






Powerful performance. Robust BC/DR. Built for virtualization.

Today's IT environment needs to be dynamic, flexible and able to quickly support changing business needs and external requirements – it needs to be fast. Pure Storage combined with Zerto Virtual Replication maximizes the performance of the IT environment so mission critical applications are always available to end users. Legacy systems are not designed for virtual environments and undermine the investment made in virtualization with the erosion of key features and deteriorating performance.

Pure Storage and Zerto Virtual Replication offer an innovative combination to not just operate in a virtual environment, but to maximize the benefits that virtualization offers. The synergies and alignment between these two products tackle the IT manager's toughest issues including disaster recovery, performance and supporting service levels to minimize IT's top concern – loss of employee productivity.

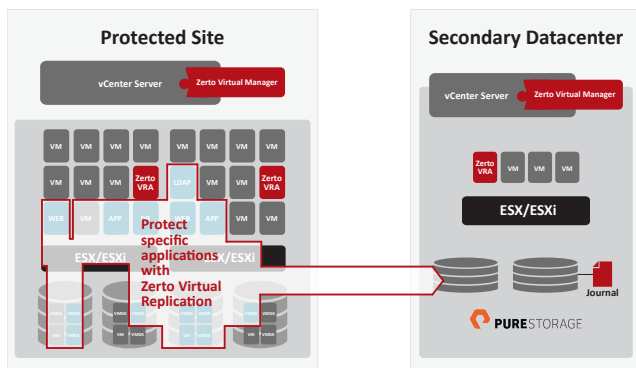


Pure Storage and Zerto Virtual Replication Address Key Challenges in the Datacenter

Problem	Solution
 <p>Difficult to scale the infrastructure and then the subsequent business continuity and disaster recovery plans</p>	<p>Pure Storage allows you to add capacity and upgrade systems seamlessly and easily. Zerto Virtual Replication scales seamlessly and adapts to dynamic virtual environments to ensure virtual machines are protected.</p>
 <p>Complex management with many tools needed, with coordination across several management interfaces</p>	<p>Simple management is a core tenet of Pure Storage and Zerto Virtual Replication. Both products can be managed from the vSphere Client, keeping management simple and centralized.</p>
 <p>Inefficient use of the infrastructure across storage, bandwidth and servers</p>	<p>Zerto Virtual Replication and Pure Storage offer compression and throttling to ensure efficient use of networking assets. Pure Storage includes deduplication as well, which Zerto Offsite Backup can leverage to ensure efficient use of storage for data protection purposes.</p>
 <p>Manual processes create errors and increase service levels</p>	<p>Zerto Virtual Replication completely automates disaster recovery processes, so the information is not just at the DR site, the application is available to end-users maximizing employee productivity. Pure Storage includes automation as well to ensure predictable performance.</p>
 <p>Lengthy and complex installations delaying the ROI of investments</p>	<p>Zerto Virtual Replication and Pure Storage are installed and ready for use in less than one hour, delivering value to the business fast.</p>

Use Cases

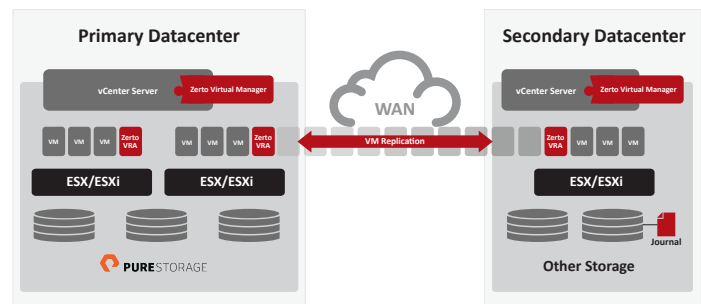
BC/DR for Applications: Protection Required at the Virtual Machine and Virtual Disk Level



- Pure FlashProtect and FlashRecover for volume-level snapshot protection of Pure environments.
- Leverage Zerto Virtual Replication where finer granularity is required for fast VM recovery and application availability is required

You don't need two: Robust Pure Storage for Production, tier-2 Storage for BC/DR

- Leverage Zerto Virtual Replication for BC/DR across heterogeneous storage
- Robust performance for production applications from Pure Storage
- Simply migrate applications to Pure Storage from legacy hardware using Zerto Virtual Replication



Mixed Environments: Robust BC/DR for Physical and Virtual Applications

- Leverage Zerto Virtual Replication for virtualized production workloads
- Robust replication for physical production applications with FlashRecover
- Simple solutions to completely address BC/DR needs across the environment

About Pure Storage

Pure Storage, the all-flash enterprise storage company, enables the broad deployment of flash in the data center. When compared to traditional disk-centric arrays, Pure Storage all-flash enterprise arrays are 10x faster and 10x more space and power efficient at a price point that is less than performance disk per gigabyte stored. The Pure Storage FlashArray is ideal for high performance workloads, including server virtualization, desktop virtualization (VDI), database (OLTP, real-time analytics), and cloud computing. For more information, visit www.purestorage.com.

About Zerto

Zerto has developed a software-based platform for workload mobility, migration, protection and recovery in hybrid-cloud environments, allowing for seamless flexibility and manageability of applications whether they reside on-premise or in the cloud. The company's Cloud Fabric platform is based on the award-winning Zerto Virtual Replication software which has become the standard for protection, recovery and migration of data in cloud and virtualized datacenters. For more information, please visit: <http://www.zerto.com>.

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