

A Buyer's Guide to **Cyber Resilience**

Empower your organization to remain
secure, resilient, and ready



Introduction

Cyber resilience from Pure Storage® is an integrated solution designed to safeguard critical data, proactively detect threats, and deliver near-instant recovery. Key features include indelible data protection, rapid recovery speeds, and integration with advanced security tools.

This buyer's guide details the solution's strategic framework, technical capabilities, and implementation considerations to help you make an informed investment in cyber resilience to maintain business continuity.



The Evolving Cyber Threat Landscape

The digital economy thrives on data, yet increased data volumes and complex IT environments have amplified cyber risk. Cyber threats like ransomware, advanced persistent threats (APTs), and insider attacks are evolving in sophistication and frequency.

Traditional backup solutions no longer suffice, prompting organizations to seek more holistic approaches that combine robust protection, fast recovery, and continuous threat monitoring. To address these needs, Pure Storage has developed a comprehensive cyber resilience platform, ensuring that businesses remain operational even during cyber incidents.

The Business Impact of Cyber Incidents

Cyber incidents impact every facet of an organization thanks to:

- **Extended downtime and lost revenue:** Legacy recovery methods can result in days of downtime, directly translating into significant financial losses.
- **Reputational and regulatory risks:** Data breaches expose sensitive information, triggering regulatory fines and damaging customer trust.
- **Operational disruptions:** Critical systems offline for extended periods can severely impact productivity and service delivery.
- **Risk of repeated attacks:** Inadequate recovery mechanisms leave organizations vulnerable to recurring incidents, including double-extortion schemes

The Pure Storage Platform minimizes downtime and safeguards your data, enabling swift recovery and preserving business continuity.



Buyer Considerations and the Decision Framework

Selecting the right cyber resilience solution platform requires a structured approach. Consider the following steps:

Assess Your Current Environment

- **Define RTO/RPO:** Evaluate your current recovery time and recovery point objectives. Understand the financial and operational impact of downtime.
- **Identify vulnerabilities:** Conduct a thorough analysis of existing backup solutions to pinpoint weaknesses and potential exposure points.

Define Your Cyber Resilience Requirement

- **Prioritize security features:** Focus on solutions offering immutable data protection, rapid recovery, and real-time threat detection.
- **Compliance and governance:** Ensure that the solution aligns with industry standards and internal policies.

Evaluate Cyber Resiliency Offerings

- **Consultative engagement:** Engage with vendor experts to tailor the solution to your environment. Request technical demonstrations and proof-of-concept trials.
- **Integration and ecosystem fit:** Assess how the solutions work with your existing IT infrastructure and security tools.
- **Scalability and future-proofing:** Consider the benefits of Evergreen® Architecture for non-disruptive upgrades and long-term scalability.

Implementation, Total Cost of Ownership, and ROI Analysis

A successful deployment is key to realizing the full benefits of a cyber resilience platform.

Implementation Best Practices

- **Phased rollout:** Begin with a pilot to validate the solution before enterprise-wide deployment.
- **Integration planning:** Collaborate with IT and security teams to integrate Pure Storage with existing systems.
- **Training and support:** Leverage Pure Storage's training programs to ensure effective management and ongoing support.

Total Cost of Ownership (TCO)

- **Hardware and software costs:** Analyze capital expenditures alongside subscription costs under the Evergreen model.
- **Operational savings:** Consider savings from reduced downtime, lower maintenance overhead, faster recovery, better visibility, and streamlined management.
- **Scalability:** Factor in cost benefits from the ability to scale without disruptive migrations.

ROI Considerations

- **Downtime savings:** Calculate potential revenue saved by minimizing downtime.
- **Risk reduction:** Quantify the financial impact of avoided regulatory fines and reputational damage.
- **Long-term benefits:** Evaluate improvements in operational efficiency and strategic competitiveness.





Pure Storage Cyber Resilience Strategy and Technical Capabilities

Cyber resilience from Pure Storage is built on interconnected layers based on the NIST framework. Together, these layers provide a unified approach to protecting, detecting, and recovering from cyber incidents.



**Add Cyber Resilient Storage
to Your Security Posture**



**Accelerate and
Enrich Cybersecurity**



**Extend and Accelerate
Cyber Resilience**



Add Cyber Resilient Storage to Your Security Posture

Immutable Data Protection:

- **SafeMode:** Pure Storage employs SafeMode™ Snapshots to create indelible snapshots that remain tamper-proof even if administrative credentials are compromised.
- **Zero performance overhead:** The Pure Storage snapshot process is designed to operate without impacting system performance, ensuring continuous productivity.

Rapid, Petabyte-scale Recovery:

- **FlashBlade® and FlashArray™ systems:** Engineered for speed, these systems deliver lightning-fast recovery enabling even large data centers to be restored within minutes rather than days.
- **Multi-site replication:** Continuous replication across geographically dispersed sites guarantees that your data is available for recovery even during localized incidents.

