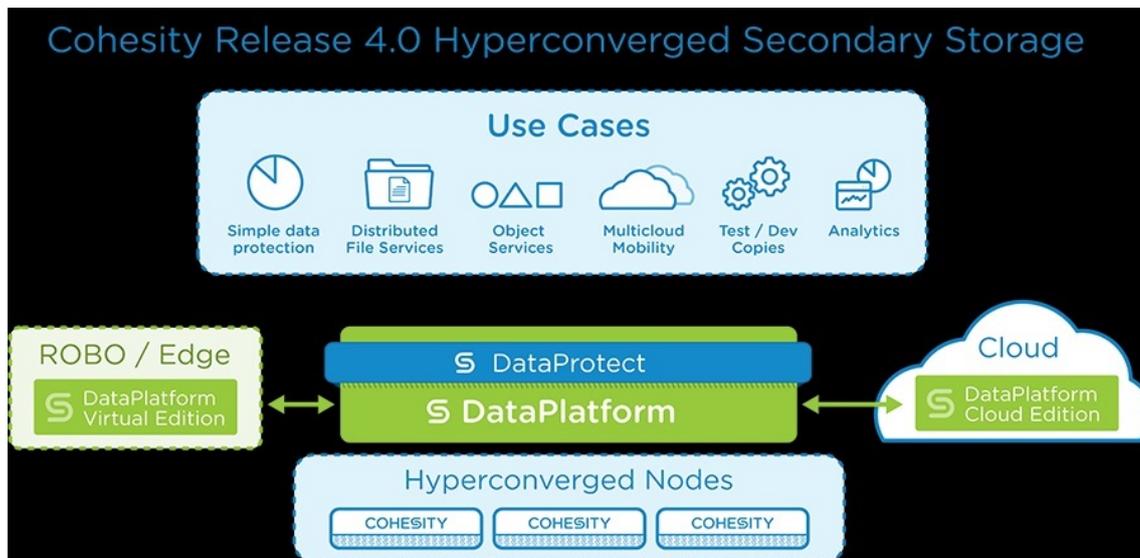


Full Potential of Disk-based Backup Finally Becoming a Reality with Cohesity DataPlatform 4.0

Organizations have come to the realization that using disk as a backup storage target does more than simply solve backup problems. It creates entirely new possibilities for recovery. But as they recognize these new opportunities, they also see the need for backup solutions that offer them new options for application availability and recoverability backed by ease of management. The latest [DataPlatform 4.0](#) release from Cohesity moves organizations closer to this ideal.

Using tape as a primary backup target is largely dead but the best practices, technologies, and the possibilities to capitalize on using disk as a backup target and as a source for recoveries are still emerging. For instance, secondary storage solutions that only offer “scale-up” architectures create management problems. Additionally, organizations want to do more with their long neglected second or third copies of data so they want to use these secondary storage solutions to host applications or VMs for the purposes of recovery.

Cohesity’s latest [DataPlatform 4.0](#) release illustrates the potential of what the current generation of secondary storage targets can do for organizations to improve their abilities to recover while simultaneously making it easier for them to manage and scale their infrastructure.



Source: Cohesity

Consider:

- **Integration with the Pure Storage FlashArray//M series.** Making snapshots of applications and/or virtual machines (VMs) on your [Pure Storage](#) production arrays is a great approach to data protection and instant recovery until one starts to run out of capacity on these arrays. Aggravating this situation, flash costs money. Through its recently [announced](#) integration with Pure Storage, organizations can seamlessly move snapshots via SAN or NAS protocols from Pure Storage [FlashArray//M](#) arrays to the Cohesity DataPlatform. This frees up availability capacity on Pure Storage arrays while making it possible for organizations to retain snapshots for longer periods of time.
- **More usable capacity using the same amount of raw capacity.** Everyone ideally wants something for nothing and Cohesity's latest 4.0 [DataPlatform](#) release delivers on this ideal. Previously, it mirrored data between disk drives for data redundancy. Using its new erasure coding technology, organizations can achieve 40% or more storage efficiency when compared to its previous generation product. Further, organizations can achieve this increase in storage capacity by installing this

latest software realize on its existing platform.

- ***New options for remote and branch office locations.*** Remote and branch offices are not going away anytime soon yet organizations do not have any more time to manage and protect them. To provide them with higher levels of protection while reducing the time required to manage them, Cohesity introduced its smaller C2100 appliance as well as rolled out a Virtual Edition of its software. The Virtual Edition can be used on traditional backup servers to support current backup and recovery operations or even operate in the cloud when it can serve as a backup target.
- ***Your choice of cloud providers.*** The Cohesity Virtual Edition can operate with multiple cloud providers to include [Microsoft Azure](#) and [Amazon](#). In this way, organizations can extend their [Cohesity](#) deployment into the cloud to provide instant backup and recovery to ensure uninterrupted operations.

Organizations are now quite acquainted with using disk as a backup target but many still find themselves on the outside looking in when it comes to realizing disk's full potential as a backup target... such as offering fast, simple recoveries that they can deliver at an enterprise scale. The Cohesity [DataPlatform 4.0](#) changes that perspective. Cohesity's use of hyperconverged technology as part of a secondary storage offering solves the key pain points that organizations have for quickly recovering either locally or in the cloud while simultaneously making their backups easier to manage.