

The Hitchhiker's Guide To Recovery




PURE
STORAGE


✦ **Jörg Gradwohl**

> AGENDA

The Hitchhiker's Guide to Recovery

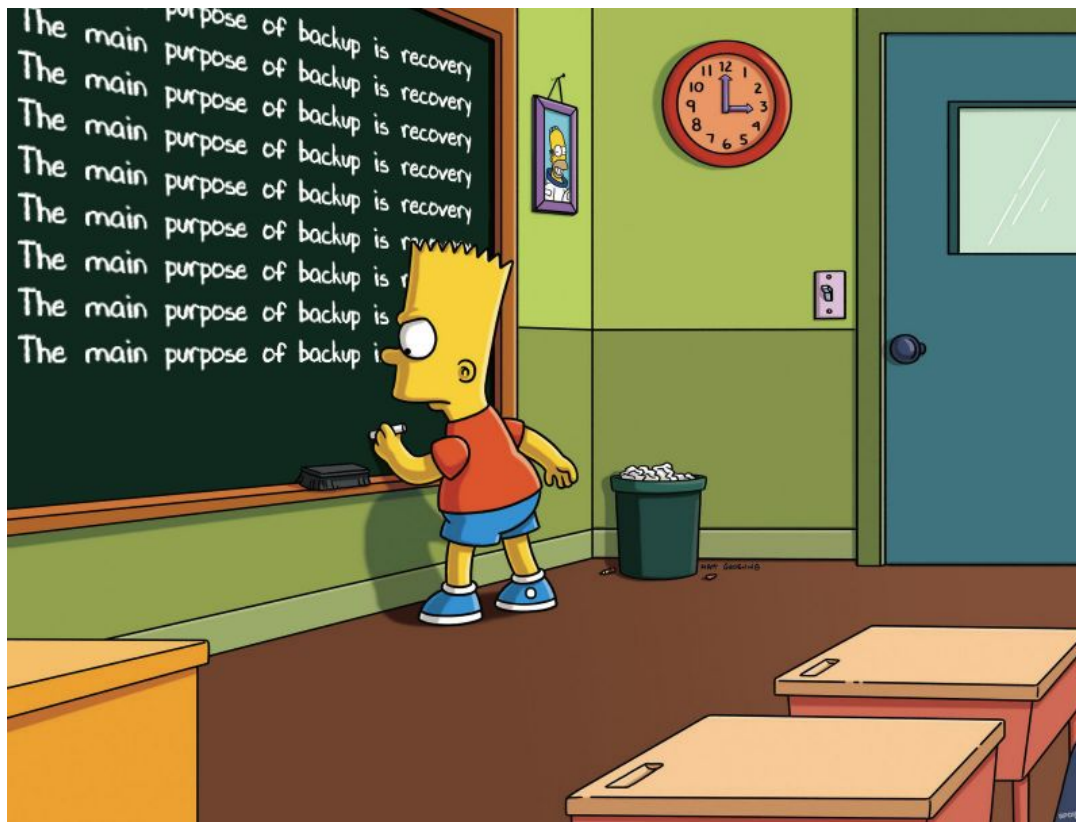
 **Scenario#1:** restoring the production environment

