



Achieving IT Agility

How the Pure Storage data platform delivers tangible outcomes for customers.



Introduction

Helping our customers achieve business and IT objectives is a core principle at Pure Storage.

Organizations have shared with us their challenges as they assess their IT landscape to meet the needs of the business.

Being an IT leader means keeping up with changes in business goals, technology, user demands, and so much more. And all the while, striving to optimize IT resources to respond fast without breaking the budget remains top of mind. As we explore these challenges and how they relate to IT infrastructure transformation—particularly data storage—a few key priorities come into focus:

1 Achieving IT goals within existing budget and resource constraints

2 Staying ahead of data and application growth without excessive downtime

3 Planning for future needs, like AI and increased sustainability

What IT leaders ultimately want to achieve is IT agility—the ability to quickly and easily respond to the requirements of the organization and meet strategic IT objectives. Too often though, the biggest obstacle is their legacy data storage—traditionally the least agile part of the infrastructure stack, despite vendor promises.

IT leaders know the pain of replacing legacy storage over and over: it's complex, wasteful, and time-consuming. Rigid legacy storage architectures were never designed to grow with changing IT needs. Complete overhauls of the storage infrastructure are needed every few years to keep up with data growth, new workloads, and to minimize technical debt.

This legacy approach slows the ability to respond to the changes required to support the organization, and makes IT's job that much more difficult. **What IT needs today is agility.**



It Is Possible To Achieve IT Agility

At Pure Storage®, we set out to solve the problems that legacy storage presents for IT leaders. We have created a data platform that breaks the traditional storage life cycle of rebuying the same storage over and over, once and for all. We do this with an intuitive, software-driven, highly-efficient storage architecture that was built to never go obsolete. In fact, it actually improves over time.

Our data services platform never needs to be taken offline, whether you're expanding capacity or upgrading software or hardware to gain performance and functionality. The result is storage that stays modern to meet your business and IT requirements today and well into the future, even in the most demanding "always-on" environments. And it's been proven for more than a decade by thousands of your peers.

The Pure Storage data platform is incredibly efficient, delivering the same capacity and performance in a fraction of the data center space with up to 85% less energy than other all-flash storage systems. It is also far less complex, with an intuitive interface and automation across the platform, freeing up IT staff to focus on more value-add projects.



Table of Contents

This ebook details how your IT peers are achieving their strategic and tactical objectives with the Pure Storage data platform. See how we can deliver IT agility for you, too.

Introduction	2
Customer Stories	5
Virgin Media O2 Media and Entertainment	5
Health2030 Genome Center Healthcare and Scientific Research	6
Dentons UKIME Legal, Consulting and Professional Services	7
Cooper University Health Care Healthcare Provider	8
SaskTel Business Solutions Managed Services Provider	9
Cumulus VFX Media and Entertainment	10
Nextiva Communications, Software as a Service (SaaS)	11
Accenture FAST Consulting and Services Provider	12
Matrix Solutions IT Services	13
Hopax Chemical Industrial Manufacturing	14
Summary	15



Virgin Media O2

Media and Entertainment

Pure Storage helps this telecom achieve net zero emissions objectives with a platform that can meet their future data growth.

