

EBOOK

The Future of Workloads Without Limits

Deliver high performance, availability, and connected data to meet the demands of modern applications.

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Break Through Infrastructure Barriers

With the rapid growth of modern applications and personalized experiences, ensuring maximum uptime and performance is paramount. Downtime, latency, and errors all contribute to poor user experiences and prevent you from meeting user expectations. Your IT environments are constantly challenged by requests to perform faster to meet increasing user demands. At the same time, budget limitations can interfere with how you deliver. And downtime can become a daily obstacle.

Users Demand Service Availability and Speed

Whether planned or unplanned, every second of downtime can result in significant costs. Every workload—transactional processes, access to email, analyzing AI and ML results, and even database searches—has the potential to push infrastructures beyond the breaking point. These workloads can drastically impact application performance across the enterprise and even compromise user experience.

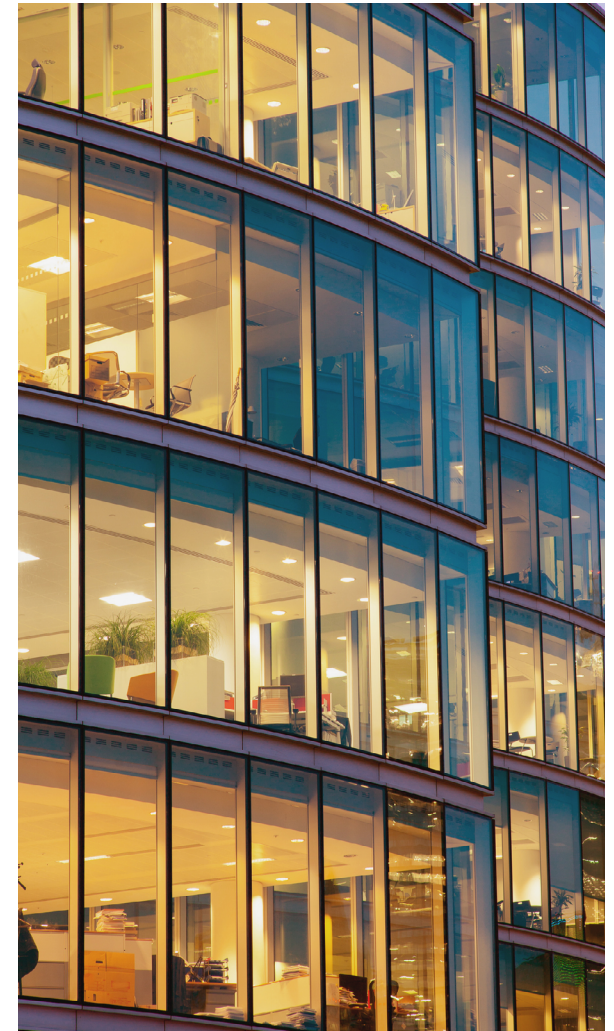
Deploy a Reliable Approach to Hybrid Cloud Infrastructure

Remove barriers by implementing infrastructure that can intelligently split performance tiers and optimize how you serve data. Get the ability to enable workloads without limits. Deliver workloads that are always-on, faster, efficient, simple to manage, and seamless with the cloud to help you conquer IT data management infrastructure challenges:

- Siloed and complex
- Merging on-premises and cloud
- Uncertain availability

Move Past Old-school Evaluations

You may need to reconsider your entire ownership model in order to achieve measurably higher performance and lower TCO. Ease of implementation, automation of ongoing tasks, integration with existing tools, and upgrade cycles are key aspects to consider when evaluating TCO. But it's time to go beyond focusing your assessment on a workload-by-workload basis. Although these items factor into the equation, you'll want to focus on the bigger picture.



Meet a Variety of Workload Demands

Different workloads have different demands. For example, high-performance workloads need higher speeds to process data immediately. Large data-analytics workloads rely on greater scalability, capacity, and data access. If your infrastructure is flexible and versatile enough to meet the performance needs of all types of workloads, it can tap into rapid access of data and ensure low-latency interactions. You need the storage holding that data to meet the needs of connected and hybrid use cases while improving data experiences.

It's time to expect storage that is as fast as you need it to be, scalable to evolve with your business,

and easy to manage. With an operationally efficient, automated storage infrastructure from Pure Storage®, it's now possible to meet and exceed the modern criteria set for IT environments and deliver flawless workload performance across:

- Production
- Non-production
- Dev/Test/QA
- Virtualized applications
- Analytics



Address All IT Environments

Manage physical, virtual, and cloud environments.



