

## ESG SHOWCASE

# Unlocking Digital Breakthroughs with Pure Storage

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**ABSTRACT:** Pure Storage, through its Modern Data Experience, is accelerating the digital transformation efforts of its customers. Focused on maximizing its innovation leadership and cloud readiness, as well as providing the best experience for customers, Pure Storage offers technology designed to surpass traditional modernization efforts. Pure wants to empower its users to develop digital business breakthroughs.

## Overview

In the context of today's highly distributed digital business environments (distributed in terms of both applications and employees), the seemingly never-ending demands being placed on large enterprise IT organizations can be daunting—especially in regard to storage. To maintain momentum and grow the business, IT infrastructures must evolve to meet constantly changing business requirements. That is why massive numbers of organizations are in the midst of digital transformation projects.

According to ESG research, 98% of organizations have digital transformation activities on their roadmaps. Twenty-two percent identify their digital transformation initiatives as mature; namely, they have already implemented and optimized several initiatives. In addition, the number of organizations reporting that their digital transformation initiatives are in process has climbed from 39% to 50% over the past year.<sup>1</sup>

Digital transformation is often the result of a major event or crisis that propels innovation forward. Necessity is the mother of invention. Events of the past year fueled by the COVID-19 pandemic have accelerated the initiatives, and 60% of IT decision makers now indicate that COVID-19 made their organizations more reliant on information technology.<sup>2</sup>

A leader in enterprise-caliber data storage, [Pure Storage](#) understands that the right technology can be more than just a foundation that a business relies upon. With its Modern Data Experience, Pure Storage seeks to become a business accelerator by offering its users technology that delivers a distinct competitive advantage.

## The Need for Transformation to Deliver a Business Advantage

Infrastructure environments have become increasingly disaggregated and complex. Successful business outcomes are now directly intertwined with IT's ability to ensure efficient, resilient business operations. Unfortunately, being efficient and resilient is not enough. To gain a competitive edge (e.g., win new business, increase market share, enhance the customer

<sup>1</sup> Source: ESG Research Report, [2021 Technology Spending Intentions Survey](#), January 2021.

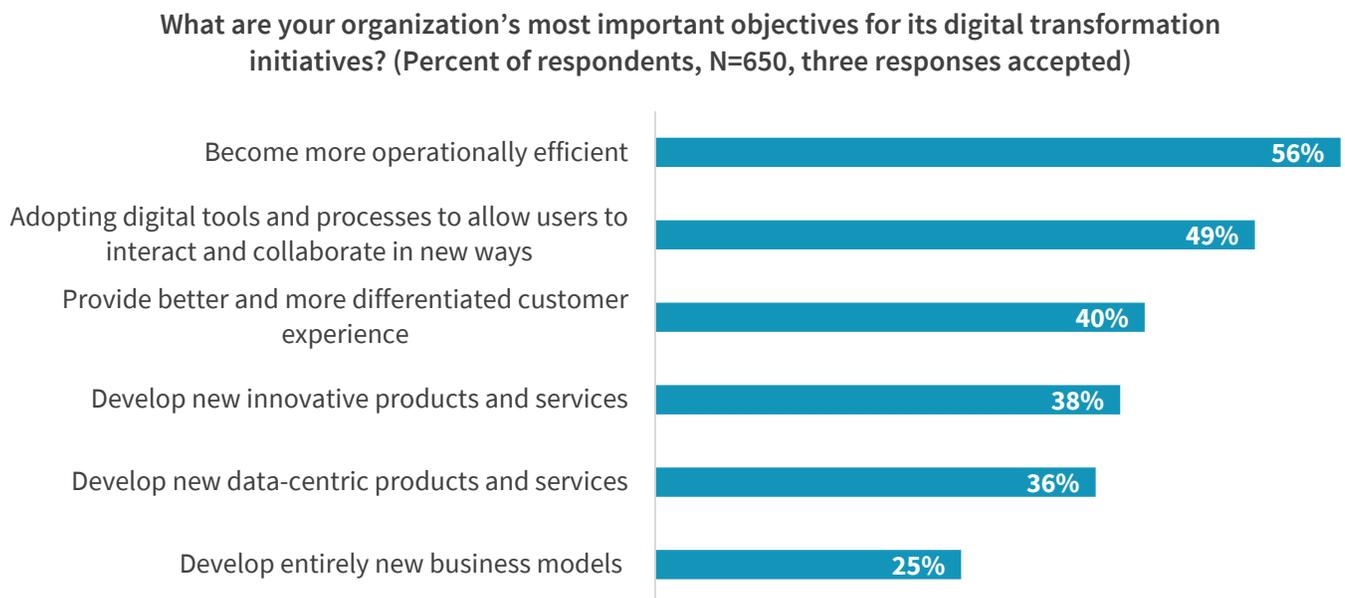
<sup>2</sup> Source: ESG Research Report, [The Impact of the COVID-19 Pandemic on Remote Work, 2020 IT Spending, and Future Tech Strategies](#), June 2020.

