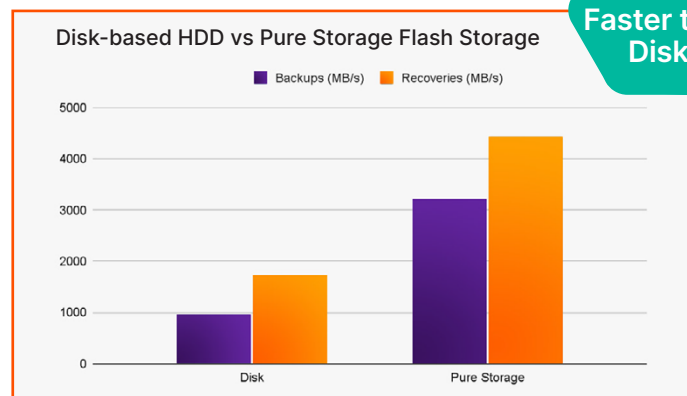


10 Reasons Why Data Protection Loves Pure Storage

1 When You Need It Yesterday: Recovery Speed

When disaster strikes—whether it’s from a hardware failure, a power interruption, or ransomware attack—how quickly you can recover matters most. Every second counts. Using Pure’s flash storage for data protection minimizes restore times—cutting them to a half, a third, or even less, compared to disk-based storage. Data Domain uses an accelerator to speed up their backups but suffers with slow restores.



2 Plays Well With Others: Single-Use vs Multi-Use

Don’t invest in single-use data protection infrastructure. Pure’s flash storage blades and arrays can handle data protection workloads with ease—and a whole lot more! Run multiple workloads with performance and get the most out of your storage investment. Minimize your total cost of ownership while maximizing your return on investment.

3 Sleep Well at Night: Built-in Ransomware Mitigation

Pure helps mitigate the damage from ransomware attacks through the built-in SafeMode™ feature found in both FlashBlade® and FlashArray™ systems. SafeMode creates immutable copies created independent of admin control or privilege. Dell EMC solutions require additional hardware, licenses, and services for similar functionality.

4 Lock-Ins Begone: The Power of Choice

Don’t get locked in with a yesteryear data protection software solution like Avamar or Networker. With Pure, you have the power of choice—choose your next data protection application from one of our industry leading solution partners Cohesity, Commvault, Rubrik, Veeam, or Veritas.

5 **The Ballad of Spinning Rust: Reliability—Flash vs Disk**

Erase the tell-tale sound of spinning platters clanking together from your memory. Data Domain is disk-based which can experience mechanical failures. Pure Storage is highly reliable with all-flash storage with no moving parts.

6 **“I Want It More Complex” Said No One Ever: Simplicity**

Dell EMC data protection solutions rely on a series of independent software modules and patches that sits on top of an aging software application and a separate storage infrastructure, introducing solution complexities and requiring significant time to deploy and manage. Pure Storage prides itself on simplification and works with its partners to ensure that experience carries through the entire solution.

7 **Hire More Engineers or Pay Down Debt? Decision, Decisions...Lack of Innovation**

Due to slow innovation, Dell EMC is unlikely to offer the capabilities you will need to protect your data as you adopt new technologies. Pure Storage and its partners are at the forefront of innovation, delivering power, performance and ease-of-use not found with Dell EMC data protection solutions.

8 **We Only Get One Planet: Environmental Impact**

More sustainable than spinning disk arrays, Pure Flash Storage provides a smaller footprint, uses less power, requires less cooling, and creates less waste.

9 **We Work for You—Period: NPS Scores Matter**

In addition to the performance, ease-of-use, and multi-use benefits that Pure Storage delivers, our customers love us! Pure achieved an NPS score of 85.2 in calendar year 2021, among the highest in the industry.

10 **Why Not Be Constantly Improving? Introducing Evergreen Storage**

[Pure Evergreen Storage](#)[®] gives you the simplicity, agility, and predictability of as-a-service with your storage purchase. Evergreen Storage provides a subscription to innovation and enables your storage to stay modern with seamless hardware, software, and built-in compatibility with future technologies. As your company grows, you can scale storage as needed—without downtime, performance impact, data migrations, expensive leases, or forklift upgrades.

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