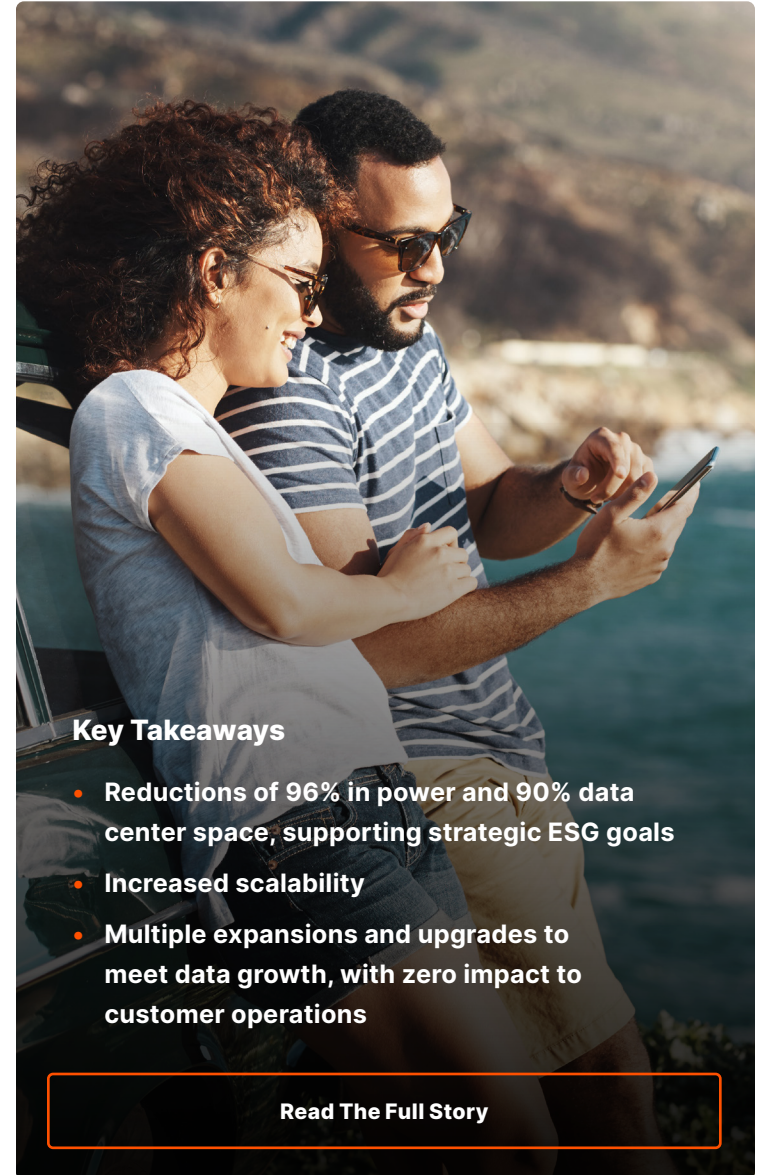
As one of the largest UK telecom companies, Virgin Media O2 provides customers with full TV, broadband, phone and mobile coverage. Their goal was to upgrade their aging storage infrastructure to meet data growth as well as achieve a lofty goal of net zero emissions by 2040.

“We got in touch with Pure Storage because we needed powerful, reliable storage” says Ajit Sharma, Business Optimization Manager, Virgin Media O2.

After deploying the Pure Storage data platform, Virgin Media O2 immediately began to see benefits from a sustainability perspective, reducing power consumption by 96%. Data center floor space was reduced by 90%, avoiding the need for additional data center space. Pure Storage is now a pivotal part of Virgin Media O2’s strategic corporate sustainability objective.

Additionally, the IT team has run three hardware upgrades with Pure Storage to meet data growth, each one completed with zero disruption to customers thanks to the platform’s Evergreen® architecture. “For us, Evergreen is the solution that enables the business to drive continuous improvements while building new, innovative solutions that we can bring to market,” says Sharma.

“We know that deploying Pure Storage is quick and simple. So, as our data volumes grow, we’ll be able to easily scale our capabilities without worrying about the storage that our business relies on.”



Key Takeaways

- Reductions of 96% in power and 90% data center space, supporting strategic ESG goals
- Increased scalability
- Multiple expansions and upgrades to meet data growth, with zero impact to customer operations

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Health2030 Genome Center

Healthcare and Scientific Research

Pure Storage meets changing data needs, accelerates the availability of DNA sequencing and analysis, and helps streamline IT operations.

Health2030 is a Swiss genome sequencing and analysis center that aims to advance research and improve human health. Its bio analysts conduct DNA sequencing analysis and generate significant volumes of data, and their legacy storage just wasn't able to keep up.

The IT team at Genome Center turned to Pure Storage for more efficient and agile storage so their unstructured data was more quickly accessible to researchers and clinicians. "Thanks to Pure, analysis data are available 10 times faster on the platform used by researchers and clinicians, and the transfer speed to the customer site has been multiplied by two," says Arnaud Hungler, responsible for the Genome Center's IT infrastructure.

The Pure Storage Evergreen//One™ as-a-service subscription allows the Genome Center to scale storage to meet constantly changing needs, without wasting resources. "This means we don't have to pay for 500TB of data on a permanent basis, which we only use occasionally," adds Arnaud.

Pure Storage also delivers other advantages including proactive and predictive customer support. The easy-to-use Pure1® interface for storage management helps save the IT team a significant amount of time on daily operational tasks.



Key Takeaways

- **Analysis data is available 10x faster**
- **Reduced time spent on storage management and administration**
- **Flexible, cost-effective foundation to manage growing data volumes**

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Dentons UKIME

Legal, Consulting and Professional Services

The largest global law firm chose Pure Storage services to simplify corporate-wide data management, while improving security and achieving ESG goals.

