







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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|  <1h Installs in less than an hour |  Self-driving storage proactively monitors your system |  Pure Storage generates 70% of support tickets |
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How Your Organization Benefits

| | | |
|--|---|--|
|  Less time spent troubleshooting |  Up to 50% reduction in the need for storage management resources |  Reduced need for tech support |
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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