experience, and differentiate from competitors) and become a stronger, more agile business, mounting numbers of organizations are pursuing digital transformation.

Among the top goals of organizations for their digital transformation initiatives (see Figure 1) is to become more operationally efficient (reported by 56% of survey respondents). Another major digital transformation goal involves allowing end-users to interact and collaborate in new ways (cited by 49%).<sup>3</sup> That objective is likely driven by the need to continue operations in a COVID and post-COVID world.

However, other seemingly high-value business activities such as developing new products and services (38%), developing data-centric products and services (36%), and developing entirely new business models (25%) sit somewhat lower in the rankings. But why? Perhaps it is because many organizations do not have the time and resources to undertake these seemingly gargantuan tasks, even though prioritizing those activities could yield great business value.

**Figure 1. Top Goals of Digital Transformation**



*Source: Enterprise Strategy Group*

**Addressing Data Is a Key Component of a Successful Business Strategy**

Data ties all of those activities together, and how that data resides in storage can be a valuable differentiator. A lack of data accessibility will stifle digital opportunities, leading to a loss of productivity, reduced efficiency, customer dissatisfaction, and higher risk. According to ESG research, 71% of organizations report that data is strategic to them and believe that effective storage strategies are crucial to core applications/business processes and can lead to a competitive advantage.<sup>4</sup>

ESG research shows that 75% of surveyed IT decision makers believe IT is either more complex or significantly more complex than it was just two years ago, with 38% identifying higher data volumes as one of the top drivers of that complexity.<sup>5</sup> Increased complexity slows down IT operations, which slows access to data, ultimately hindering digital initiatives and business competitiveness. Data is the key.

<sup>3</sup> Source: ESG Research Report, [2021 Technology Spending Intentions Survey](#), January 2021.

<sup>4</sup> Source: ESG Master Survey Results, [2019 Data Storage Trends](#), November 2019.

<sup>5</sup> Source: ESG Research Report, [2021 Technology Spending Intentions Survey](#), January 2021.

## Why Organizations Need a Modern Data Experience

Organizations across industries have a variety of unique goals and needs, so IT infrastructure vendors must offer tailored solutions that will meet the specific needs of each organization. They cannot just sell a one-size-fits-all, cookie-cutter solution or offer raw technology that requires IT to figure out how the vendor's technology could benefit the organization.

IT organizations must demand an improved experience from their technology vendors. Many vendors can put a few SSDs in an array, but how many can deliver the technology businesses need *and* provide expertise to ensure it will actually deliver on its promises in an optimized fashion, tailored to the specific needs of each application environment.

## Enter Pure Storage, Offering a Modern Data Experience

For more than a decade, Pure Storage has been helping organizations put data to use while reducing the complexity and expense of managing the infrastructure behind it. With its FlashArray and FlashBlade solutions, Pure Storage is a leading force in delivering on the vision of an all-flash data center.

Continuing its strategy to redefine the way businesses leverage data storage, Pure's approach to the Modern Data Experience is based on three tenets: innovation leadership, cloud readiness, and the best management experience.