DRaaS with Pure Protect:

- Pure Protect provides disaster recovery for VMware by automating the orchestration of failover and recovery for virtual machines using policy-driven snapshots, replication, and rapid provisioning on secure, isolated infrastructure.

Cyber Recovery Service Level Agreement (SLA):

- **Clean data recovery:** The Pure Storage Cyber Recovery SLA assures customers of a “clean” environment after an attack. This means that following a cyber incident, Pure Storage provides a recovery timeline and with recovered data that’s free from contamination or remnants of the attack.
- **Bundled professional services:** The SLA includes dedicated technical services with onsite support, rapid hardware replacement, and comprehensive data transfer and recovery services to minimize business disruption.
- **Flexible, scalable support:** Offered as part of the Evergreen//One™ service, the Cyber Recovery SLA enhances the rapid recovery capabilities by providing a clear, guaranteed framework that reinforces business continuity and instills confidence in recovery operations.
- **Proactive quarterly assessments:** These assessments are crucial as they provide a detailed overview of the customer’s current security posture and resilience capabilities. The assessments help identify any potential vulnerabilities or areas of improvement within the customer’s storage environment.
- **Remediation services:** Based on the findings of the quarterly assessments, Pure Storage provides remediation services to address any discovered security gaps. This ensures that the storage environment is continuously optimized for security and resilience.



KEY BENEFIT

This integrated protection ensures your data is secured from the time of creation and can be restored rapidly with assured service quality, minimizing downtime and mitigating the impact of cyber incidents.

Accelerate and Enrich Cybersecurity

Real-time Monitoring and Analytics:

- **Pure1® AIOps management platform:** Leveraging machine learning, Pure1 continuously monitors both production and backup environments. It uses real-time machine learning analytics to detect anomalies and potential threats.

Seamless Security Integration:

- **Integration with SIEM, SOAR, and XDR:** The platform connects effortlessly with leading security tools, ensuring threat alerts are actionable and that automated response workflows minimize exposure. Organizations can accelerate and improve the resilience of threat analytics and detection with Pure Storage as their storage foundation of SIEM, UEBA and other on-premises security analytic solutions. Integrations with CrowdStrike Logscale, Splunk, Rubrik Security Cloud, Superna, Varonis, and others provide visibility of storage threats.

Hybrid Cloud and Evergreen Scalability:

- **Hybrid cloud integration:** Pure Cloud Block Store extends recovery and protection capabilities to cloud environments, delivering a unified management experience across on-premises and cloud deployments.
- **Evergreen Architecture:** Non-disruptive upgrades ensure that the system remains current, scalable, and cost-effective over time. Evergreen also provides instantaneous clean storage for recovery and forensics.



KEY BENEFIT

With proactive detection, continuous visibility, and hybrid cloud support, your organization can quickly respond to emerging threats, maintaining resilience across all environments.



Extend and Accelerate Cyber Resilience

Collaborative Innovation:

- **Key alliances:** Pure Storage has developed strategic partnerships with industry leaders such as Commvault, Rubrik, and Veeam. These alliances extend our platform's native capabilities, offering enhanced orchestration and additional recovery options.

Enhanced Data Protection through Extended Use Cases:

- **Cloud-based DRaaS and specialized solutions:** Advanced snapshot management and cloud-based disaster recovery services like Pure Protect™, ensuring comprehensive protection.

Unified Ecosystem Approach:

- **Integrated workflows:** The collaboration between Pure Storage and its partners creates a seamless ecosystem where data protection, threat detection, and rapid recovery operate as a single, cohesive unit—simplifying management and reducing overall costs.



KEY BENEFIT

Leveraging strategic partnerships, Pure Storage delivers a comprehensive cyber resilience solution that is both scalable and cost-effective, ensuring every layer of defense works together to protect your organization.



Case Studies and Real-world Success Stories

Real-world examples demonstrate how Pure Storage transforms cyber resilience.



CITY OF NEW ORLEANS

City of New Orleans Strengths Cyber Resilience with Pure Storage

Following a ransomware attack, the City of New Orleans deployed Pure Storage to restore critical systems within 48 hours. Rapid hardware deployment and immutable snapshots preserved forensic evidence, enabling both quick recovery and regulatory compliance.

“ Our Pure Storage rep contacted us within hours of the attack. With rapid deployment and seamless recovery, our critical systems were back online in 48 hours.”

KIMBERLY LAGRUE
CIO, City of New Orleans

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ALCALDÍA DE
SANTIAGO DE CALI

DATIC Protects Citizen Data from Attack with Pure Storage

DATIC is the IT organization supporting Colombia's third largest city. They needed reliable, high-performance storage to address the data requirements of the city's inhabitants. At the same time, DATIC needed bulletproof data security and rapid data recovery capabilities.

