Pure1®

Intelligent Storage Management with Pure1

Optimize

- Deliver IT outcomes in seconds.
- Eliminate downtime without hours of analysis.
- Respond instantly, from anywhere.

Streamline

- Identify infrastructure for new and existing applications.
- Deliver the best experience while reducing risk of obsolescence.

Empower

- Review subscriptions and make real-time purchases.
- Align to capital or operational budgets.

Partner with the Leader

- Named A Leader in the 2024 Gartner® Magic Quadrant™ for Primary Storage Platforms.

Unlock the full power of your storage with Pure1®.

Pure1®, the cloud-based as-a-service data-management platform from Pure Storage®, raises the bar on what you can expect from your storage management, with a single AI-driven hub that's automated with Pure1 AI Copilot and Workflow Orchestration. You can accomplish both common and complex data management tasks with ease, and it's simple to purchase new or additional services from the service catalog. With Pure1, you can expand anytime, identify problems before they happen, and effortlessly plan for the future.

Optimize

Simplifying complicated processes is a goal for any organization. Reporting and analytics have always seemed to plague traditional data platforms. That's no longer the case, thanks to Pure1. Our design goal was straightforward: Create a cloud-based storage management tool that's simple and easy to use without sacrificing enterprise features.

With Pure1, you can deliver IT outcomes in seconds vs. hours or days. You can eliminate costly downtime by leveraging predictive analytics and responding to dynamic changes quickly by accessing Pure1 from anywhere in the world. Pure1 offers:

Centralized setup and monitoring: Setting up Pure1 is easy: Log in to the Pure1 portal, and the software does the rest. As soon as your system is online, Pure1 Meta is hard at work gathering analytics. Live monitoring is available within minutes and accessible from anywhere in the world.

Pure1 AI Copilot: Reimagine storage management with Pure AI Copilot—your intelligent assistant that answers complex questions, resolves issues, and uncovers performance and efficiency insights in seconds. Using a natural language interface, Copilot transforms how you interact with your environment, streamlining operations from troubleshooting to sustainability tracking, all in one intuitive experience.

Full-stack analysis: Access critical information about the health and functioning of your entire stack, including predictive fault analysis and alerting. You also get auditing for ransomware protection, which helps you investigate your environment for vulnerabilities.

Reporting: Pure1 has an intuitive, built-in reporting engine that you can use to generate shareable reports on commonly requested information such as capacity, performance, or even service subscription status.

Streamline

Elevate your data services experience with built-in AIOps powered by Pure1 Meta. This industry-leading, AI-driven platform for predictive service management ensures a higher level of data availability and performance. You can see all your data service platforms, whether on-premises FlashArray™, Pure Cloud Block Store™ in Azure or Amazon Web Services, or the Portworx® container storage platform from one place.

Advanced Anomaly Detection: Spot unusual behavior before it impacts performance with AI-powered anomaly detection in Pure1. By continuously analyzing historical patterns and live telemetry across FlashArray and FlashBlade, Pure1 surfaces both single-dimensional anomalies—such as unexpected changes in Data Reduction Ratio, latency, or volume count—and multi-dimensional anomalies that correlate shifts across metrics and user actions, like concurrent drops in DRR and spikes in bandwidth, or mass deletions alongside snapshot configuration changes. These insights help you quickly pinpoint irregularities across your environment for deeper investigation.

Intelligent monitoring and management: Manage your entire fleet of Pure Storage arrays from any device, with just a web browser or the Pure1 mobile application. Pure1 leverages AI to deliver industry-first capabilities that dramatically simplify management and planning. With Pure1, there simply won't be much for you to do, but if something does require attention, the Pure1 mobile app will let you know.

Insight delivery with Pure1 Workload Planner: With Workload Planner, you can use AI to understand your environment better and identify optimization opportunities. Pure1 can predict array capacity and performance as well as model existing and new workloads. Workload Planner is pre-loaded with 10 common application profiles to help you plan as you bring new applications online. It also contains a "custom" option for application profiles not covered by the built-in options. Workload Planner can easily model these changes to give you a preview of how these changes will affect your overall environment. It can then make upgrade recommendations if your current environment can't accommodate them. Workload Planner can also:

- Illustrate the effect of potential capacity or performance upgrades on all workloads in your environment as well as new workloads.
- Show the performance and capacity over time of scaling or deleting workloads.
- Model the effect of migrating a workload to another array in your fleet.
- Show the effect of scaling, cloning, or migrating a workload within your environment.