Never Compromise

Handle latency, scalability, and flexibility challenges.



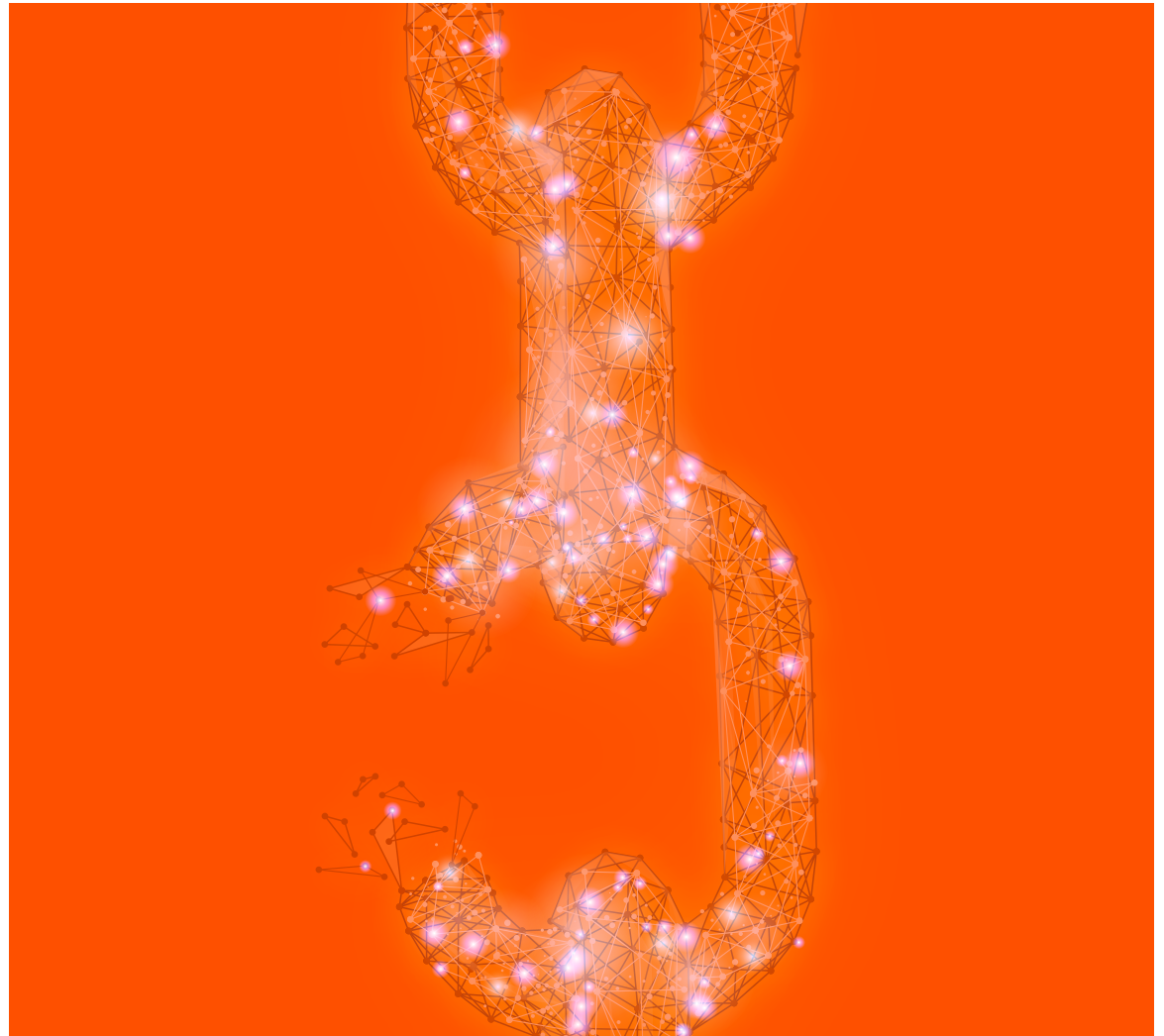
Unshackle Mission-critical Applications

Don't let a mismatch of modern databases on legacy storage contribute to compromised performance and uncertain data availability. Pure Storage's proven 99.9999% availability with FlashArray™ ensures that you have the availability required to deliver seamless business continuity. And, with Pure Evergreen™ non-disruptive upgrades (NDUs), you can optimize application workloads with continuous and predictable access to data. For overburdened IT teams, that means significant benefits in time, dollars, and resources.