Pure Storage addressed these concerns with cost-efficient storage solutions that deliver speed, efficiency storage, and best-in-class data security and recovery. DATIC was able to reduce database processing times from 24 hours to just 18 minutes, while also saving costs using data reduction. With PureStorage, the organization successfully recovered a 30TB database in mere seconds.

“ Between the fires and cyberattacks, we realized that we needed to be ready for anything. Pure Storage has the technologies that we need to deliver superior data protection and strong recovery—no matter what the challenge.”

ROGER GONZÁLEZ PÉREZ
Deputy Director of Digital Technology, DATIC

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Atlantic Health System Safeguards Sensitive Patient Data

Atlantic Health System needed to ensure 100% uptime for its Epic EHR system and other mission-critical applications, protect patient data, and be able to rapidly recover its operations in the event of a ransomware attack. AHS modernized its infrastructure with Pure Storage FlashArray and an Evergreen//Forever subscription, exceeding Epic performance standards, maintaining availability even during upgrades, and protecting against data loss and cyberthreats.

“In the healthcare industry, it’s not a question of if a ransomware attack will happen, but when. Pure enhances our ability to manage risks associated with data recovery.”

MUKUND HUKERI
IT Manager, Atlantic Health System

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DXC Technology Turns to Pure Storage to Speed Recovery Times

DXC Technology needed robust disaster recovery for its Managed Container Services offering for a large German bank customer, which had outdated infrastructure and needed to prevent disruptions and meet regulations for data availability.

Portworx by Pure Storage mitigates risk and increases resilience by immediately replicating changes from source to target cluster, meeting RTO and RPO targets and instilling confidence. DXC now offers DR to other Managed Container Services customers.

“After evaluating how it could meet stringent recovery time SLAs, we selected Portworx Enterprise and Portworx DR to power disaster recovery.”

JELLE WOLTHUIZEN
Managed Container Services, DXC Technology

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AC Milan Innovates On and Off the Pitch with Pure Storage

AC Milan is an Italian football club with a global fanbase. To deepen connections with fans and bring them closer to the game, the club's media house needed to deliver multimedia content faster for fan interaction across digital channels.

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AC Milan partnered with Pure Storage to revolutionize its data infrastructure, enabling 10X faster content creation and enhanced fan experiences while improving efficiency, sustainability, and cyber resiliency with near-zero RPO and RTO.



Frequently Asked Questions

Q: How does Pure Storage ensure backup data remains secure during an attack?

A: With SafeMode and Object Lock, Pure Storage creates immutable snapshots that cannot be altered, even if administrative credentials are compromised.

Q: What recovery speeds are achievable?

A: Recovery speeds can reach over 200TB per hour using FlashBlade, enabling near-instant restoration of critical systems.

Q: Can the solution integrate with my existing security tools?

A: Yes. The Pure1 AIOps platform integrates seamlessly with leading SIEM, SOAR, and XDR solutions to provide continuous monitoring and automated incident response.

Q: What deployment models does the platform support?

A: Pure Storage supports on-premises, cloud, and hybrid deployments, ensuring a unified recovery experience via Pure Cloud Block Store and multi-site replication.

Q: How does Evergreen architecture benefit my organization?

A: Evergreen ensures non-disruptive, continuous upgrades, allowing your infrastructure to remain current, scalable, and cost-effective over time.



Next Steps

In today's dynamic threat landscape, robust cyber resilience is essential to protect critical data and ensure business continuity. Cyber resilience from Pure Storage combines immutable data protection, rapid recovery, proactive threat detection, and strategic partnerships to deliver a comprehensive solution that minimizes downtime and mitigates risk.

- **Engage with Pure Storage:** Schedule a consultative session to assess your environment and tailor a solution to your needs.
- **Request a demonstration:** Experience the platform in action through detailed technical demos and proof-of-concept trials.
- **Analyze TCO and ROI:** Work with our team to quantify the financial benefits of reduced downtime, risk mitigation, and enhanced operational efficiency.
- **Plan Your deployment:** Develop a strategic roadmap for a seamless rollout that integrates with your existing IT and security infrastructure.

By choosing Pure Storage, you invest in a resilient, future-proof platform that empowers your organization to recover quickly, protect sensitive data, and maintain a competitive edge in an increasingly hostile digital landscape.

For further details, additional case studies, and personalized recommendations, please [contact Pure Storage](#) today. Let our experts guide you on your journey toward uncompromised cyber resilience.

- Explore [Pure Storage Cyber Resilience](#).
- Learn more about Pure Storage [Technology Alliance Partners](#).
- Learn about "[Learn how to Implement a Layered Cyber Resilience Strategy](#)."

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