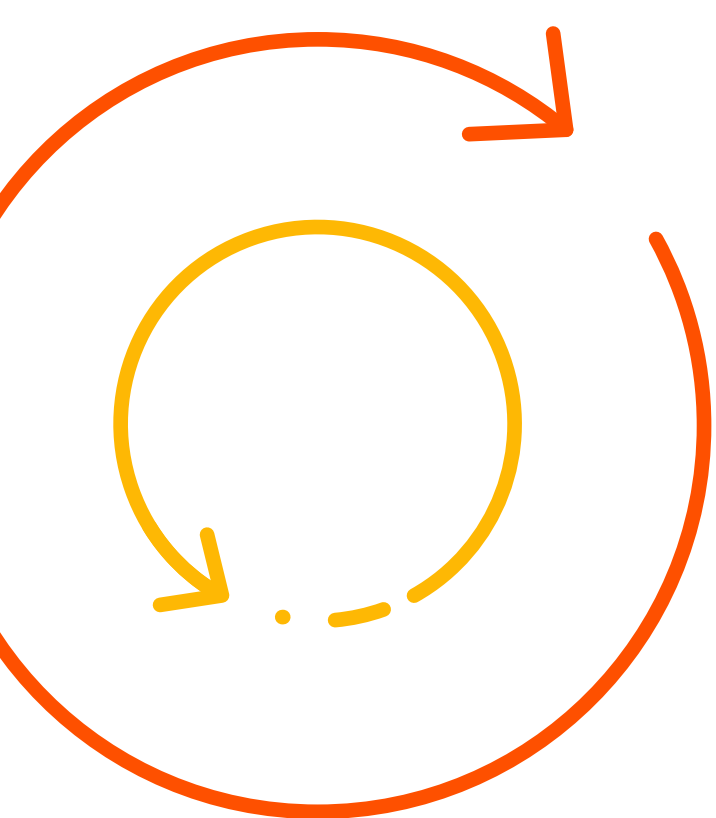
Trust that you can recover
from a cyberattack and restart
business services quickly.



Avoid paying the ransom
in the hope of getting
your data back.



Reduce your risk of data loss
to protect your company's
reputation and brand.



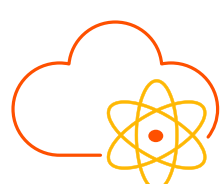
Backup & Restore with "Near-0" Downtime

When every second counts, you want the peace of mind that you can conquer your backup window times and restore data at lightning speed.

- Improve RPO/RTO with consistent restore speeds up to 10TB/hour.
- Keep your backup data at the ready with rock-solid availability.
- Achieve data agility via data backups and snapshots.

Built-in Replication That Never Sleeps

Maintain business continuity, even in the event of a disaster.



Fortify the availability of your
mission-critical applications to
keep services running.



Fulfill your specific SLAs
and economic needs with
flexible solution options.



Test your applications
without disturbing your
primary workloads.

Pure Storage Has You Covered

Pure's virtually unbreakable built-in ransomware protection, lightning-fast restore, and simple replication options are the cornerstones of a tiered, resilient security architecture that hackers hate and admins love.

Discover Comprehensive Data Protection Solutions

purestorage.com/ransomware

1: Forrester Research commissioned by Pure Storage, August 2022 | 2: "Report: 80% of global datasphere will be unstructured by 2025," VentureBeat, May 5, 2022 | 3: Veeam Data Protection Trends Report 2022