

# 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

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Synchronous replication (ActiveCluster™)



Ransomware mitigation (SafeMode<sup>™</sup> snapshots)



End-to-end NVMe (DirectFlash®, DirectMemory™)

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Advanced replication for essential business continuity

**How You Benefit** 



Fast, secure recovery from ransomware attacks

High performance for



all your workloads

#### Upgrading and expanding legacy storage means shutting down your

Disruptive Downtime Is a Thing of the Past

workflows. Pure Storage lets you buy storage once and enjoy upgrades and new features without disruptions of any kind.

#### Eliminated massive data

migration projects



Reduced downtime up to 99.5%

Customers Have Successfully



full investment protection

Upgraded storage with

#### V)

applications and data stay available

No more weekends or after-hours



No hardware or software

upgrades and maintenance



re-buys

**What That Means for** 

**Your Organization** 

No planned disruptions:

#### Legacy storage uses technology from the 1990s that locks you into costly,

**Agility to Stay Ahead** 

disruptive upgrade cycles to get new features or better performance.

#### Included controller

Pure Storage Included Features



Anytime, full-value trade-in credit toward upgraded

controllers

upgrades every 3 years



nondisruptive, data-in-place, multigenerational upgrades

A proven history delivering

#### Keep your storage modern and performing, today and tomorrow

**What That Means for** 

**Your Organization** 



Upgrade, expand, and add features on your schedule, not your vendor's



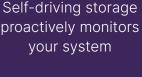
# The decades of architectural compromises from legacy storage make management and optimization complex and time-consuming. We designed all Pure Storage solutions to be effortless, so you can focus your resources on innovation.

**Easy Setup, Simplified Management** 

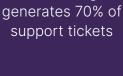
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Installs in less



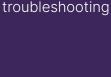




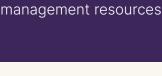
Pure Storage

### 

in the need for storage



Less time spent





Reduced need

for tech support

## Unmatched Customer Satisfaction



**Retail Industry** 

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

Finance Industry

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

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



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

**A History of Non-Disruption** 

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

### 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













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