Dentons UKIME has grown rapidly to become the world's largest global law firm. The IT team was running multiple storage systems from a variety of providers across its EMEA data centers, to manage the volume of data created by its 21,000 professionals.

This complex storage set-up was difficult to manage and wasn't performing for the organization to support its growth and ESG requirements.

Dentons UKIME chose the efficient Pure Storage data platform, consumed as-a-service via the Pure Storage Evergreen//One subscription. "In a legacy world, we had to replace our equipment roughly every five years. With Evergreen//One, we're always working with the latest technology, without needing to deal with disruptive upgrades." says Paul Thurston, CIO, Dentons UKIME.

"Many new clients have a long list of security requirements that we need to meet before we can work with them," says Thurston. "With Pure Storage, we can quickly and easily meet many of those requirements, helping us to get up and running sooner."

Dentons UKIME was able to achieve 100% uptime, simplified management for the IT team, and improved security for their clients' data. To meet their ESG goals, they now use 50% less power and have a reduced data center footprint, while the Evergreen//One as-a-service subscription maximizes utilization and reduces e-waste.



Key Takeaways

- **Meets global growth strategy with scalability and 100% up-time**
- **Builds a foundation for future innovation**
- **Achieves ESG goals with 50% less power use, and reductions in data center footprint and e-waste**

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Cooper University Health Care

Healthcare Provider

With operational efficiency and seamless upgrades as key objectives, this leading academic health system turned to Pure Storage.

Cooper University Health Care offers specialized care in cancer, cardiology, neurology, trauma, orthopedics, and other complex cases.

In order to meet data growth, its legacy storage required four forklift upgrades in five years, causing system-wide disruptions that affected applications used at both patients' bedsides and in the back office. This was not only a financially costly and time-consuming effort for the lean IT team, it also directly impacted the quality of patient care.

After upgrading to the Pure Storage Evergreen architecture and subscription, they were able to accommodate growth seamlessly, upgrading their storage in the first year without disruption or additional cost.

Additionally, the AI-managed, software-defined platform simplifies management of the growing storage environment, saving significant time for the IT team. And with Pure Storage data protection features, Cooper has also been able to enhance business continuity, practically eliminating downtime.

"We have no regrets moving to Pure," says David Conners, Assistant VP, Technology & Operations, Cooper University Health Care. "Pure is a true partner that can grow alongside us as we expand to offer new programs, services, and facilities to meet community needs. The return on investment has been exceptional."



Key Takeaways

- **Improved efficiencies across the entire storage infrastructure**
- **Simplified storage management, improved business continuity**
- **Faster access to critical patient data for timely diagnosis and treatment**

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SaskTel Business Solutions

Managed Services Provider

Canadian telco needed a scalable data platform to meet their customers' requirements.

As a key telco services provider to Saskatchewan's businesses, SaskTel Business Solutions needed fast, reliable storage. "Every business that uses our managed services relies on our storage," says Cole Weselak, Solution Architect at SaskTel. "The better it performs, the better they perform." SaskTel multiple legacy storage systems were complex and time-consuming to manage, and forced them to overbuy storage capacity just to stay ahead of customer needs and avoid downtime.

The IT team focused on a new storage strategy with operational and financial flexibility as key requirements. They chose Pure Storage, delivered as a service via the Pure Storage Evergreen//One subscription, to replace all of the disparate storage solutions. This meant that now SaskTel only pays for the storage it actually needs. The positive impact was immediate.

"Evergreen//One means I don't have to worry about paying for 50 terabytes of storage I won't use, knowing I'll never recoup the cost," says Cole Weselak, Solution Architect, SaskTel. "I get the capacity and performance levels I need to easily match our most complex customer workloads."

Combined with non-disruptive upgrades, SaskTel Business Solution services can now run at all times, and can scale with customer needs and data growth. And, the Pure Storage solution was 25% more cost-effective than alternatives.



