

Top Five Ways to Save Costs with a Consistent Data Storage Platform



Can your current storage reduce complexity and deliver instant data access without blowing your budget?

Data growth isn't just exponential. It's becoming astronomical, challenging enterprises and traditional storage paradigms.

Traditional storage systems can't keep up with colossal data growth, making them impractical and costly, and limiting the ability to innovate. Some vendors have unfortunately made matters worse by cobbling together multiple, mixed storage architectures with disparate management tools, introducing additional complexity and even more costs into the storage landscape.

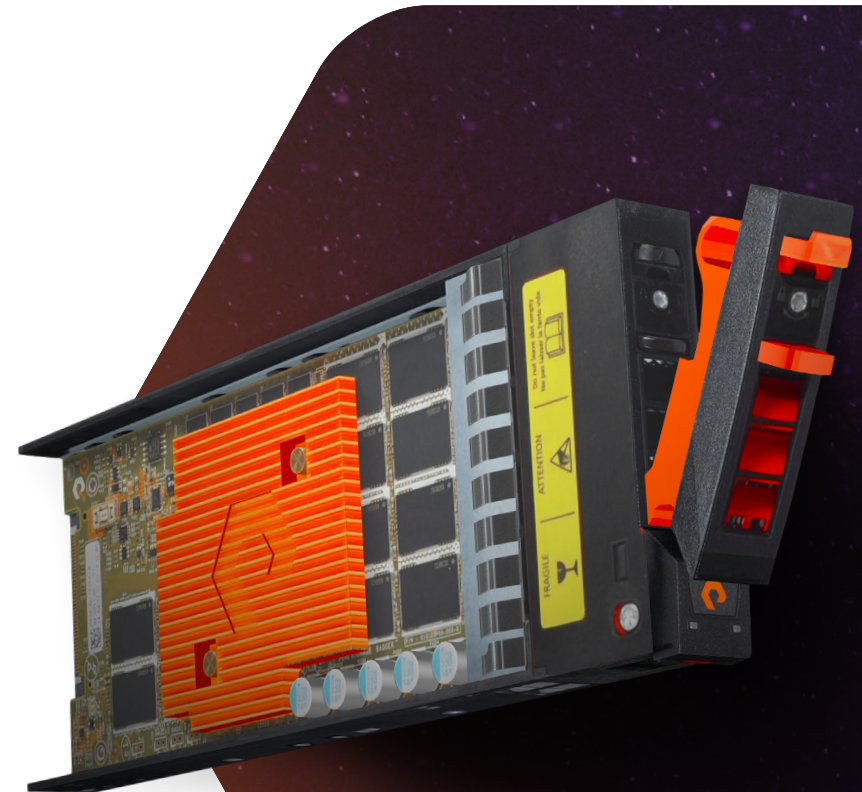
Pure Storage® avoids these challenges with a consistent storage platform, on-premises and in the cloud, that reduces acquisition and operational costs, and easily scales to support your business requirements without compromising performance.

With Pure Storage, you can store massive amounts of repository or archival data on our

all-flash capacity, optimized storage at costs comparable to disk. The platform enables quick access to this data on demand.

Pure's unique platform is also one of the most energy efficient in the industry, slashing your energy bills and freeing up valuable real estate in your data center. Our Evergreen® subscriptions reduce TCO even further by guaranteeing you always have the latest storage upgrades and ensuring you only pay for the capacity you need.

Finally, Pure's all-flash storage family does what traditional storage systems were simply not designed to do—ensure critical data is instantly available to your business and eliminate the frustration and expense of unplanned downtime or worse, outright disk failure.



Compelling Economics for Repository Data

Discover an all-flash, capacity-optimized storage system that offers a more economical solution than disk-based storage with a competitive acquisition cost at under \$0.20 per GB, including three years of service.

By delivering a more reliable, more consistent platform that consumes less space, power, and cooling resources, Pure's all-flash storage lowers operational spend, reduces the need for additional administrative resources, and helps shrink your data center footprint. This results in up to 40% lower TCO over six years, in contrast to comparable, disk-based systems.

