

## PURE STORAGE AND VMWARE

### VMware Validated Design Certified Partner Architecture for SDDC Accelerates Private and Hybrid Clouds with Greater Efficiency and Simplicity

Pure Storage, the market's leading independent all-flash data platform vendor for the cloud era, has received the VMware Validated Design Certified Partner Architecture for the Software-Defined Data Center (SDDC). The certification of a SDDC based on Pure Storage FlashArray allows customers to have confidence in rapid deployment of a fully configured and virtualized SDDC, high performance and unprecedented consolidation for mission critical applications, and simple infrastructure management.

#### KEY HIGHLIGHTS

- The VMware Certified Partner Architecture ensures rapid deployments
- Pure Storage FlashArray is the first VMware technology alliance partner to receive certification from VMware
- Customers can modernize with a software-defined data center that's powered by self-driving storage
- [https://vmware.com/go/pure\\_vvd\\_kb](https://vmware.com/go/pure_vvd_kb)

#### The Era of the Software-Defined Data Center

Modern software-defined compute, or virtualization, is the first step toward the Software-Defined Data Center. Introduced by VMware more than a decade ago, x86 server virtualization has become a standard technology used by a vast majority of data centers worldwide. Each virtualized application and its operating system are encapsulated in a separate, isolated virtual machine (VM). Many VMs can be run simultaneously on each server, putting the majority of hardware capacity to productive use.

The results have transformed server efficiency by offering superior performance, higher availability, and significant savings. In other words, virtualization has enabled IT to achieve significantly more at dramatically lower cost.

However, legacy disk-based and hybrid storage has too often been a bottleneck on the path to the SDDC. Pure Storage all-flash solutions are built from the ground up to eliminate storage bottlenecks with next-generation performance and resiliency – enabling customers to drive productivity and growth while lowering risk.

Through the SDDC, the software-defined approach extends industry-leading VMware vSphere® virtualization beyond compute to network and storage, making data center services as easy and inexpensive to configure and manage as virtual machines.

“We are excited to have Pure Storage, a leader in all-flash systems, in our Certified Partner Architecture program. Together we can help our mutual customers accelerate IT modernization with integrations for better manageability, availability and a software-defined data center approach to the private cloud. All powered by a high performance storage solution to run and consolidate key mission-critical applications.”

JOHN GILMARTIN  
GM & VP, INTEGRATED SYSTEMS BUSINESS UNIT  
VMWARE

#### LEARN MORE

For more information on SDDC and the VMware Certified Partner Architecture, contact your VMware representative or visit <http://vmware.com/solutions/software-defined-datacenter>.

### The VMware VVD: Deploy with Confidence

VMware Validated Designs provide comprehensive and extensively-tested blueprints to build and operate a Software-Defined Data Center. A VVD enables rapid, smooth deployment and configuration of the complete VMware SDDC in a wide range of use cases, and provides detailed guidance on how to operate efficiently.

By including Pure Storage all-flash arrays in the Certified Partner Architecture program, VMware has added Pure's best-of-breed Data Platform, which is simple to manage and delivers high performance to key applications running in the SDDC. The Pure Storage Data Platform provides all the storage services—block or VM—needed to consolidate everything, whether databases, virtual machines, analytics, or webscale applications. Moreover, the Data Platform delivers Tier 1 data services to all workloads and drives productivity with industry-leading data reduction, proven 99.9999% availability, completely non-disruptive operations, built-in data protection, global flash management, endless extensibility, and effortless simplicity.

In addition, Pure's integration with the VMware vRealize® Suite of products—including vRealize Automation™, Orchestrator™, Operations™ and Log Insight™, as well as support for VMware Virtual Volumes™—enables storage services to be delivered to individual applications with more automation and deeper granularity. Management packs and plug-ins are available through the Purity Operating Environment.

Pure Storage and VMware have jointly designed an architecture that will enable customers to:

- Automatically provision pre-configured VMware SDDC environments, consisting of vSphere, VMware NSX®, vRealize and FlashArray to create a scalable and automated private cloud.
- Decrease time to value and rapidly deploy Tier-1 and Tier-2 workloads, without modification, in a private cloud environment and extend to public cloud providers.

### Seamless Operations

The VMware SDDC is designed to smooth migrations to newer VMware products by ensuring all products in the architecture BOM can interoperate. Additionally, systems such as the VMware Storage Based Policy Management (SPBM) enabled by VMware Virtual Volumes (VVols) allows customers to change the underlying infrastructure without breaking established policies and automation systems. Customers can further benefit from investment protection through seamless transition to newer technologies such as Pure's mainstream 100% NVMe storage and adoption of increased software automation in this CPA. The FlashArray has certified support for vRealize Automation and Orchestrator to incorporate procedures and workflows without having to worry about minor changes in the underlying infrastructure.