Key Takeaways

- Ensures uptime for its managed services
- Frees up IT teams so they can focus on more strategic projects
- 25% more cost effective storage, with savings passed to customers

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Cumulus VFX

Media and Entertainment

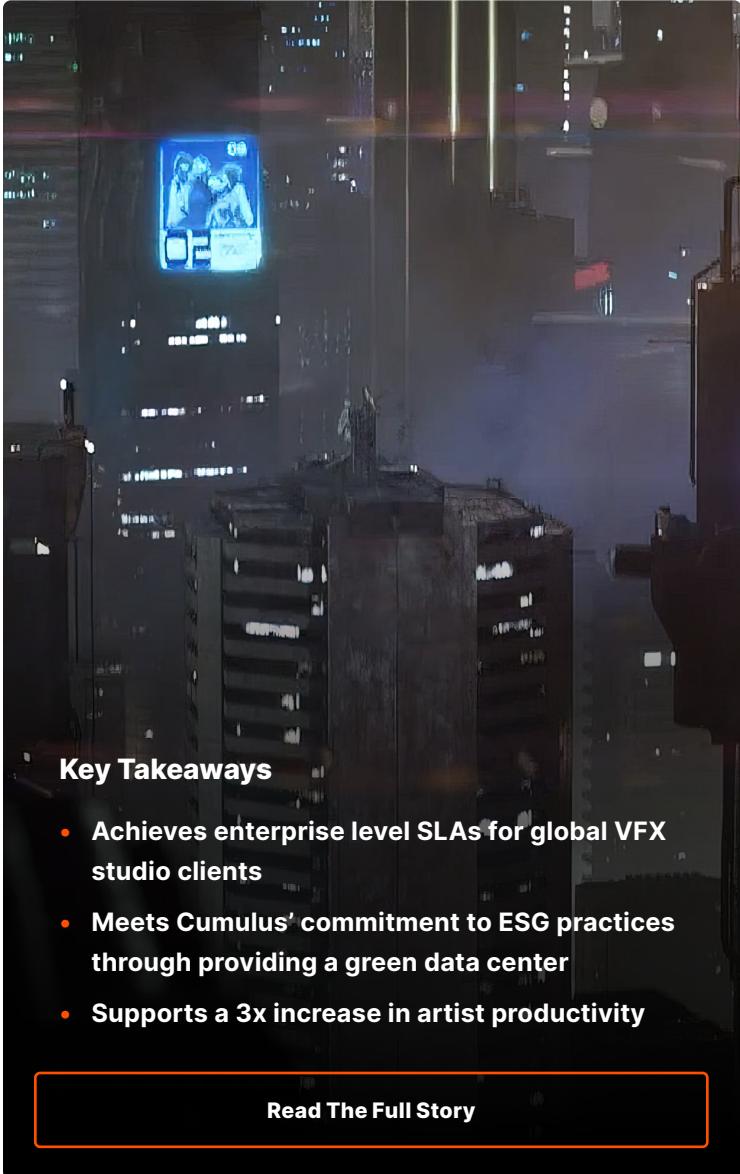
This global visual effects firm achieves both performance and sustainability goals after choosing Pure Storage.

Cumulus VFX has gained a global reputation for quality and reliability in the virtual effects world, but its legacy storage was limiting its ability to meet the demands of their global clients such as Disney.

The organization's IT challenges involved the storage capacity and performance needed to manage the massive amounts of unstructured data associated with creating visual effects. They also wanted a future-proof storage environment that could minimize the company's data center footprint and improve sustainability.

After deploying Pure Storage, the benefits were immediately noticeable. Cumulus VFX saw increased performance and 99.9999% availability, and reduced management time in the visual effects applications its developers use in their projects. "Pure Storage is already making a big difference in our ability to scale and remain agile," says Nicky Ladas, Chief Technologist, Cumulus VFX. "With Pure, we gained a magnitude of performance difference in our outputs."

Cumulus VFX was also able to make progress on their sustainability goals. "What Pure Storage provides in four or six data center rack units would take competitors 96 units," says Ladas. "Pure not only ticked all the performance and technical requirements, but it had the best energy footprint. Pure Storage is leaps ahead of the competition."



Key Takeaways

- **Achieves enterprise level SLAs for global VFX studio clients**
- **Meets Cumulus' commitment to ESG practices through providing a green data center**
- **Supports a 3x increase in artist productivity**

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Nextiva

Communications, Software as a Service (SaaS)


Communication platform provider chose Pure Storage as a solution for their public cloud and on-premise storage challenges.

While evolving from a leading Voice over Internet Protocol (VoIP) provider into a comprehensive communications platform that includes video, chat, and social media, Nextiva experienced exponential growth. Their experiences with both public cloud and legacy storage uncovered cost or reliability issues that limited their effectiveness. After an episode that resulted in interrupted revenue flow for Nextiva, they were looking for a simple, scalable, and powerful storage platform that could also help them achieve sustainability goals.