### Commitment to Innovation

With its Evergreen model and proven storage-as-a-service offering called Pure-as-a-Service, Pure Storage has helped redefine expectations for modern enterprise storage purchasing, management, and maintenance. According to Pure, it has provided eight generations of Evergreen support to more than 8,000 organizations, offering non-disruptive, no-downtime, free controller upgrades. This approach has simplified and eased storage infrastructure management, reduced risk, and eliminated forklift upgrades through the lifecycle of the array.

Pure's FlashBlade technology leverages flash to significantly improve and accelerate data protection and recovery as well. Of particular benefit is its ability to support IT organizations in fast recovery from ransomware attacks. (According to ESG research, 47% of surveyed organizations saw an uptick in cyber-attacks over the last year likely driven by the corresponding increase in remote work over that period<sup>6</sup>.)

Focused on accelerating applications, enabling multi-cloud IT, modernizing data protection, and activating analytics and artificial intelligence, the Pure Storage Modern Data Experience is designed to help organizations overcome challenges and improve competitiveness by accelerating digital transformation.

### Cloud-ready Approach

Pure Storage technology is optimized for hybrid cloud environments. It offers organizations a viable way to consolidate their resources into a unified infrastructure across multiple clouds. IT is then able to focus on innovation, improved productivity, and the end-user experience because it reduces the time, cost, and complexity of deploying and managing resources across siloed private/public cloud environments. Pure delivers its cloud-ready approach via:

- **As-a-service**—Pure-as-a-Service (storage-as-a-service) simplifies and accelerates storage deployments while controlling costs: Organizations only pay for what they consume. By eliminating large, upfront purchase outlays traditionally required by capital-centric buying models, Pure reduces burdens on IT budgets and IT resources. High-

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<sup>6</sup> Source: ESG, a division of TechTarget, Inc. Research Report, [The Impact of the COVID-19 Pandemic on Remote Work, 2020 IT Spending, and Future Tech Strategies](#), June 2020.

value, overworked IT teams are no longer required to spend countless hours planning and forecasting data and application demands far into the future.

- **Storage-as-code**—As organizations invest in application development to differentiate their business and boost revenue, Pure is also innovating. Its aim is to address the needs of developer environments with its Storage-as-code initiative. Pure designed its technology to be event-driven, container-aware, DevOps-friendly, and API-first. With technology from its Portworx acquisition, Pure is now even better positioned to support the needs of developers by simplifying how organizations run, migrate, and back up their Kubernetes container environments.
- **Hybrid cloud**—Cloud integration is an integral part of Pure Storage’s strategy to extend storage services to public cloud environments, specifically Amazon Web Services and Microsoft Azure. This strategy also leverages the Portworx acquisition by helping businesses run the technology on public clouds or by using Pure’s software-based cloud block store to simplify the management of multiple application environments across hybrid and multi-cloud environments.

## Commitment to Experience Beyond Technology

Much of Pure’s history of innovation has centered on delivering a greater overall usability experience. Evergreen and Pure-as-a-Service serve as prime examples. This approach is grounded in two principles:

- **Simplicity everywhere**—Pure wants to reduce IT administrators’ efforts by offering a fast, unified data storage system that supports and consolidates a wide variety of applications while easily integrating with public cloud infrastructures.
- **Focus on the business experience, not just the user experience**—Data storage technology should improve *all* the ways in which a business interacts with its data, going beyond just the storage admin’s experience. By enhancing purchasing, management, support, and data accessibility by line-of-business teams and developers, Pure Storage delivers an “optimized data experience,” not just an easy storage user interface.

## The Bigger Truth

Every storage vendor claims that its products are simple. Pure Storage is one of the few that actively innovates to improve every facet of the experience. And that level of innovation transforms what businesses are able to do with their data.

Data is the key to unlocking business success in the modern era. IT leaders therefore need to demand more from their storage vendors. A product specification sheet simply doesn’t cut it at a time when end-users are continuously demanding faster access to ever-greater volumes of information. IT is more complex and more demanding than ever before. Do not let your IT infrastructure vendors abandon their share of responsibility for the complexity burden.

When evaluating a technology, require the vendor to answer the question, “How does this help my business?” Pure Storage already takes that approach with its innovations. More vendors should as well. IT is too complex and important. Your vendor relationships should be based on real partnerships, not simply transactional dealings.

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