

Pure Storage Takes on Hybrid Cloud

Written by Alice Marshall
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All-flash storage specialist Pure Storage sets to better bridge local and cloud-based storage with Pure Storage Cloud Data Services-- a suite of cloud offerings running on Amazon Web Services (AWS).



According to Pure Storage, the suite unifies cloud while delivering a common set of data services across on-premises and cloud, enabling consistent storage capabilities, APIs and resiliency for applications to be built and run everywhere. Pure Storage capabilities running on AWS include Cloud Block Store, an "industrial-strength block storage" designed to enable mission-critical applications to run seamlessly on the cloud.

On the security side, CloudSnap for AWS allows customers to easily send FlashArray snapshots to Amazon S3, enabling both cost-effective protection and flexible recovery both on-premises and the cloud. Meanwhile StorReduce provides cloud-native deduplication to allow for cost-effective cloud backup to AWS S3, in conjunction with local flash for fast recovery.

"Today, there exists a cloud divide-- the cloud is not purpose-built for enterprise applications, and enterprise infrastructure isn't as user-friendly as the cloud," the company says. "Customers should be able to make infrastructure choices based on what's best for their environment, not constrained by what the technology can do or where it lives. Today's announcement extends Pure's data centric architecture to the cloud, allowing our customers to build hybrid applications that provide true mobility and freedom."

Cloud Block Store is currently available in limited public beta, with a general launch planned for H2 2019. CloudSnap is available now, and StorReduce hits the market on H1 2019 following a limited public beta.

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