



# Pure Cloud Block Store for Data Mobility and Protection

Get state of the art software defined storage natively in Azure.

## Software-Defined

- Abstracts applications and data from their underlying hardware.
- Eliminate data silos with seamless data mobility.

## Reliability and performance

- Enable multi-site high availability for applications and data.
- Fast data replication through snapshots and clones.
- Keep replicas in synch with master datasets.

## Efficient DevTest

- Pure Cloud Block Store snapshots and clones consume negligible cloud storage.
- Clone many batch datasets to the cloud through asynchronous replication.
- Improve software TTM and TCO.

Pure Cloud Block Store enables you to get seamless data mobility across on-premises and cloud environments while getting a consistent experience regardless of where your data lives. Its industry leading data efficiency means you buy less capacity in the cloud without sacrificing the storage features and flexibility you require.

## Data Resiliency and Efficiency

Pure Cloud Block Store enhances the storage resiliency of Azure. When you deploy mission-critical applications, you must 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 AZs and regions.

## Disaster Recovery in Azure for Security and Compliance

Cloud economics, automation, data replication and recovery orchestration have made DR to the cloud ideal for most organizations. Gartner reports that 76% of companies it surveyed experienced an incident in the past two years requiring a DR plan, while over 50% experienced at least two incidents<sup>1</sup>. Pure Cloud Block Store enables you to replicate to the cloud cost efficiently, and its always-on encryption combined with cloud native cybersecurity provides a compliant solution that safeguards data while preserving its integrity. Your businesses also experiences continuous uptime and better agility.

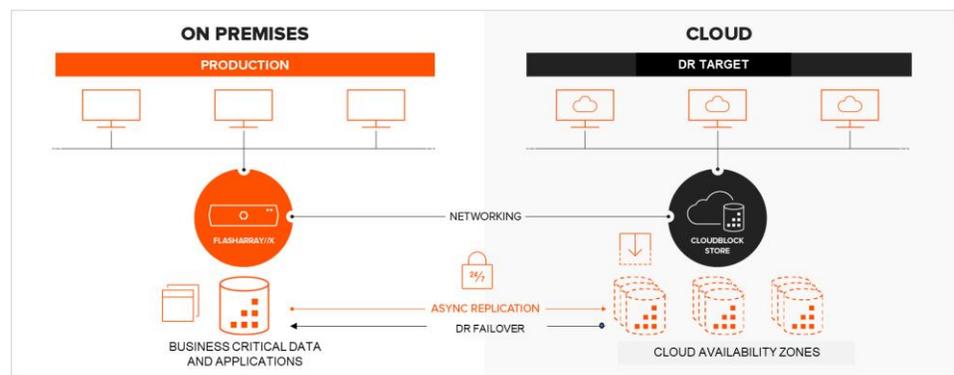


Figure 1. Replicate to multiple high availability zones in the cloud bi-directionally while keeping replicas in sync with master data.

## Resources to support you on your journey

Learn more about [Pure Cloud Block Store](#).