“Outages and downtime prevent our customers from growing their businesses, and Nextiva from accounting for customer usage,” says Eric Andrews, Senior Director of IT, Nextiva. “Pure stops this downstream effect, helping to protect our collective revenue streams.”

Nextiva saves data center space, consumes less power, and extends the life of its infrastructure with Pure Storage. Overall, Nextiva has realized a tenfold performance improvement in its business processes. “Our team’s efficiency has easily doubled since implementing Pure,” says Andrews.

Andrews also estimates that the Evergreen//Forever™ subscription is saving Nextiva millions of dollars by eliminating the need to re-buy storage and manage disruptive forklift upgrades. “Pure helps us work smarter as we grow. Together, we’re pushing the boundaries of business communications.”



Key Takeaways

- **Optimizes scalability to meet data growth**
- **Saves millions without adding to data center footprint or IT headcount**
- **2x boost in IT team’s overall efficiency with simpler-to-manage storage**

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Accenture FAST

Consulting and Services Provider

Accenture Financial Advanced Solutions & Technology (AFAST) achieves ambitious IT SLA's and sustainability goals with Pure Storage.


AFAST is Accenture's Financial Services hub, headquartered in Italy, that uses advanced technologies to support the digital evolution of banks and insurance companies.

Its legacy flash storage was causing failures and not delivering the required performance, impacting AFAST's ability to support the needs of their demanding clients. AFAST required a scalable storage solution that could also meet corporate sustainability goals.

After deploying the Pure Storage data platform, they not only solved the legacy storage performance issues and restored seamless operations, but also increased sustainability by using 65% less space and 75% less energy. This also helps reduce CO2 emissions by 70%.

The transparent migration to Pure Storage aligned with Accenture's J2C (Journey to the Cloud) cloud-first strategy. AFAST has been able to cut costs with savings that have improved the company's financial forecasts.

"Storage should add value, not be a source of trouble. Since we chose Pure, storage has become completely transparent again," says Emanuele Meloni, CTO, Accenture Financial Advanced Solutions & Technology (AFAST).



Key Takeaways

- **Increased sustainability and performance with 65% less space, 75% less energy and 70% less emissions**
- **Ability to meet financial customers' SLAs**
- **Transparent transition from legacy storage with no impact to customers**

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Matrix Solutions

IT Services

This Australian IT provider gained operational and financial flexibility after changing to Pure Storage.

Matrix Solutions is a trusted IT partner to Australia's legal and finance communities, providing customers with comprehensive managed IT services.


But because their legacy storage was slow and underperforming, it undermined client confidence and prevented growth initiatives. For Matrix, slow storage was becoming such a huge bottleneck that it resulted in nearly ten trouble tickets per day.

The Matrix team had two goals in their search for a new storage solution—achieve financial flexibility with an OPEX consumption model, and performance that will meet their future growth goals.

After making the change to Pure Storage, the improvements were immediate.

Inbound calls and trouble tickets have been eliminated now that critical systems and applications—including all VMs, SQL servers, disaster recovery, and enterprise applications—run on Pure Storage.

“Evergreen//One eliminates capital expenditure surprises and enables us to scale up or down accordingly,” founder Anthony Ridley-Smith “I can now redirect my attention and resources to cybersecurity and other strategic and high-growth opportunities.”



Key Takeaways

- Eliminates help desk escalations by meeting performance and capacity obligations
- Provides financial predictability as their clients' business grows
- Enables Matrix to focus on strategic IT offerings, such as cybersecurity

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Hopax Chemical

Industrial Manufacturing

Chemical supplier deploys Pure Storage to provide a scalable platform for smart manufacturing initiatives, while conforming to sustainability regulations.

As a supplier to key manufacturing industries, HOPAX has actively embraced digital transformation, to leverage data into insights that can help it compete internationally.

However, their legacy storage was struggling to keep up with the demands of data science applications that Hopax relies on to maximize production line systems and improve quality. Bottlenecks affected the performance of major systems, and a lack of storage capacity and efficiency delayed other key IT initiatives.

In search of a modern data storage platform, they also had specific sustainability goals in order to meet both government and customer metrics.

With the Pure Storage data platform, HOPAX can access data twice as fast. In particular, a crucial quality measurement system runs more efficiently, allowing timely inspections and customer deliveries. The flexible Pure Storage infrastructure and user-friendly interface also make it easier to manage their storage.