- Overcome lack of infrastructure availability
- Eliminate scheduled downtime for upgrades over time

Get 2x Better Data Reduction

Pure Storage makes it possible to manage planned downtime and licensing costs with better data reduction and faster response times. The Purity Operating Environment can help minimize capacity costs while keeping your infrastructure up during peak times. It delivers the industry's most granular and complete data reduction, with sub-millisecond latency, eliminating the need for CPU utilization, upon which most database licensing is based.



Radically Simplify Virtualized Workloads

Decongest your storage platforms by optimizing for virtualized and containerized workloads. Ensure endpoints, applications, machines, and users can access aggregated and correlated data faster and without bottlenecks.

VM Integrations Help You Quickly Consolidate Workloads

Pure FlashArray fits under the policies and practices for managing virtualized workloads to improve efficiency, speed, and flexibility. Its integrations work directly in your hypervisor or container service for virtualization, automation, and orchestration to help you quickly consolidate workloads. Whether in a

private or hybrid cloud, you can spin up new VMs on the best flash portfolio in the business and easily automate processes to increase IT productivity.

Leverage the leading data platform for VMware® third-party integrations to:

- Spin up new VMs easily
- Automate processes
- Increase IT productivity

**The Leading Data Platform for
VMware® Third-party Integrations**



Activate Your Shared Data



Data access unlocks meaningful insights. Use those insights to outperform your competition and meet customer expectations. Legacy storage ultimately limits your access to valuable data, obscuring it from those who need to use it. But, with Pure Storage, it's possible to deliver a shared, unified hub that brings workloads and data together. It's a hub that you can reconfigure whenever necessary and has the flexibility to meet new IT needs over time. Activate data and start leading the way.

Bring Workloads Together with a Shared, Unified Hub

Make specialized resources and dedicated hardware silos a thing of the past. Based on FlashArray and FlashBlade™, a unified hub has the ability to tier performance for all the workload SLAs your organization will need across hybrid cloud footprints.

Deploy On-premises or in Co-located Data Center

Deploy a hub on-premises or in your choice of co-location data center or MSP. Because it also extends into public cloud with Pure Cloud Block Store™, you have the ability to access flex resources and move data. Ensure your data is accessible for the workloads that need it, including applications that require access to disparate, scattered data sets for insights.



Leave No Workload Behind

Best-effort SLAs have been typically reserved for business-critical applications or high-priority workloads. Organizations previously did tiering only by choice due to the expenses associated with a physical storage footprint. Before now, only the most important workloads had access to high-end storage and best-effort SLAs—but that's all changed.

Modern Data Centers Have Changed the Game

With modern data centers, every workload has access to high-SLA solutions. All-flash environments are the norm, capable of delivering performance for the full range of workloads, not just top or bottom. When the lowest-performing functions hold back teams, it limits the opportunities to derive value from shared data across the enterprise. Serving every workload efficiently unlocks that value.



Optimize Now and for the Future

Don't assume. Verify that you're using your infrastructure investment efficiently and actually getting the intended performance advantages to workloads with visibility. Pure1® fleet management across FlashBlade and FlashArray ensures that your teams have visibility and metrics across the storage environment.

Harness the Power of Performance Forecasting

Lean into the future of efficiency and performance forecasting with Pure1 Meta™. Eliminate guesswork and predict capacity and performance needs over time. Or even model workload consolidation and hardware upgrades to eliminate risk and drive efficiency with intelligent consolidation.

Workloads are Just the Beginning

Pure Storage innovation creates a modern data experience for all enterprises to help you utilize data, reduce complexity, and simplify the management of your infrastructure. The modern data experience spans four areas.

Discover the Modern Data Experience

With Pure Storage, you can truly leverage your data and take the fast track to innovation, speed, and sustainability with a modern data experience that gives your business a competitive advantage that never ends.



Fast Matters

Redefine fast with all-flash performance, rapid recovery, and multiple storage classes delivered as a service.



Smart Is Simple

Automate and secure your infrastructure with AI optimization, cloud-based management, and predictive support.



Cloud Everywhere

Unify hybrid storage with comprehensive data mobility and full-stack orchestration.



Subscribe to Innovation

Modernize your storage solution via subscription for constant innovation without downtime or forklift upgrades.



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Liberate Your Workloads

Keeping pace with user demands is a constant challenge. Without re-examining your IT storage infrastructure, you risk slow response times, service interruptions, errors, and complexity. Solve underperforming workloads once and for all. Deploy the storage infrastructure built for a new criteria of success: always-on, faster, efficient, simple to manage, and seamless with the cloud.

Explore [Optimized Workloads from Pure Storage](#).



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