Predictive fault analysis and resolution: The Service Assistant's AI engine uses analytics from across the Pure Storage worldwide installed base and alliance ecosystem to quickly pinpoint potential challenges, including hardware degradation, software faults, and environmental issues. Once identified, the Service Assistant generates alerts that include steps to take to resolve the issue. Combined, this allows our teams to proactively resolve more than 70% of cases, preventing downtime. This highly extensible engine also monitors for unusual behavior that may be a sign of ransomware, enabling the Service Assistant to help thwart cyberattacks.

Infrastructure optimization: The Service Assistant regularly checks the Pure1 cloud to determine if the storage infrastructure is running the latest software version. If it is not, it generates alerts to inform the IT team of upgrades to improve operating performance, add new features, and increase reliability. This feature is designed to investigate all Pure portfolio components and is extensible to other alliance offerings. You can expect this feature to expand to support end-to-end infrastructure.
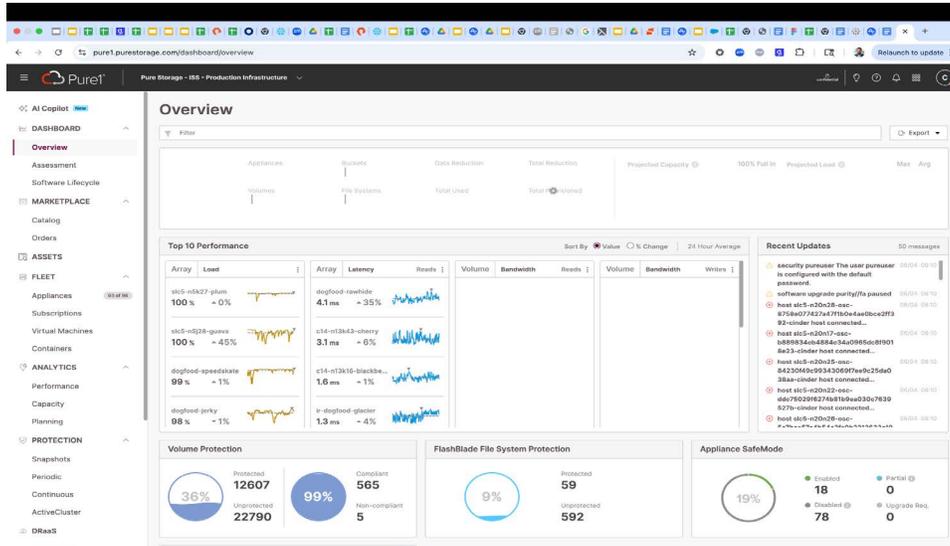
FIGURE 1 Pure1 Overview dashboard

Analyze

Full-stack analytics (VMA) extends beyond storage, and Pure1 has long featured deep analytics on your storage infrastructure. Pure1 now extends that visibility up the stack to give you deep performance metrics on volumes and VMs in your VMware environments, enabling fast and efficient troubleshooting with visibility throughout the stack. You now have insight into latency, bandwidth, and IOPs of your workflows—and the data point you need to resolve issues quickly and pinpoint latency problems or other bottlenecks.
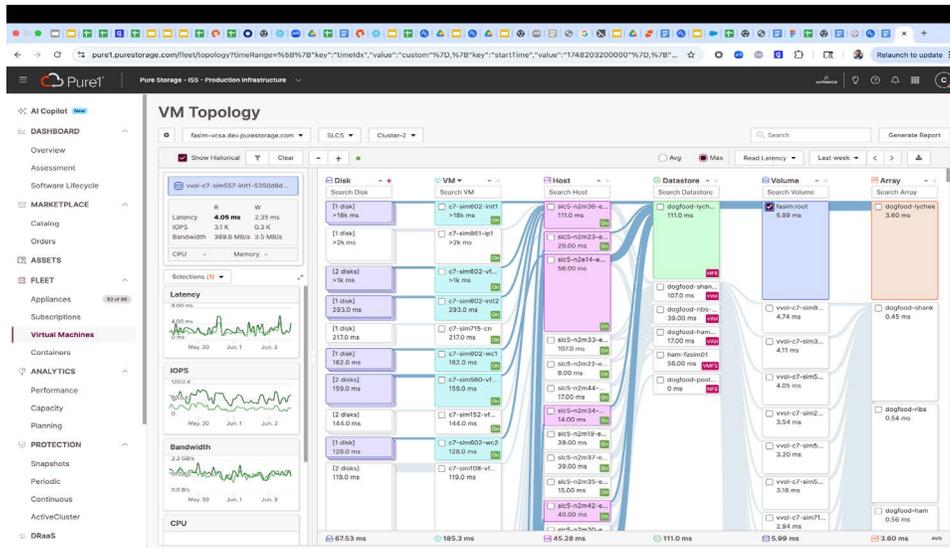
FIGURE 2 Pure1 analytics