To help Hopax achieve sustainability goals, Pure Storage is able to cut their energy consumption by 20,000 kWh per year and eliminate 10 tons of carbon emissions.

“Pure Storage provides HOPAX with a faster and simpler IT environment, which allows us to invest in an innovative and sustainable digital transformation.” Aaron Wang, HOPAX CIO.



Key Takeaways

- **2x faster access to data, including AI applications**
- **Improved IT effectiveness**
- **Cut energy consumption by 20,000kWh annually, eliminating 10 tons of carbon emissions**

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Summary

IT teams face many challenges in responding to data and application growth and building a resilient, agile IT infrastructure. Unfortunately, legacy storage architectures greatly limit organizations' ability to achieve the IT agility they need.

With a unique data platform and industry-leading, sustainability-focused technologies, Pure Storage enables organizations to achieve a level of IT agility they hadn't thought possible before, as evidenced by the preceding customer profiles.

An intuitive interface across the entire data estate simplifies storage management, freeing up IT staff time and resources. Savings in operations, whether in staff time, space and power use, or in avoiding storage re-buys, make IT more agile by freeing up resources and allowing you to innovate for the organization. The ability to consume all of your storage as a service, and immediately match resources to needs, only adds to your IT agility.

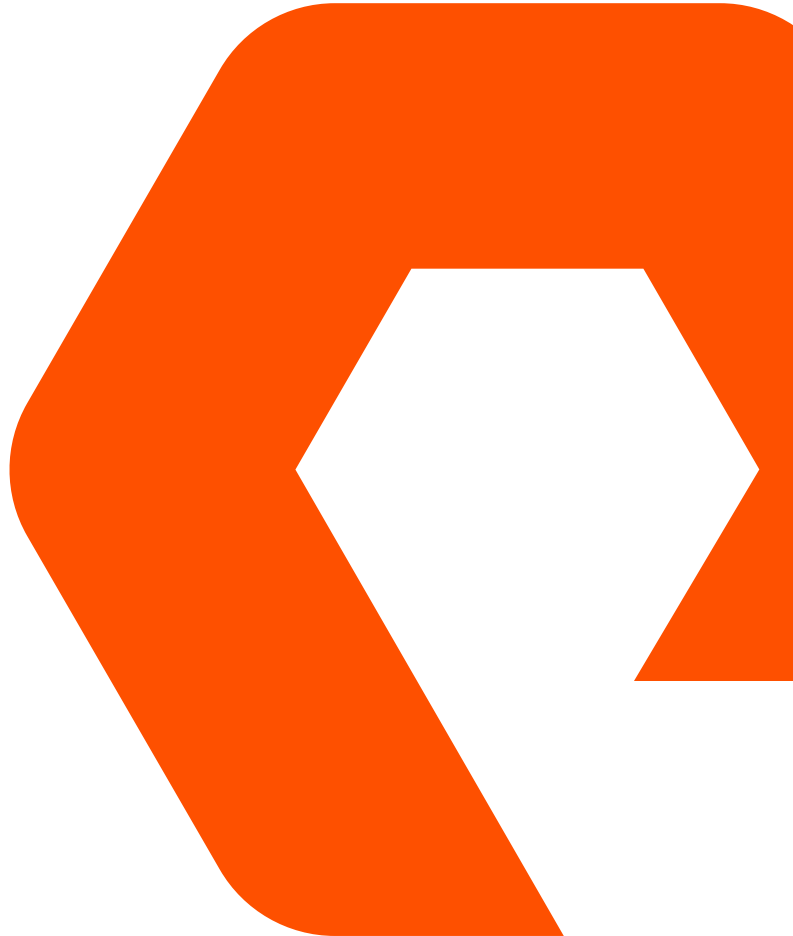
Our architecture and subscription-based, everything-as-a-service philosophy has been customer-proven across nine hardware generations for over 10 years, and well over 10,000 controller upgrades. In fact, over 97% of all Pure Storage arrays ever sold are still in service today, because it's so simple to keep them forever modern and performing like new arrays.

No other storage vendor comes close to delivering the kind of agility and peace of mind that organizations get from Pure Storage.

Learn more about the ways Pure Storage can help you solve your own IT challenges and gain the agility you need.

For more on how Pure Storage can help you:

- [Read The NAND Report's perspective on how Pure Storage delivers IT agility](#)
- [Learn how Pure Storage can help you achieve all your storage goals](#)



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