Questions:

- Are you using your disk-based storage solution primarily because of its price?
- Is your organization under pressure to cut IT costs?
- Is your data center set up to enable long-term returns on investment across workloads?
- Is your data center forced to support multiple inconsistent storage platforms for specific workloads?



Slash Your Cloud Storage Costs

Eliminate data lifecycle and migration challenges on premises and in the cloud.

Pure's storage platform is as easy to manage in the cloud as it is in your physical data center. Even when your workloads grow to multi-petabyte scale, you gain consistent and predictable performance, without added complexity.

Pure Cloud Block Store™ reduces storage costs by up to 50% vs. public cloud storage with superior data reduction and enterprise-grade data services. Your storage is secured, thin-provisioned, deduplicated, and compressed, allowing you to easily move data across your entire landscape and optimize your cloud spend. You'll also enjoy the added benefit of lower cloud egress charges.

Questions:

- Have you been surprised by unexpected costs associated with cloud-based storage?
- Is managing your storage in a hybrid cloud environment a challenge for your organization?
- What is your plan to scale storage capacity across the cloud without adding additional full-time employees?



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Energy Efficiency

Data centers account for 1-2% of all global energy consumption— with storage responsible for 25-40% of the energy consumed in data centers.¹

With rising energy uncertainty and as some regions impose restrictions on new data centers due to power limitations, an all-flash storage solution helps address growing concerns of energy costs and data center power constraints. A modern all-flash solution can support your organization's environmental, social, and governance (ESG) initiatives, require up to 80% less power and space, reduce e-waste, and deliver long-term savings while improving over time.

Questions:

- What are your data center sustainability goals? Are green initiatives a top priority?
- How concerned are you about the rising costs of energy?
- What would your cost savings be if you could massively downsize your data center footprint?
- How does your IT team react when there is a need for increased compute and storage requiring expansion of data center space resources and energy consumption?





Swap Disruption and Downtime for Instant Data Access

Many storage vendors force you into regular, disruptive, and costly upgrades and maintenance—and yet access to secondary data remains overly time consuming.

You can end this expensive cycle of obsolescence once and for all. A consistent storage platform alleviates the pain of frequent hardware and software enhancements by providing a superior support experience and non-disruptive upgrades to deliver a flexible, cloud-like experience with reduced downtimes and lower operating costs. Pure's all-flash architecture allows instantaneous access to even repository data. In addition to newfound business uptime, you'll enjoy as much as 20 times better reliability than with legacy disk-based systems.

Questions:

- How frequently do you have to replace your storage hardware?
- Are you concerned about the quality and cost of support for your storage solutions?
- Does your data center leverage multiple disk storage platforms for specific unstructured workloads?





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Evolution Built-In

Meet your workload needs today, tomorrow, and forever.

Modular architecture enables your storage platform to scale and improve as your data grows by seamlessly incorporating hardware and software enhancements and upgrades without disruption or downtime. Cost-efficient data storage is a necessity for modern businesses, along with the availability of an SLA-driven, storage as a service (STaaS) model that lowers your upfront acquisition cost.

Questions:

- What is your plan to tackle massive data growth?
- Will your storage be able to meet the changing requirements of the business with a flexible infrastructure, predictable performance, and scale?
- Is your legacy data storage innovative enough to meet changing power and space requirements to allow for continuous optimization to reduce its power and space efficiency?



Benefits of a Cost-efficient Data Storage Platform

At Pure Storage, we don't believe our customers should have to compromise on slower, unreliable, energy-hungry disk storage, or be forced to manage a hodgepodge of mismatched storage devices.

With our consistent and cost-efficient storage platform, we deliver the benefits of all-flash across your entire storage portfolio.

Economical

Value beyond acquisition cost:

The Pure Storage consistent platform, on-premises and in the cloud, lowers your TCO across the entire lifecycle of your storage infrastructure.

Effortless

Forever uncomplicated:

Scales without complexity and is easy to manage by eliminating data migration and lifecycle challenges, even at multi-petabyte scale.

Environmental

Energy savings:

ESG-ready with next-generation efficiency resulting in lower power, space, and cooling costs and reduced e-waste.

Everlasting

Best-in-class experience:

Enjoy the industry's best user experience with cloud-based management, proactive support, and new features that are always included with your subscription to innovation.



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