

# FLASHBACKK for Data Protection

## WHAT IS IT?

Flashback for Data Protection is Actifio data management functionality that can work with and extend any storage array, including Pure. It allows IT admins to:

- **Capture application consistent data** from heterogeneous environments including physical and virtual servers running a wide variety of applications including Oracle, SAP HANA and MS SQL
- **Store data locally** using Pure Storage or in any cloud and enable automated replication of data to remote sites for disaster recovery purposes
- **Instantly recover critical servers** at scale either locally using Pure snapshots or in the cloud for instant recovery or DR purposes

## HOW CAN IT REDUCE TCO?

- **Scalable instant data recoveries:** Instant data recoveries minimize downtime and business impact from unexpected outages.
- **Snapshot, incremental forever-based backups:** Reduce backup windows by 5x or more and enable backup admins to focus resource on other projects.
- **Leverage the cloud:** Integrate the cloud into existing data protection operations including enabling long-term retention and disaster recovery.

## WHAT ARE THE FEATURES AND BENEFITS?

FEATURE	DESCRIPTION	BENEFIT
<b>Scalable instant recovery</b>	Instant recovery of multi-TB databases, file systems, VMs or physical servers either locally using Pure Storage snapshots, at a DR site or in the cloud	Minimizes outages by enabling data recoveries and shrink RTO
<b>Incremental forever backup</b>	Incremental forever backup for VMs, databases, file servers and NAS devices relying on native Pure snapshots	Reduce backup windows and network and storage I/O requirements by up to 10x and improve RPO
<b>Cloud integration for long-term retention and DR</b>	Integrate the cloud and object storage into existing data protection and enable instant recoveries and DR	Extend long-term retention and DR functionality to the cloud and benefit from dynamic, scalable and powerful cloud economics
<b>Application consistent</b>	All protection operations integrate with application-specific APIs like RMAN, Microsoft VSS or VMware VADP to ensure application consistency	Ensure that applications are properly quiesced and instantly available for recovery
<b>Web scale, SLA based management</b>	A single Actifio console can manage instances locally, at a DR site or in the cloud. Setup RTO, RPO, retentions using simple SLA policies	Manage all local and remote protection instances through a single pane of glass

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