PURESTORAGE®

Demand More from Your Storage

Rethinking Mid-range vs Enterprise Storage

Legacy data storage, with its complexity, forklift upgrades and limited "mid-range" features, is a relic of the past. Pure Storage is more feature-rich, more cost-effective, more agile, and radically easier to use. Here's a closer look at what makes Pure better.

The Capabilities You Need, Now and in the Future

Artificial boundaries between "enterprise" storage and "mid-range" don't make sense. The kinds of features that you have to pay extra for (and do a disruptive forklift upgrade to get) from legacy storage vendors are all included in your Evergreen Storage™ subscription—even new ones that we keep adding.

Included Features	How You Benefit
Synchronous replication (ActiveCluster™)	Advanced replication for essential business continuity
Ransomware mitigation (SafeMode™ snapshots)	Fast, secure recovery from ransomware attacks
End-to-end NVMe (DirectFlash®, DirectMemory™)	High performance for all your workloads

Disruptive Downtime Is a Thing of the Past

Upgrading and expanding legacy storage means shutting down your workflows. Pure Storage lets you buy storage once and enjoy upgrades and new features without disruptions of any kind.

Customers Have Successfully	What That Means for Your Organization
Eliminated massive data migration projects	No planned disruptions: applications and data stay available
Reduced downtime up to 99.5%	No more weekends or after-hours upgrades and maintenance
Upgraded storage with full investment protection	No hardware or software re-buys

Agility to Stay Ahead

Legacy storage uses technology from the 1990s that locks you into costly, disruptive upgrade cycles to get new features or better performance.

Pure Storage Included Features	What That Means for Your Organization
Included controller upgrades every 3 years	Keep your storage modern and performing, today and tomorrow
Anytime, full-value trade-in credit toward upgraded controllers	Upgrade, expand, and add features on your schedule, not your vendor's
A proven history delivering nondisruptive, data-in-place, multigenerational upgrades	No planned downtime, ever

Easy Setup, Simplified Management
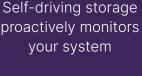
The decades of architectural compromises from legacy storage make management and optimization complex and time-consuming. We designed all Pure Storage solutions to be effortless, so you can focus your resources on innovation.
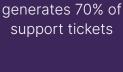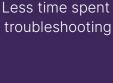
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Installs in less than an hour

Self-driving storage proactively monitors your system

Pure Storage generates 70% of support tickets

How Your Organization Benefits

Less time spent troubleshooting

Up to 50% reduction in the need for storage management resources

Reduced need for tech support

Unmatched Customer Satisfaction

Retail Industry

" Pure Storage is the unicorn of our data center. "

" From the implementation to support, Pure Storage has been top-notch. "

Finance Industry

" Do you like your admins to sleep well at night? Move to Pure Storage and they will. "

" The arrays are fast, reliable, easy-to-upgrade and Pure Storage support is second to none. "

Services Industry

" Smartest decision I've made in years. Pure Storage is a TRUE partner. "

" Pure Storage has been an excellent Partner and truly an extension of our Infrastructure Team. "

A History of Non-Disruption

Pure Storage has a proven history of over 8000 hardware upgrades across nine generations, and 25+ major software upgrades, all with zero planned downtime and zero wasted investment.

Learn more about Pure Storage:
purestorage.com/rethinkstorage