

SOLUTION BRIEF

Disaster Recovery with Pure Cloud Block Store

Implement modern data protection and disaster recovery for hybrid and multi-cloud environments.

The ability to store and manage data easily between your on-premises environment and hyperscaler clouds can help reduce the business impact of a failure—from a single volume or array to an entire site or cloud. Pure Cloud Block Store™ allows you to leverage cloud for business continuity (BC) or as a disaster recovery (DR) target with the ability to ensure high availability of applications and data across geographically dispersed data centers as well as separate hyperscale clouds.

Risk Management Challenges

Your enterprise data protection strategy must encompass all your business's data, and your employees often create and store data in the cloud. Beyond protection-related issues, you need to account for regulatory compliance, ransomware, and risk management. Regulatory responsibilities can result in fines if you fail to protect sensitive data. Ransomware attacks can expose your critical business data to malicious activities. Compliance-related data needs protection, such as personally identifiable or personal health information.

Gartner reports that 76% of companies it surveyed experienced an incident in the past two years requiring a DR plan, while more than 50% experienced at least two incidents.¹ Unplanned downtime results in excessively long recovery times, higher potential of unrecoverable data, and lost revenue. However, not all organizations have the resources to stand up a secondary site to address their DR responsibilities.

Business Continuity and Disaster Recovery in the Cloud for Continuous Uptime, Security, and Compliance

Cloud economics, automation, data replication, and recovery orchestration have made DR to the cloud ideal for most organizations, especially if you lack the resources for a secondary site. IDC estimates that more than 80% of organizations use the cloud for



Enterprise-Grade

- Experience consistency across on-premises and cloud environments.
- Eliminate data silos with seamless data mobility.



Resiliency

- Enable multi-cloud business continuity and DR
- Achieve high availability and resiliency.
- Maintain data integrity with always-on encryption.



Agility and TCO

- Avoid new hardware purchases and deployments.
- Clone workloads without using physical storage space.

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some portion of their data protection strategy.² Pure Cloud Block Store enables replication to the cloud and between clouds in a cost-efficient way. It delivers continuous uptime with ActiveCluster synchronous replication and near-zero RPO continuous replication with ActiveDR between clouds for your most critical workloads. It also delivers always-on encryption with cloud-native cybersecurity, providing a compliant solution that safeguards data while preserving its integrity.

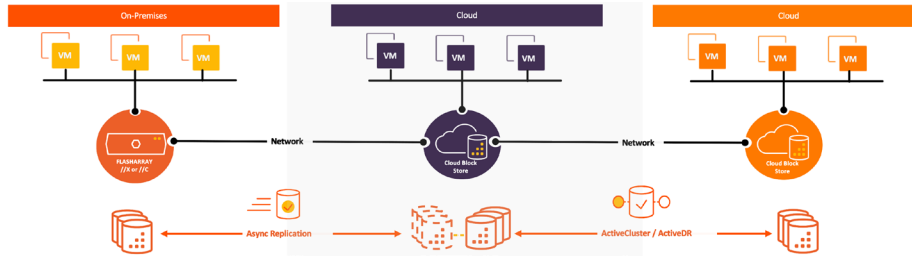


Figure 1. Use the cloud for DR from on-premises to cloud or migration and DR between public clouds.

Case Study: Cornerstone OnDemand

With roughly 75 million subscribers and more than 7,000 enterprise clients in 180 countries, Cornerstone is the world's largest unified talent management company operating with a software-as-a-service model. Many Cornerstone clients have unique security and compliance concerns, whether in the life sciences, federal, or the public sector spaces. Cornerstone faced a key challenge in addressing clients' security and compliance objectives, including recovery point objective (RPO), recovery time objective (RTO), and data integrity. Cornerstone guarantees a recovery time of 24 hours, with no more than one hour of data loss. With 37,000 databases to ensure, Cornerstone must demonstrate that all client data is secure and intact. Cornerstone looked at the native capabilities of SQL, but the administrative overhead made the solution untenable.

Cornerstone has an environment comprised of Pure Storage FlashArray™ systems and decided to pursue a cloud-first DR approach using Pure Cloud Block Store. Cornerstone quickly demonstrated that it could replicate data to multiple AWS regions in an automated way while getting the same performance as its on-premises environment. Cornerstone found it could easily scale storage from its FlashArray systems to AWS, and most importantly, the solution met client SLAs for RPO, RTO, and data integrity while delivering the required storage capabilities for critical applications.

“Two main trackers: Our RPO and RTO. Right out of the gate, those things had to be validated and attested to, and we were able to achieve that with Pure Cloud Block Store.”

- WES NORTH, AVP TECHNOLOGY OPERATIONS, CORNERSTONE ONDEMAND

Additional Resources

- Learn more about [Pure Cloud Block Store](#).
- Visit [AWS Marketplace](#).
- Visit [Azure Marketplace](#).

1 Gartner Survey Analysis: IT Disaster Recovery Trends and Benchmarks

2 IDC: Azure Site Recovery and Azure Backup are Helping Businesses Improve Operations

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