Ten Ways Pure Helps You Uncomplicate Storage, Forever

1 Simplicity

Pure's products are designed to be intuitive to install, run, and upgrade. And with AI-powered tools, proactive/predictive support, and true as-a-Service offerings, you'll have more time to focus on your business instead of your infrastructure.

2 Real Agility

We provide a data platform that keeps evolving with your needs. Deploy once and upgrade in place non-disruptively—software, hardware, or both—whether you own or consume as-a-Service. Even move capacity around your fleet.[1] Your data stays fast and available even as your IT landscape changes.

3 Cost Transparency

Your Evergreen™ subscriptions mean no hidden costs to sabotage your budget. Evergreen//Forever subscription rates stay flat. Evergreen//Flex and Evergreen//One offer clear per-unit pricing based on your usage. All array software is included, now and in the future. Hardware upgrades, SLAs, and premium service levels are included too.

4 More Capabilities and Built for Your Ambitions

Pure's products are architected for innovators. Container-ready with Portworx® persistent storage for modern applications. Storage-as-code design. Enterprise-level data services for all of your workloads. And with your Evergreen subscription, new capabilities are included, so your storage keeps pace with your needs.

5 Sustainability

Our platform is Evergreen by nature. Pure's ultra-efficient technology reduces energy used by 80% versus legacy all-flash storage products. And Evergreen longevity means less e-waste, too. So you can meet your own sustainability goals while you save on operating costs.

[1] Requires Evergreen//Flex subscription. See subscription terms for details.

6 Preparedness for the Unexpected

Data is the lifeblood of your digital business, so make sure it's always available and always resilient. All Pure products offer simple yet powerful data protection features like advanced replication, ransomware remediation, and rapid data recovery.

7 Proven Dependability

Pure customers know they can rely on their storage for the long haul. Pure has delivered over 10,000 controller upgrades across eight hardware generations. Over 97% of Pure arrays 5+ years old are still in service today. And Pure FlashArray delivers 99.9999% uptime, including upgrades.

8 Savings Up to 65%[2]

Add up the TCO savings: No storage re-buys, no migrations, lower management and space costs. Then, compare with legacy storage. The numbers tell the story.

9 The Smile Factor

Pure users love how we uncomplicate their storage. Pure's audited Net Promoter Score NPS of 85.2 is three times higher than the storage industry average, and in the top 1% of all Medallia surveyed B2B companies.

10 Pure Choice

Get Pure's entire portfolio as a product purchase or fully as-a-service, on-prem, hosted, and in the public cloud. No matter how it lives in your infrastructure, it's unified with one Purity and Pure set of data services, and one Evergreen subscription.

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2   Over six years based on acquisition costs and the savings from space, power and cooling, headcount, and refresh costs.