With support for VMFS, vVols, NFS, and vSAN, you get comprehensive analytics and visibility into your virtual environments. VMA reports can help you analyze your environments by providing the following information:

- Top 10 VMs by CPU usage
- Top 10 hosts by CPU usage
- Top 10 hosts by memory usage
- Top 10 datastores by capacity

Empower

Join the next revolution in IT resource purchasing. At Pure Storage, we continue to eliminate archaic IT practices. First was spinning disk and price gouging on data services software and controller upgrades. Then it was utility consumption by eliminating complicated leases in favor of true utility pricing. Now, we are taking the IT industry by storm again with the first storage marketplace and other features like:

- **Workflow Orchestration**: Comprehensive orchestration hub within Pure1 enables customers to automate workflows, simplify operations, and deliver seamless orchestration for workloads across their IT infrastructure, including storage and third-party systems. Get end-to-end control across storage, IT infrastructure, and cloud, all from within Pure1.

- **Pure Identity and Access Management**: Pure IAM unifies identity and access management, simplifying secure access at scale. With seamless organization switching through a single login, new role-based delegation, and centralized controls, Pure IAM reduces governance complexity while enhancing security. Designed to scale with your infrastructure, this feature empowers IT teams to manage access efficiently, securely, and with greater operational clarity.

- **Pure Support Center**: Elevate Your Support Experience with the New Pure Support Center. Predictive knowledge base suggestions and relevant articles during case creation and updates enables faster Resolutions to your queries. Natural language interface with AI Copilot integrated within the Support Center makes getting answers to your questions faster and easier.

- **Pure1 Digital Marketplace**: Remove the pain and complexity from IT purchasing by giving users full access to the entire Pure catalog of services from a single interface. Buy new systems and services—including FlashArray, FlashBlade, FlashStack®, Portworx®, and Pure Cloud Block Store™—as well as Pure Professional Services from an online interface whenever you choose. Expand your as-a-service footprint and add new data services on-demand with the same interface. And when you're ready, you can order quotes and track new system additions from the comfort of your home.

- **Evergreen//One**™: The industry's only true storage-as-a-service platform that unifies on-premises, Amazon Web Services, and Microsoft Azure cloud storage resources into a single data services subscription, delivering an authentic hybrid cloud experience. The cloud pay-as-you-grow model means it's easy to get in, easy to ramp up, and even easy to get out. A basic subscription requires only a simple EUA and every Evergreen//One subscription comes with a 30-day money-back guarantee.
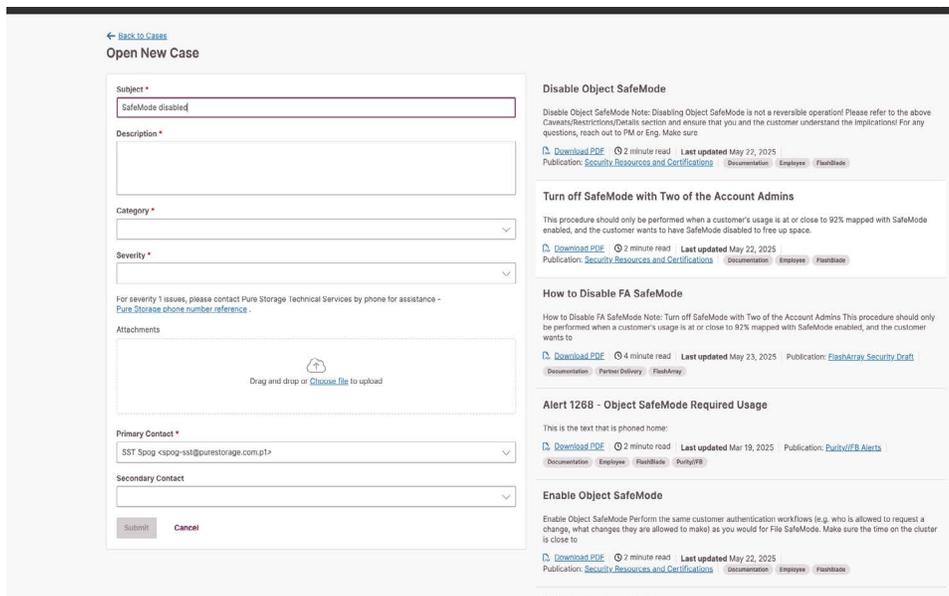
FIGURE 3 Pure support center