 **Scenario#2:** backuppping the monster database

 **Scenario#3:** prevent your backup data from ransomware



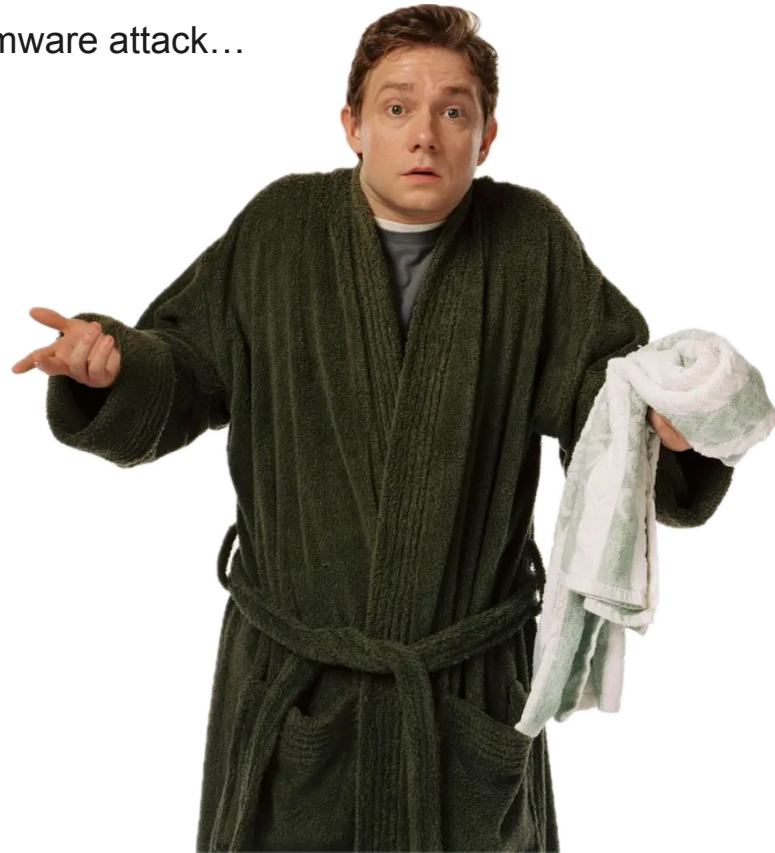
First things first...



