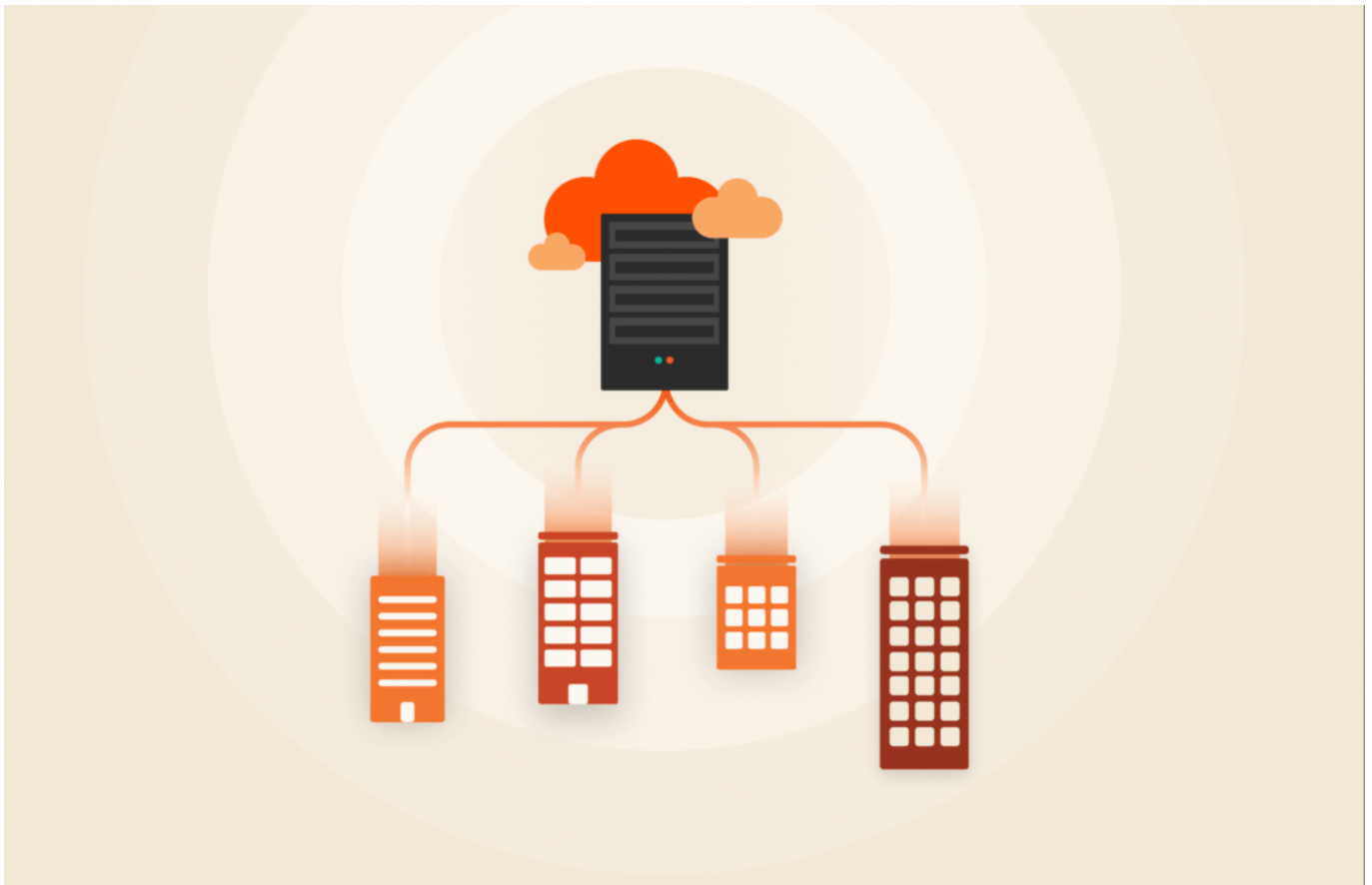# Introducing Pure Storage FlashArray for AWS Outposts: Empowering Hybrid Cloud Infrastructure with Enterprise-grade Storage

Today, we're excited to announce Pure Storage® FlashArray™ for AWS Outposts, a new solution that brings Amazon Web Services (AWS) together with enterprise-grade Pure Storage to deliver a hybrid cloud solution, enabling organizations to modernize applications within their own data centers. Starting today, customers can attach block data volumes backed by Pure Storage FlashArray to Amazon Elastic Compute Cloud (Amazon EC2) instances on Outposts directly through the AWS Management Console.

