

Accenture and Pure Storage: simplify your Journey to Cloud

Enable Clients Journey to Cloud
Ensuring Full Integration between
On Prem and Public Cloud Platform
with Cloud Block Store

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01.

Introduction

A Hybrid-Cloud approach enables several benefits for organizations, **from the ability to combine best of breed solutions to increase cost efficiency**, as well as enable agility features and avoid vendor lock-in.

The Journey to Hybrid Cloud allows customers to address several common business needs:

Achieve improved economics, security and flexibility—even for hosted solutions and without owning data centers

Innovate faster

Simplify the purchasing mechanism

Enable an agile implementation approach

Accelerate new infrastructure provisioning

For these reasons Migration to Cloud is fundamental to enterprises' digital transformation.

In fact, digital business service providers point to Cloud as the #1 most important digital technology to their digital business offerings that is driving profound changes in how businesses operate, compete and create value for all their stakeholders.

Also, **Cloud Migration is driving the latest phase of application modernization**

and companies of all sizes require assistance to achieve greater value from their Journey to Cloud and Migration.

In this scenario, Pure Storage and the Accenture Cloud Innovation Center of Rome (ACIC)

have worked synergistically to develop a solution enabling customers to start their own Journey to Cloud strategy, providing the technologies and the best practices to enable digital transformation.

[discover more >>](#)

What is ACIC?

ACIC is **a case-driven prototyping center** where companies can rapidly evaluate the feasibility and security of cutting-edge Cloud services, customized for their specific needs, accessible through a catalog of real, tested and customizable use cases, leveraging collaboration with an extensive ecosystem of technology partners and vendors, from large

providers to niche pioneer companies of new technologies.

The Cloud Innovation Center offers the agility you need to rapidly prototype Cloud-based solutions and conduct integration tests.

We help companies identify and adopt the best Cloud solutions for their needs.

02.

Journey to Cloud Challenges and Solutions

Organizations of all types are committed to **the potential of Cloud** to transform how they do business, with the adoption of external Cloud services nearly ubiquitous at this point.

However, **a significant divide exists today** between traditional enterprise IT environments and the Public Cloud, with different management models, consumption models, application architectures, storage and data services.

These differences can limit your ability to move enterprise and Cloud-native applications where you need them. If you want to create an effective Cloud Journey, **you'll need to identify the differences** that create the biggest challenges to your operations and take steps to close those gaps.

But **which are the main challenges** you will face moving to Cloud, **and which are the solutions?**

Public Cloud is poorly suited to traditional enterprise storage features

Pure Storage **enables a number of block and file data services** that are now available to support enterprise workloads in the Cloud. These services layer enterprise capabilities on top of existing Cloud data stores, offering pay-as-you-go consumption

while delivering the high availability and efficiency your applications expect so that applications don't have to be redesigned. They may also offer snapshots, cloning, and replication to support data protection, disaster recovery, and other management functions.

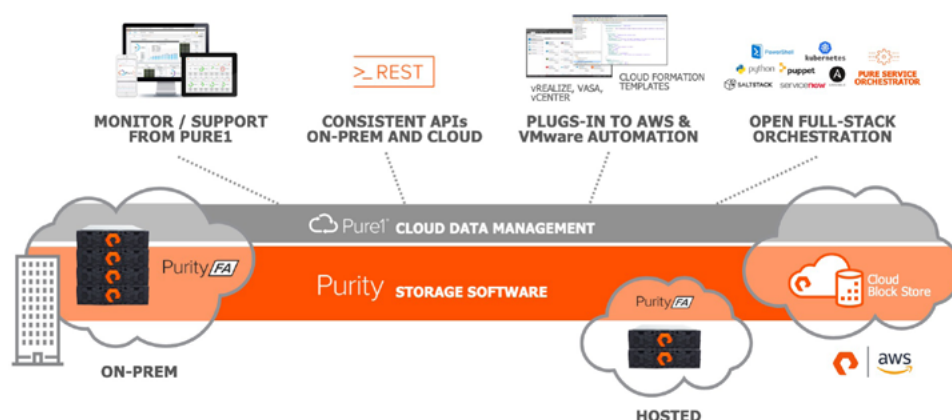
MAKES CLOUD STORAGE BETTER!



Private and Public Cloud management and APIs are different

By choosing enterprise Cloud data services compatible with the storage you use on-premises, **you can provide consistent management interfaces** across both environments, and ensure that APIs are consistent too, as a result, applications written to those APIs will be able to run in either environment without porting,

freeing your IT and development teams to focus on more important problems. This unifies management tasks and makes it possible for the same administrators to operate effectively in both environments, **reducing the risk of operator error** and eliminating the need for a separate team for Cloud admin.



