



All-flash Performance. Instant Recovery. Built for Virtualized Environments.

Together, Pure Storage and Rubrik modernize your virtualized data center with all-flash performance, automated backup, and instant recovery.

The Pure Storage FlashArray platform powers virtualization by allowing administrators to consolidate workloads without losing performance, and to achieve 100% virtualization with confidence. Pure Storage enables scale from hundreds to thousands of VM's without disruption, and is completely managed inside vCenter.

Rubrik introduces the r300 Series™, delivering backup, instant recovery, replication, and archival in one, infinitely scalable system. Rubrik Converged Data Management powers the r300, collapsing physically separate hardware and software resources—like backup software, replication, storage, and catalogs—into a single fabric that scales up to thousands of nodes.

PURE STORAGE AND RUBRIK ADDRESS KEY CHALLENGES IN THE DATACENTER

PROBLEM	SOLUTION
Lengthy deployment	Rack and go with Pure Storage and Rubrik in less than an hour. Rubrik automatically discovers the complete virtualized infrastructure.
Complex management	Daily management is simple and straightforward with Pure Storage and Rubrik . Both solutions can be managed through different tabs within the same browser. Create data protection (backup, replication, archival) policies in Rubrik that can be automatically executed for all your VMs with just a few clicks.
Lack of scalability	Pure Storage allows you to add capacity and upgrade systems seamlessly and easily. Grow as you go with Rubrik's scale-out fabric that eliminates forklift upgrades. Deduplication, compression, and other data services scale in-line with the cluster to maximize efficiency and savings.
Performance bottlenecks	Pure Storage delivers all the performance and resiliency necessary to handle your most demanding IT. Rubrik's hybrid-flash architecture provides rapid data ingest, minimizing impact to production workloads and VM application stuns.
Lack of visibility and analytics	Rubrik's built-in reporting allows you to keep an eye on your capacity utilization, growth, and runway. Get alerted when your data protection policies are out of compliance.
Bloated footprint	Reduce your data center footprint by more than 70% with Pure Storage and Rubrik ¹ . Rubrik converges physically separate hardware and software resources into a single fabric.

HOW PURE STORAGE AND RUBRIK WORK TOGETHER

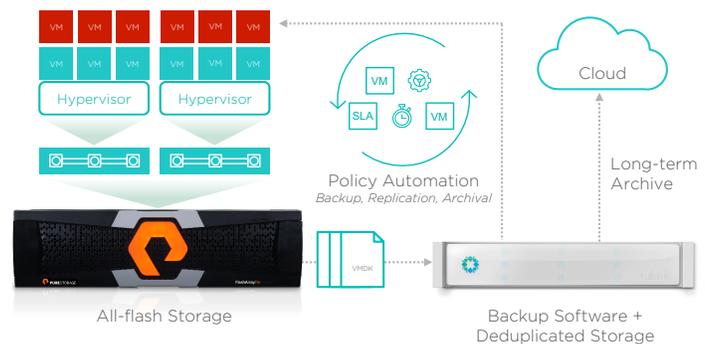
Pure Storage FlashArray provides fast and reliable block storage for your production data, as well as local snapshots. FlashRecover native snapshot and replication technology are used to protect data in a homogenous (Pure to Pure) model. Because Pure and Rubrik both operate the VMware vCenter level, administrators may choose to create a heterogenous architecture, using FlashArray and Rubrik in a tiered model.

Adding Rubrik to your Pure environment requires minimal setup time and effort. Rubrik maps out your entire virtual infrastructure, using flash to quickly extract data and minimize performance impact to the production environment. Simply define protection policies (backup, replication, and archival) based on your data governance needs and assign to VMs.

Any data (VMs, applications) can be mounted directly on Rubrik, without provisioning additional storage. Rubrik exposes itself as a scale-out NFS server to any host when a snapshot is mounted. You can achieve near-zero recovery time objective (RTO), conduct instant recovery testing, and re-purpose backup data for other use cases, such as test/dev.

For long-term data retention, Rubrik offers a secure and intelligent on-ramp to low-cost private and public cloud services. You can deliver granular recovery at the snapshot- or file-level to save on download costs. Whether data is stored on-site, off-site, or in the public cloud, customers can find the desired file or application with Google-like predictive search functionality.

Rapidly deploy. Scale infinitely. Eliminate complexity.



“Once we started using Rubrik, we noticed less performance spikes caused by backups on our Pure arrays – performance was much smoother. We can do more to support the business, even with the same number of people, once we have solutions like Pure and Rubrik in place to remove the daily administrative overhead.”

— EXPONENTHR

ABOUT PURE STORAGE

Pure Storage, the market’s leading independent solid-state array vendor, enables the broad deployment of flash in the data center. The company’s all-flash enterprise arrays offer significant performance and efficiency gains over mechanical disk, at a lower price point per gigabyte stored. Pure Storage FlashArrays are ideal for performance-intensive applications, including server virtualization, VDI, OLTP database, real-time analytics and cloud computing.

FOOTNOTE:

1. After deploying Pure Storage and Rubrik, ExponentHR significantly reduced primary array (7U vs. 42U) and backup infrastructure (2U vs. 14U) footprint.

ABOUT RUBRIK

Rubrik introduces the r300 Series™, delivering the simplest data protection for virtualized environments. Rubrik Converged Data Management powers the r300 Series and integrates automated backup, instant recovery, unlimited replication, and data archival into a single, scale-out fabric. Rubrik is built to scale linearly, up to thousands of nodes in a single cluster. Learn more at www.rubrik.com.