GLOBAL RESPONSE ENLISTS
PURE STORAGE TO SUPPORT
GROWTH AND BOOST
EFFICIENCY
Chadd Kenney, VP & Chief Technology Officer, Americas
at Pure Storage
Flash Memory Summit – Wednesday, August 8
TWO MAJOR FLAWS
TRADITIONAL BACKUP SOLUTIONS

INFLEXIBLE APPLIANCES
BUILT FOR SINGLE TASK - TO COPY DATA FROM A TO B

SLOW RESTORE EXPERIENCE
LACKS PERFORMANCE WHEN YOU MOST NEED IT

Data Domain DD9300
Veritas NetBackup 5240
HPE StoreOnce 3000
Oracle Zero Data Loss Appliance

“If You Thought Database Restores Were Slow, Try Restoring From an EMC Data Domain
Published On: 2013-07-20
By: Denny Cherry

Recently I did something which I haven’t had to do for a VERY long time, restore a database off of an EMC Data Domain. Thankfully I wasn’t restoring a failed production system, I was restoring to a replacement production system, so I was getting log shipping setup.

“The database in this case is ~6TB in size… I canceled it after about 24 hours. It was at ~2% complete.”

https://www.dcac.co/syndication/if-you-thought-database-restores-were-slow-try-restoring-from-an-emc-data-domain
REALITY IS GETTING MORE COMPLEX
TODAY'S DATA CENTER FILLED WITH SILOS FOR NUMEROUS WORKLOADS
NEXT-GEN SMART DATA HUB
SINGLE PLATFORM ENGINEERED TO DELIVER EFFORTLESS PERFORMANCE FOR WIDE RANGE OF WORKLOADS
DATA HUB FOR MODERN DATA
POWERING NEXT-GEN WORKLOADS FROM RAPID RECOVERY TO AI

BACKUP & RESTORE
SW DEV
EDA
DATA WAREHOUSE
DATA ANALYTICS
AI
GLOBAL RESPONSE

During more than 40 years in business, Global Response has focused on innovation in call center technologies in its quest to deliver better service to clients and improve enterprise efficiency.

THE CHALLENGE
- As an always-on enterprise, Global Response requires high-availability of data and applications 24/7
- Legacy storage solutions challenged scalability with undesirable backup times and slower than desired restore times.

THE SOLUTION
- Pure FlashBlade integration with Veeam Availability Suite provides the data protection strategy.
- Cisco UCS servers and routers
- VMware virtualization software

THE RESULT
- Backing up 70 VMs used to require 1 hour; now, it’s less than 5 minutes
- Lower RPOs and RTOs
- Meeting/exceeding all customers SLAs
- Sharply reduced workload for IT staff