03

Cloud-native applications expect object storage

For many enterprises, the second option, on-premises object storage, is ultimately a better choice. **Cloud-native applications are likely to be a bigger and bigger part of your company's digital strategy.** With Cloud-compatible object storage in your data center, you'll be able to develop

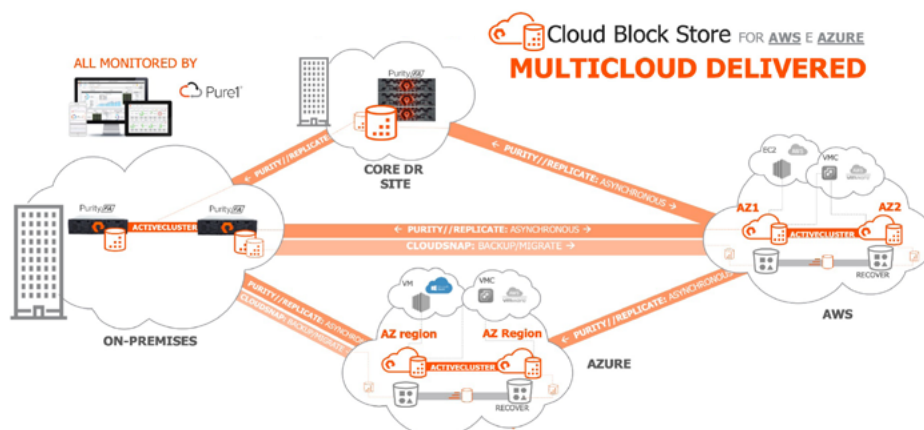
once and deploy in any Cloud. In addition to its role providing Cloud-native application compatibility and portability, object storage is increasingly being used in the enterprise to support big data analytics, content management, and various backup and archival use cases.

04

Use Cloud for data protection and recovery

Choosing primary and secondary storage that is "Cloud capable" is the simplest path to Cloud data protection and DR. Ease of Cloud integration should be one of your selection criteria any time you refresh data center storage. Look for **storage solutions that don't require you to integrate a lot of third-party** software or extra hardware.

Of course, the reality is that most data centers continue to have at least some degree of heterogeneity. An alternative solution is to add a Cloud-capable secondary storage system as a backup target, backup all the old stuff to that, and then replicate the results to the Cloud for retention and DR.



05

Some applications require on-premises solutions

When selecting a vendor, find one that supports an OPaaS model. The ability to **utilize storage-as-a-service** within your secure data center provides nearly all of the Public Cloud benefits, while retaining the security necessary.

06

Existing Cloud offerings lack a unified infrastructure

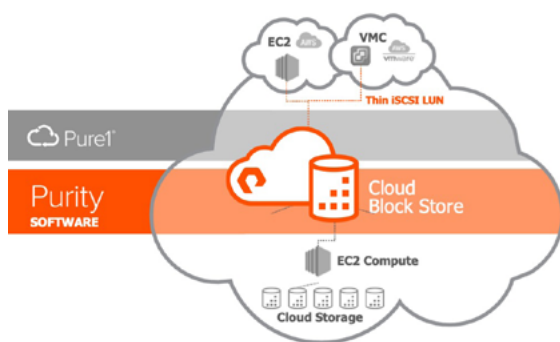
Look for vendors that can not only support a variety of hybrid options but can **provide a unified/common experience** and mobility between the configurations. This way you can't make a mistake because you can tune your Hybrid Cloud by moving your workloads as needed.

03.

Pure Storage and Accenture Approach

Accenture and Pure Storage address these challenges aiming to support customer Journey to Cloud with solutions **ensuring full integration between on-prem and Public Cloud platform** and enabling customer to easy migrate, replicate and backup is application on heterogenous Cloud environments.

The core technology of the solution is **Pure Storage® Cloud Block Store™** (CBS), which helps to reduce the distance between Private and Public Cloud delivering consistent data services, simplified two-way mobility, as well as transparent management and orchestration within a Hybrid and Multy-Cloud environment.



INDUSTRIAL-STRENGTH BLOCK STORAGE, DELIVERED NATIVELY IN THE CLOUD



100% Software:

Deploys instantly as a virtual appliance in the cloud, runs only as long as you need it



Efficient:

Deduplication, compression, and thin provisioning deliver capacity and performance economically



Hybrid:

Easily migrate data bi-directionally, delivering data portability and protection across your hybrid cloud



Consistent APIs:

Developers connect to storage the same way on-prem and in the cloud. Automated deployment with Cloud Formation Templates



Fast, Reliable, Secure:

Delivers industrial-strength performance, reliability & protection with multi-AZ HA, NDU, instant snaps and data-at-rest encryption



Flexible:

Pay-as-you-go consumption model to best match your needs for production and development

Pure Storage Cloud Block Store (CBS)

Our Approach

In ACIC **we work together to enable clients to start their own Journey to Cloud**, identifying a solution for a seamless Hybrid/Multi-Cloud Migration, at speed and automated. We do this integrating a Cloud based instance of CBS, hosted on AWS, and a Pure Storage M20 hosted on prem.