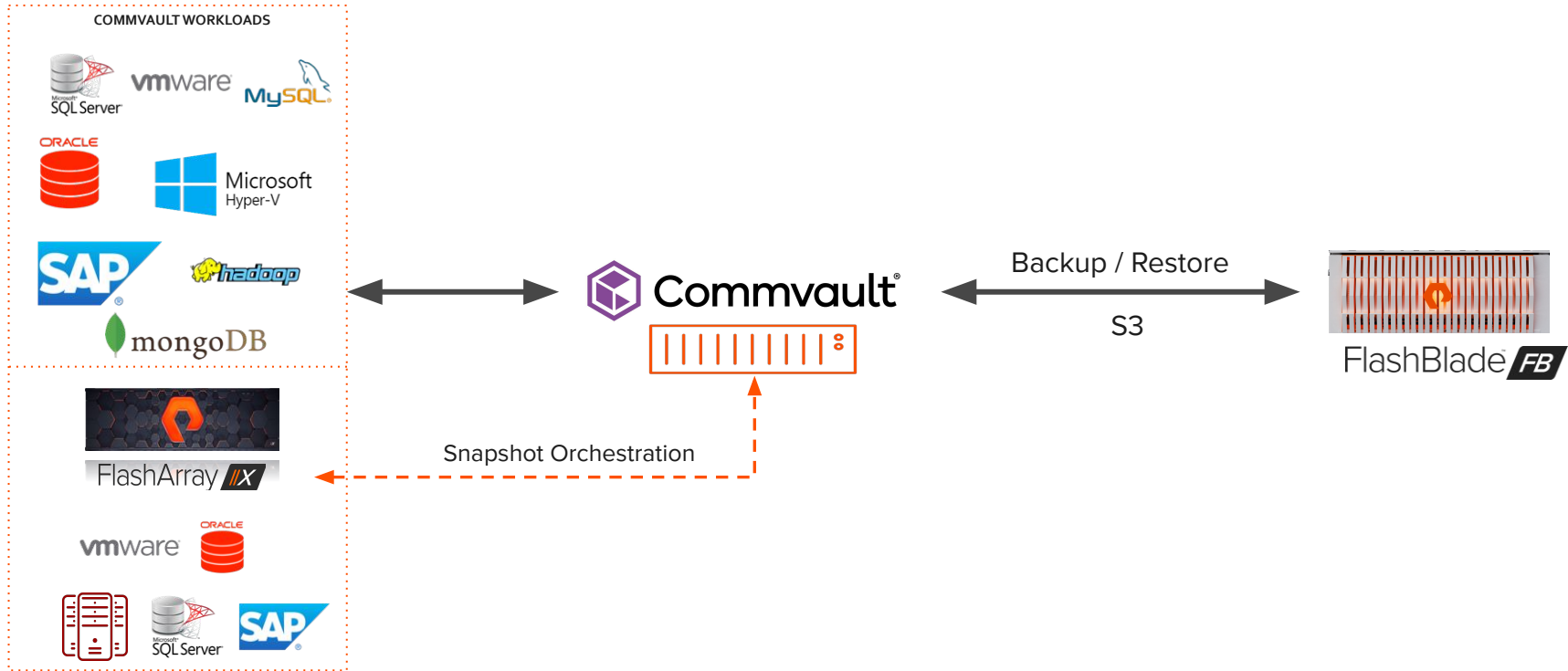
Scenario #1

A production company with 24/7 production in case of a Ransomware attack...

- ... How long would it take to recover your production relevant IT?
- ... How much money will cost you an hour of production downtime?
- ... Can your business survive then?



Rapid Restore powered by Pure Storage



Scenario #1

A production company with 24/7 production in case of a Ransomware attack...

- FlashBlade//S200 with Evergreen//Forever
- ... Restore of production critical services within 48hrs (instead of 3+ weeks)
- ... Total recovery project cost (HW + SW + Services) equivalent to one hour production



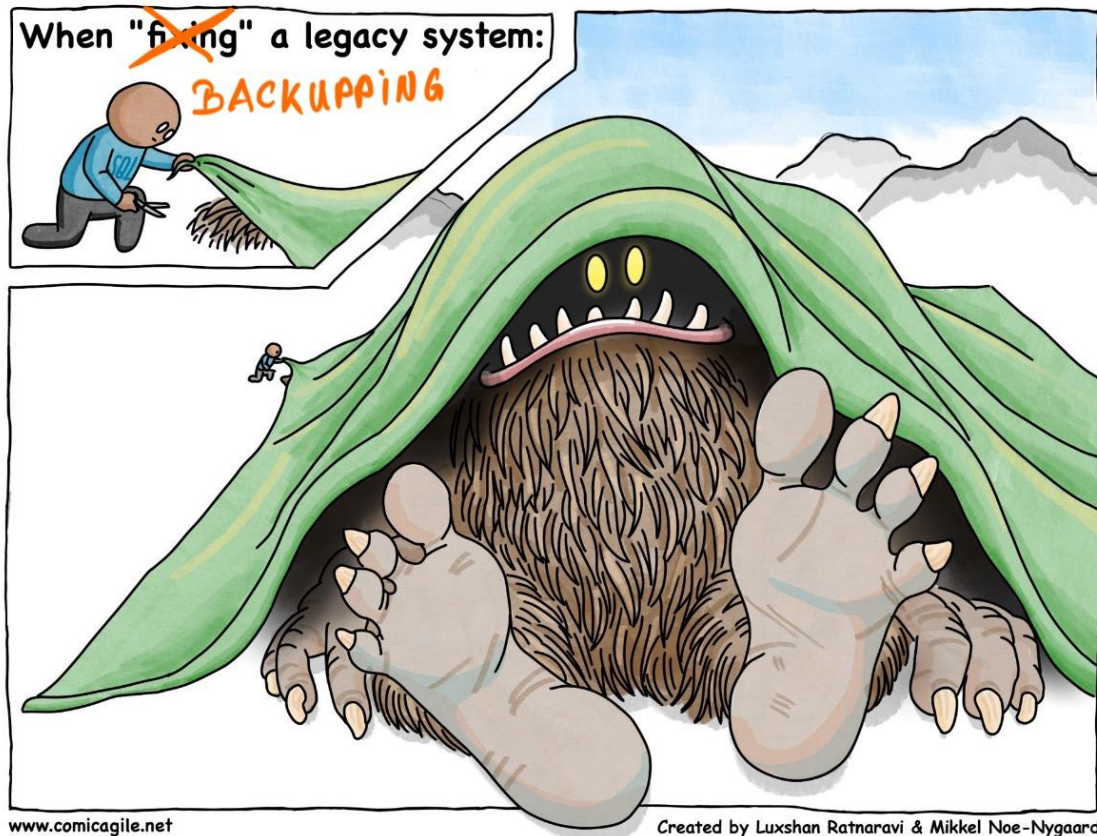
Scenario #2

A public company with a monster database

- ... How long will it take to backup or restore the monster database?
- ... Are my backups successful?
- ... Can I rely on them?



