Pure Storage and Veeam Announce Resilience Delivered as a Service

Enterprises run on data, and protecting that data has become more complicated than ever. Today's environments span fleets of storage arrays, hybrid clouds, and thousands of workloads. Yet most organizations still manage recovery system by system, manually registering arrays, setting policies one at a time, and hoping nothing is missed. It's slow, inconsistent, and difficult to scale.

Pure Storage and Veeam are changing that. Together, we've integrated Pure Fusion™, our intelligent control plane for storage, with the Veeam Data Platform. The result is a joint solution that brings enterprise-wide visibility, automation, and consistent recovery operations to the entire storage fleet.

Fleet-wide Integration and Centralized Recovery

With Pure Fusion orchestrating every FlashArray™ system and Veeam providing the backup and recovery engine, the solution unifies what has historically been fragmented. Arrays are automatically registered in Veeam. Protection policies can be applied once and enforced on all datastores in the fleet. Recovery jobs can be run across the fleet without scripts or one-off configurations.

When something goes wrong, integration goes a step further. Pure1® anomaly detection highlights unusual activity, Pure1 workflows then map it to specific workloads, and Veeam tags affected restore points using the Incident API. This creates a fast path to cleanroom recovery, giving teams the ability to restore verified data while avoiding reinfection.

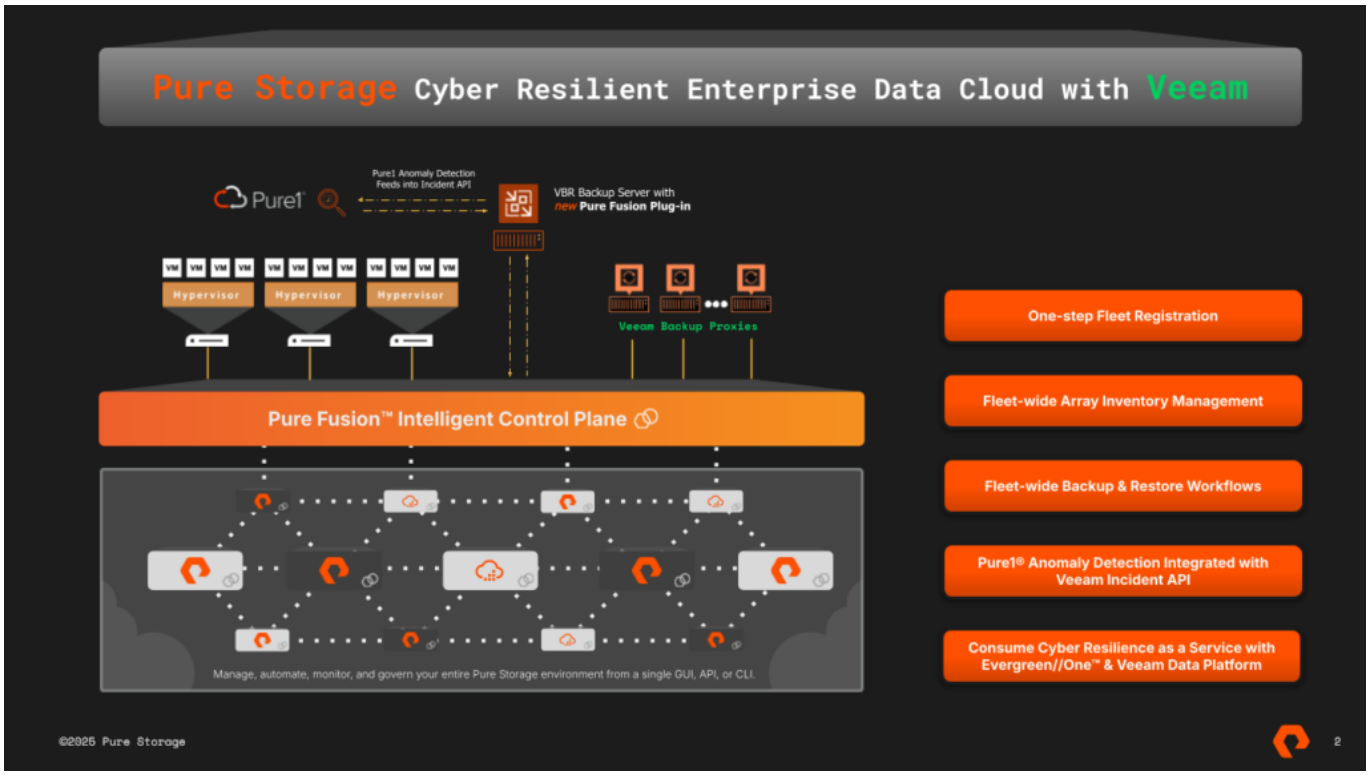


Figure 1: Pure Storage® Pure Fusion solution with Veeam Data Platform

From Fragmented Workflows to Unified Resilience

By combining Pure Fusion and the Veeam Data Platform, we address several long-standing challenges:

- **Unified fleet management:** Centralized visibility and policy control across all FlashArray systems
- **Snapshot-driven performance:** Fast, low-overhead backup and near-instant restore from Pure Storage snapshots
- **Automated orchestration:** Protection rules defined once and consistently applied everywhere
- **Anomaly-aware recovery:** Integrated detection, tagging, and cleanroom workflows for safe, trusted restores
- **Verified coverage:** Confidence that workloads across the environment are consistently protected and recoverable

This is more than backup at scale. It’s a recovery architecture designed for enterprise-wide cyber resilience.

Delivered as a Service

The solution can be delivered as a service for a flexible OPEX model that makes

resilience easier to consume, simplifies deployment, centralizes visibility and management, and allows protection to scale as business needs evolve.

Customers benefit from:

- Cloud-like flexibility
- On-demand scalability
- Predictable, usage-based cost
- Available “clean storage” for recovery operations and IREs

Built for Enterprises That Expect More

Cyber resilience should be continuous, automated, and verifiable. Pure Storage and Veeam deliver exactly that: fleet-wide visibility, consistent recovery operations, and the assurance that clean data can be restored when it matters most.

Learn more about the solution.