Within the perimeter of the Accenture Cloud Innovation Center we worked on the prototyping of **3 main use cases** based on our clients' everyday business needs:

Migration to the Cloud

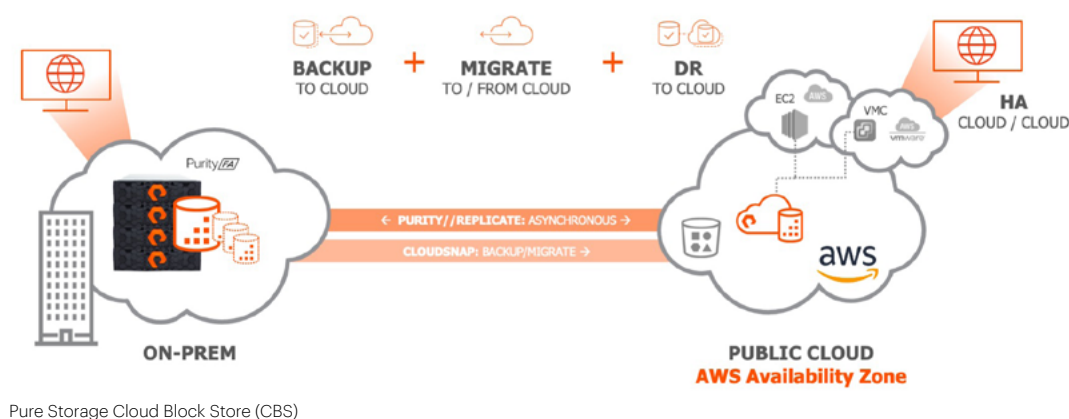
Leveraging CBS we show how it is possible to migrate applications from OnPrem to Cloud leveraging on native features provided by Purity software (e.g. snapshot, asynchronous replica)

DR to the Cloud

In a modern DevOps model, "shift left" requires testing early and often. Leveraging Pure Cloud Block Store we show how to easily create clones in the Cloud, so you don't have to purchase and deploy new on-premises hardware. Also, Pure Cloud Block Store clones are instantaneous and consume no Cloud storage, benefiting your business through faster software deployment and better TCO.

Reduce Cloud Storage Costs (better TCO)

That's where industry-best storage efficiencies come in. Leveraging CBS feature like Data Reduction, Compression, and Thin Provisioning we show how to Reduce the Cloud storage resources required to house customer data and realize significant cost savings.



04.

Get Pure Power – in the Cloud

The Journey to Cloud **is enabled leveraging on the Pure Storage Cloud Block Store** (CBS), solutions simultaneously enabling customers to run mission-critical applications seamlessly in the Cloud—without rearchitecting—and powers the development of more sophisticated webscale applications.

Cloud Block Store (CBS) **is a block storage solution provided as a Cloud-native service**. Based on Purity software (the same software used for physical storage), CBS allows to run mission-critical (and not) applications on Cloud. But not only. Leveraging on the native integration with physical Pure Storage solution, is possible to move transparently applications between on-prem and Cloud infrastructure, enabling a real Hybrid Cloud scenario, accelerating

the applications development and reducing the infrastructure lock-in.

Cloud Block Store is **always thin provisioned, deduplicated, and compressed** – efficiently delivering capacity and performance. Snapshots are instant and space-saving. Cloud Block Store enables **critical Use Cases such as Backup, Migration and DR to the Cloud**.





100% software

Deploys as a virtual appliance in the Cloud, runs only as long as you need it.



Efficient

De-duplication, compression, and thin provision-ing deliver capacity and performance economically.



Consistent APIs

Developers connect to storage the same way on-prem and in the Cloud. Automated deployment with Cloud Formation Templates.



Hybrid

Easily migrate data bi-directionally, delivering data portability and protection across your Hybrid Cloud.



Flexible

Pay-as-you-go consumption model to best match your needs for production and development.



Reliable, Secure

Delivers industrial-strength performance, reliability, and protection with multi-availability zone HA, instant snaps, and data-at-rest-encryption.

05.

Conclusions

Cloud has become **an urgent imperative for creating a sustainable advantage** for organizations, something that can enable resilience, new experiences and products, trust, speed and structural cost reduction.

Accenture and Pure Storage can support the enterprises in their Cloud adoption enabling Multi and Hybrid Cloud scenarios and critical application moving.

And we support clients to fill this need by using Cloud Block Storage providing the **following advantages**:

Enable mission critical application to run on Cloud

**Reduce the Cloud Storage needs
(leveraging on Purity deduplication capabilities)**

**Enable an instant Hybrid Cloud leveraging
on AWS Cloud Formation**

**Enable customer to migrate/replicate application from/to Onprem
to/from Cloud**

Avoid impact on Users and Operations team experience

Seamless management & orchestration

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 514,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.

Visit us at www.accenture.com.

About Pure Storage

Pure Storage (NYSE: PSTG) gives technologists their time back. Pure delivers a modern data experience that empowers organizations to run their operations as a true, automated, storage as-a-service model seamlessly across multiple clouds. One of the fastest-growing enterprise IT companies in history, Pure helps customers put data to use while reducing the complexity and expense of managing the infrastructure behind it. And with a certified customer satisfaction score in the top one percent of B2B companies, Pure's ever-expanding list of customers are among the happiest in the world.

Learn more

Find out about **Accenture Cloud Innovation Center of Rome**

www.accenture.com/acicrome

Discover more about the

Accenture + Pure Storage partnership

www.accenture.com/us-en/services/cloud/innovation-center-purestorage

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