Challenge: backing up the monster database



www.comicagile.net

Created by Luxshan Ratnaravi & Mikkel Noe-Nygaard



Scenario #2

A public company with a monster database

- FlashBlade//E with Object Storage (S3)
- ... During POC monster database was backed up successfully in the first run
- ... Database-Admins can now sleep better :-)



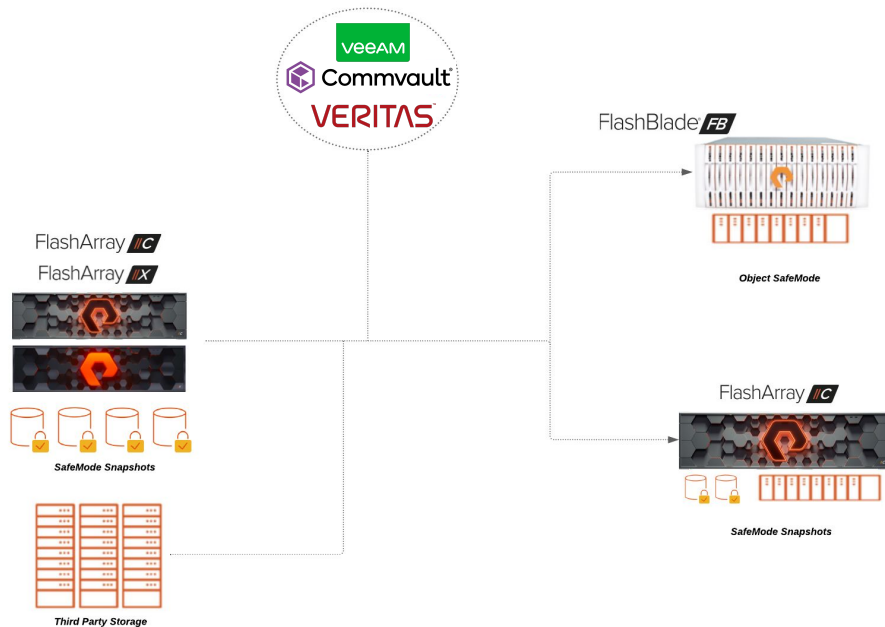
Scenario #3

Several customers who want to avoid losing their backup data

- ... How can you ensure that your backup data is not encrypted during a ransomware attack?
 - backup data is the first thing to be encrypted/deleted during an attack
- ... How can you ensure that an attacker is not able to delete or modify your backups



Don't panic! We have SafeMode Everywhere!



Backup Software

- Protect your physical and virtual environments
- Can help detect early stages of an attack
- Multiple ways to recover with VM instant recovery

FlashArray //X

- High performance, low latency all Flash for Tier 1
- Backup-Software orchestrates FlashArray Snapshots
- Instantly protected by SafeMode

FlashBlade with S3 Object Lock and SafeMode Retention Lock

- High Performance Scale Out S3 Target
- Object lock protects object as soon as written to S3
- Transparent recovery process

FlashArray//C with SafeMode Enabled Snapshots

- Fast Recovery Performance
- SafeMode Snapshots protect Backups
- Straightforward, fast recovery process



Scenario #3

Several customers who want to avoid losing their backup data

- FlashArray or FlashBlade with SafeMode or Evergreen//One with Cyberresiliency add-on
- ... SafeMode enabled incl. four-eyes support principle as a standard
- ... Simple to operate with no additional cost associated to it



