Cloud Block Storage for Mobility and Protection

Enterprise-grade, software-defined storage natively in cloud.

Pure Cloud Block Store™ provides seamless data mobility across on-premises and cloud environments with a consistent experience, regardless of where your data lives. It provides enterprise-grade storage features in the cloud and its industry-leading data efficiency means you buy less capacity in the cloud without sacrificing agility and flexibility.

Pure Cloud Block Store enhances the storage resiliency of the cloud, including AWS and Microsoft Azure. When you deploy mission-critical applications, you need to ensure that your applications and data are resilient to single points of failure. Pure Cloud Block Store offers built-in protection against multiple concurrent failures through its spread-placement architecture, reducing the physical fault domains. For the ultimate level of data protection and business continuity, you can replicate data between availability zones, regions and even hyper-scaler clouds.

Data Mobility for Business Agility

As your business requirements change, you need the ability to move data between data domains due to cost, performance, or regulatory reasons. Cloud environments have distinct services, APIs, cost models, performance characteristics, and architectures, making it challenging to run applications in both on-premises and cloud environments. Pure Cloud Block Store bridges the gap by providing a common data-services layer that abstracts applications and data from their underlying hardware, providing a consistent experience regardless of where your data lives.

Migrate to Cloud

- Enable consistent data services on-prem and in the cloud.
- Eliminate data silos with seamless data mobility.

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Reliability and Performance

- Enable multi-site high availability for applications and data.
- Speed data replication.

Efficient DevTest

- Consume less cloud storage.
- Use asynchronous replication to clone datasets.
- Improve time-to-market and TCO.

Cloud Migration Simplified

Migration to the cloud is easy with Pure Cloud Block Store. On-premises to cloud replication options include CloudSnap and asynchronous replication. Microsoft Azure Migrate and AWS Migration Services are tools that have integrations with Pure Cloud Block store to migrate and convert VMware VMs to clouds by only including boot/OS volumes. The migration steps are easy to follow, cost-effective, and have minimum downtime.
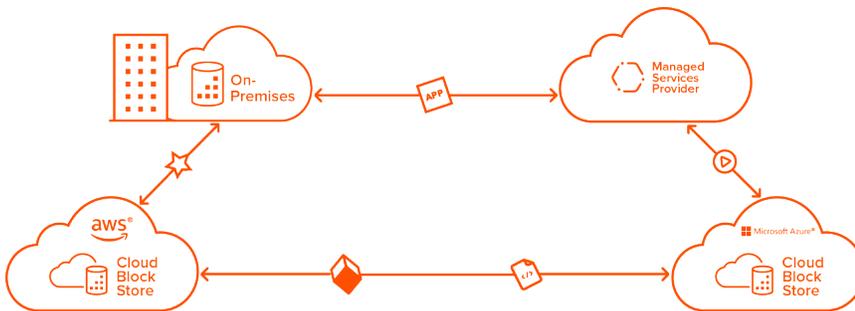

Figure 1. Pure Cloud Block Store delivers seamless bi-directional data mobility and a consistent experience across all data domains.

Disaster Recovery in the Cloud for Security and Compliance

Make sure your data-protection strategy encompasses all of your business data. Beyond protection-related issues, you need to account for regulatory compliance and risk management. Cloud economics, automation, data replication, and recovery orchestration have made disaster-recovery to the cloud ideal for most organizations. In a Gartner survey, 76% of companies had experienced an incident in the past two years requiring a disaster-recovery plan—and more than 50% experienced at least two incidents[i].

Pure Cloud Block Store enables you to replicate to the cloud and between clouds cost-efficiently. Its always-on encryption and cloud-native cybersecurity provide a compliant solution that safeguards data while preserving its integrity. Implementing it can also support continuous uptime and better agility.
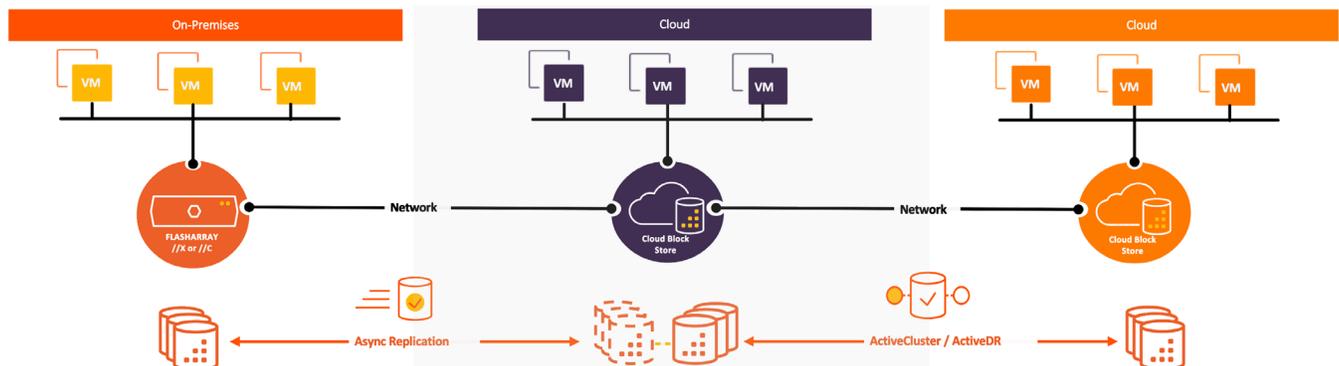

Figure 2. Replicate to multiple high-availability zones in the cloud bi-directionally while keeping replicas synchronized with master data.

DevTest in the Cloud

In a modern DevOps practice, developers need to explore many "what-if" scenarios when building software. Leveraging the cloud to build a DevTest environment can provide powerful capabilities. Infrastructure replication enables you to instantly test new apps, patches, and updates. Create an environment that's identical to the production configuration and delivers a consistent user experience to accelerate inner loop development. A secret to agile development is to efficiently set up a DevTest sandbox in the cloud and make dataset snapshots and clones without impacting the on-premises or cloud production environment. Pure Cloud Block Store enables you to make snapshots and clones in the cloud, meaning you don't have to purchase and deploy new on-premises hardware. These snapshots and clones consume negligible cloud storage, improving time to market and TCO.

Pure Cloud Block Store uses the same Purity framework as on-premises Pure Storage® FlashArray™ systems. All the features that companies have come to rely upon in their on-premises data centers are now present in Pure Cloud Block Store with the same familiar management interface. The Pure Cloud Block Store Terraform Provider is validated by HashiCorp and helps automate the deployment of Pure Cloud Block Store for both Azure and AWS. This automation and Pure's technical alliance with HashiCorp is important as customers accelerate devops with an infrastructure as code approach.

Additional Resources

- Learn more about Pure Cloud Block Store.

- Explore what FlashArray can offer your organization.

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[i] Gartner Survey Analysis: IT Disaster Recovery Trends and Benchmarks. April 2020

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