

Ten Ways Pure Helps You Succeed At Digital Business

1 Savings Up to 65%¹

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.

2 Real Agility

We work around your data when you need to upgrade or expand. There's no planned downtime, and your data stays fast and available. Deploy once and upgrade in place—software or hardware (or both). And by the way, Pure's FlashArray™ delivers proven 99.9999% availability, including upgrades.

3 Cost Transparency

Your Evergreen™ or Pure as-a-Service™ subscriptions mean no hidden costs to sabotage your budget. All array software is included, now and in the future. Hardware upgrades, SLAs, and premium service levels are included too.

4 More Capabilities

Get enterprise-level data services—like advanced data and ransomware protection—for all of your workloads. And with your Evergreen subscription, they're all included, even ones we add in the future.

5 Peace of Mind

Data is the lifeblood of your digital business, so make sure it's safe and always available. All Pure products offer simple yet powerful data protection features to protect against threats.

6 Preparedness for the Unexpected

Evergreen Storage offers both included and on-demand controller upgrades, with full credit for hardware trade-ins. We've upgraded over 7000 controllers across eight hardware generations. So, you can expand as needed to meet the demands of your digital business.

7 No Ugly Surprises

Don't like unexpected increases in maintenance costs? With an Evergreen subscription, base subscription rates stay flat. So, what you pay in year one is what you'll pay in year 10.

8 Simplicity

Pure's products are designed to be simple to install, run, and upgrade. And with Pure1® AI-powered tools and proactive/predictive support, you'll have more time to build your digital business.

9 The Smile Factor

Pure users love how we solve their storage problems. Pure's audited Net Promoter Score (NPS) of 83.5 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 portfolio as a product or a service, on-prem, hosted, and in the public cloud. No matter how it lives in your hybrid cloud, it's unified with one Purity and Pure1 set of data services, and one Pure as-a-Service subscription.

¹ Over 6 years based on acquisition costs and the savings from space, power & cooling, headcount and refresh costs.