Focused on Customer Satisfaction

Our industry-leading customer satisfaction is driven by continuous, proactive support at every stage, and our driving philosophy is always to do what is right for the customer. Whatever the situation may be, we focus on delivering a solution to free you to focus on growing your business. What's the best gauge of our customer happiness? A Satmetrix-validated NPS score in the top 1% of all businesses.
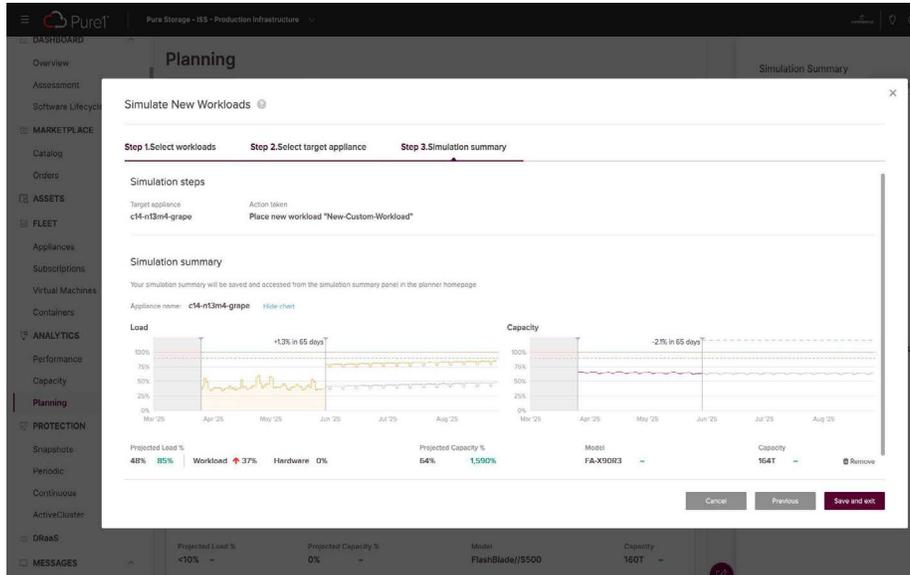

FIGURE 4   Planning with Pure1.

Pure1 Support has been a core factor in customer satisfaction at Pure Storage, delivering proven 99.9999% availability for FlashArray, including maintenance and generational upgrades. Continuous monitoring, predictive analytics, and proactive responses have all played an essential role in keeping our customers' data online and productive.

- **Management with SaaS simplicity**: Whether managing locally or from the cloud, with Pure1 there's never any software to install, upgrade, or manage and no need for an extra server. The Pure1 cloud-based model is like SaaS, so our continuous improvements are available to you instantly.

- **Environment monitoring**: With proactive support, our team becomes your team. Our experts keep tabs on your arrays at all times, helping you through upgrades, responding in minutes for any severity-1 incident, and are ready to notify you if we need your assistance. If you do call us, we'll be standing by with instant access to level-2 support. Our goal is to resolve issues and maintain availability while providing an unmatched, global support experience that is 100% Pure Storage.

- **Proactive issue resolution**: Predictive support means you'll be delighted when we find and fix issues you didn't even know existed. Pure1 Meta has big data predictive analytics and machine learning built around our array telemetry to identify and resolve issues before they affect you. Pure arrays send logs home every 30 seconds, which Pure1 Meta compares against a growing issue fingerprint library. If it finds any matches, Pure1 opens incidents automatically and notifies support staff of a potential customer issue.

Additional Resources

- Learn more about FlashArray//X and FlashArray//C.
- Explore the features of FlashBlade.
- Discover what Purity can do for your organization.