The Pure Storage Enterprise Data Cloud

The Industry's Simplest and Most Consistent



Virtualized Enterprise Apps

SAP | Database | VMWare | LOB



Container Data Management

Automate | Protect | Unify | Extend

Storage as a Service

Single Control Plane

Simple Unified Infrastructure

Evergreen Architecture



On-premises



Public Cloud



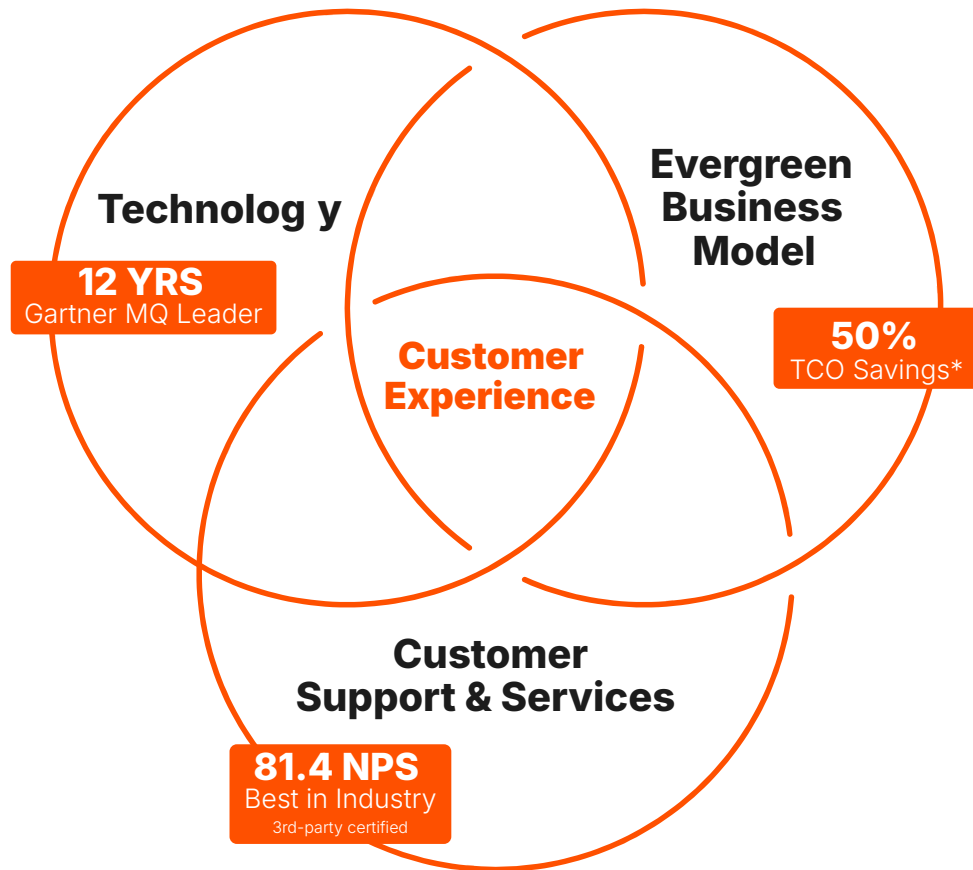
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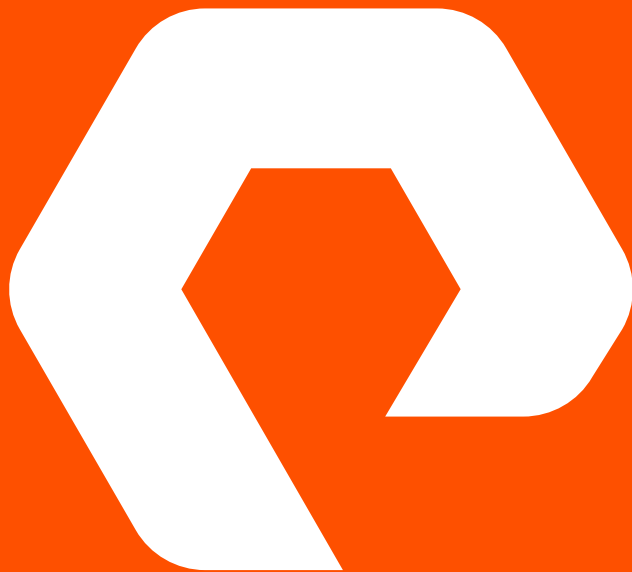
- ▶ **Simplicity**
100% unified infrastructure
- ▶ **Ultimate Reliability**
Ending downtime and migrations forever
- ▶ **Agility and Optionality**
All the benefits of SaaS
- ▶ **Ongoing Savings**
Efficiency that drives results



Why Pure

Unique solutions to
modernize data storage
and operations





Uncomplicate Data Storage, Forever