Pure Storage FlashArray for AWS Outposts delivers a powerful new option for

enterprises looking to build flexible infrastructure and create a truly seamless hybrid cloud experience. AWS Outposts is a family of fully managed solutions delivering AWS infrastructure and services to virtually any on-premises or edge location for a consistent hybrid experience. The Pure Storage platform brings industry-leading storage defined by its unmatched simplicity, reliability, performance, and efficiency, along with enterprise-grade data protection and security built-in. This new solution combines these two powerful systems while offering a simplified and integrated user experience, leveraging the AWS Management Console that AWS customers are familiar with to make this one of the simplest hybrid cloud solutions available.

The Challenge of Hybrid Infrastructure

Many enterprises are held back by legacy infrastructure that is rigid, siloed, and difficult to adapt to modern demands. These systems often lack the flexibility needed to support new applications, integrate seamlessly with cloud environments, or scale efficiently, forcing IT teams to choose between managing outdated infrastructure or undertaking complex, costly migrations. This inflexibility hampers innovation, making it challenging for organizations to adopt hybrid strategies or run cloud-native applications without getting bogged down by significant operational disruptions. Customers need a fully integrated solution with cloud operations that delivers high performance, enterprise-grade storage capabilities, and efficiency to drive cost savings.

Pure Storage FlashArray for AWS Outposts presents a compelling alternative, offering one of the simplest hybrid cloud solutions available today, and enabling enterprises to modernize within their existing data centers. This integrated solution seamlessly bridges on-premises and cloud environments, bringing AWS compute and other services alongside Pure Storage enterprise-grade, high-performance storage.

IT teams can now run cloud-native and virtualized applications, scale resources as needed, and gain the agility of the cloud—while maintaining control of how their data is stored and processed. Ultimately, empowering enterprises to innovate and grow, using cloud technology within the security and familiarity of their own data

center.

A Better Approach to Hybrid

With Pure Storage FlashArray for AWS Outposts, customers can create truly seamless hybrid infrastructure. Benefits include:

- **Modernize Hybrid Infrastructure:** This solution seamlessly bridges on-premises and cloud environments, enabling enterprises to build a robust hybrid infrastructure that combines AWS services with the Pure Storage platform. With the attachment of external block data volumes fully integrated with EC2 instance launch, this hybrid solution leverages familiar AWS tooling to simplify the use of Pure Storage FlashArray with cloud capabilities offered by AWS Outposts.

- **Industry-leading Performance with All-flash Storage:** Measure performance in micro-seconds, not milliseconds. FlashArray delivers best-in-class all-flash storage, ensuring reliable, high-speed performance for modern workloads. This solution provides enterprises with the speed, efficiency, and capacity needed to support today's demanding applications. Performance optimized models of FlashArray can increase application speeds up to two times and reduce latency up to 50%.

- **Efficiency and Cost Savings:** FlashArray enables greater efficiency and cost savings with its industry-leading data reduction technology, which optimizes storage across the entire data pipeline. By leveraging proprietary flash technology, Pure Storage optimizes data center space and energy to drive cost savings.

- **Enterprise-grade Data Protection and Resilience:** FlashArray is designed with built-in security, resilience, and compliance features to meet enterprise demands for data protection. Features like SafeMode™ Snapshots provide robust safeguards and fast data recovery options, ensuring critical information is protected and resilient against potential disruptions.

"With AWS Outposts now integrated with Pure Storage FlashArray, we're giving customers the flexibility to run cloud services with an enterprise-grade storage platform within their own data centers," said Jan Hofmeyr, Vice President of EC2 Networking and Edge, AWS. "This collaboration empowers organizations to modernize their infrastructure with the agility of AWS and the reliability of Pure, enabling them to innovate faster, scale efficiently, and meet evolving business demands without compromising on control or performance."

Are You Ready to Build Your Hybrid Cloud?

For enterprises ready to take the next step in hybrid cloud infrastructure, Pure Storage FlashArray for AWS Outposts provides the perfect platform. By uniting the performance and resilience of FlashArray™ with the flexibility and power of AWS, this solution enables organizations to transform their data centers and pursue their cloud strategies on their own terms.

Explore what Pure Storage FlashArray™ for AWS Outposts can do for your hybrid cloud strategy today. Visit our website to learn more and sign up for early access.

Click here to read the full announcement.

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