

What's **Radically** **Simple** Storage?



Introduction

Data is growing at an astounding rate. In fact, the total volume of data created, captured, copied, and consumed worldwide is expected to top 149 zettabytes each year by 2024. And up to 90% of it, according to multiple analyst estimates, will be unstructured. It's all that data that doesn't sit in databases—everything from TikTok videos and CCTV footage to x-rays, web server logs, and even genomic sequence files.

Storing, managing, and monetizing this surge of data has become a problem of suddenness and scale in the age of smartphones, the cloud and streaming video. But, it's also an incredible opportunity with the potential to create a competitive advantage for businesses that figure out how to effectively use it. Industry experts (and pretty much everyone else) agree that we've hit a critical moment. Today's rapid, unstructured data growth is happening as we face economic and environmental uncertainty. The new imperative is efficiency, and to achieve it, you're going to need data storage that's up to the challenge.

In this executive summary, you'll discover why a **radically simple** approach to storage is the way forward to successfully tackle the complexities of today's and tomorrow's data challenges.



Get Ahead of What's Ahead

More than ever, businesses need storage to address three storage-related issues:

- 1 Exponential growth in data volumes (especially unstructured data)
- 2 Increasing and ever-evolving ransomware threats
- 3 Rising concerns around sustainability, energy use, and conservation

Then there's the headache of trying to solve these issues while still dependent on legacy hardware—the old spinning (and rusting) disk kind. Simply put, it can't keep up—wasting valuable time and energy while also posing a security risk.

Learn more about the unstructured data explosion—and how you can prepare for it.

[Read the Article](#)

Businesses need storage to address **three storage-related issues**

1
Exponential growth in data volumes

2
Increasing and ever-evolving ransomware threats

3
Rising concerns around sustainability, energy use, and conservation



It's Time...

If complexity is the enemy of progress, simplicity is more important than ever given today's data challenges. In the case of storage, simplicity means removing the need for constant upgrades, migrations, and disruptions. Unlike legacy hardware that's inflexible and inefficient, radically simple storage is built from the bottom up for efficiency and ease-of-use with fewer systems, greater sustainability, and better data security.



**Simplify Things,
Radically**



All Flash

Flash is fundamental to gaining the greater efficiency you need from your data storage. In fact, it's a game changer, delivering unequaled speed, portability, and durability. An all-flash data storage solution can now also cost about the same as a legacy storage solution, but with substantially more efficiency in terms of energy and space.

Did You Know?

Replacing outdated hard disk drives with a Pure Storage® all-flash solution can deliver measurable energy savings and sustainability:

85%

Up to 85% energy savings, compared to competitor all-flash solutions

96%

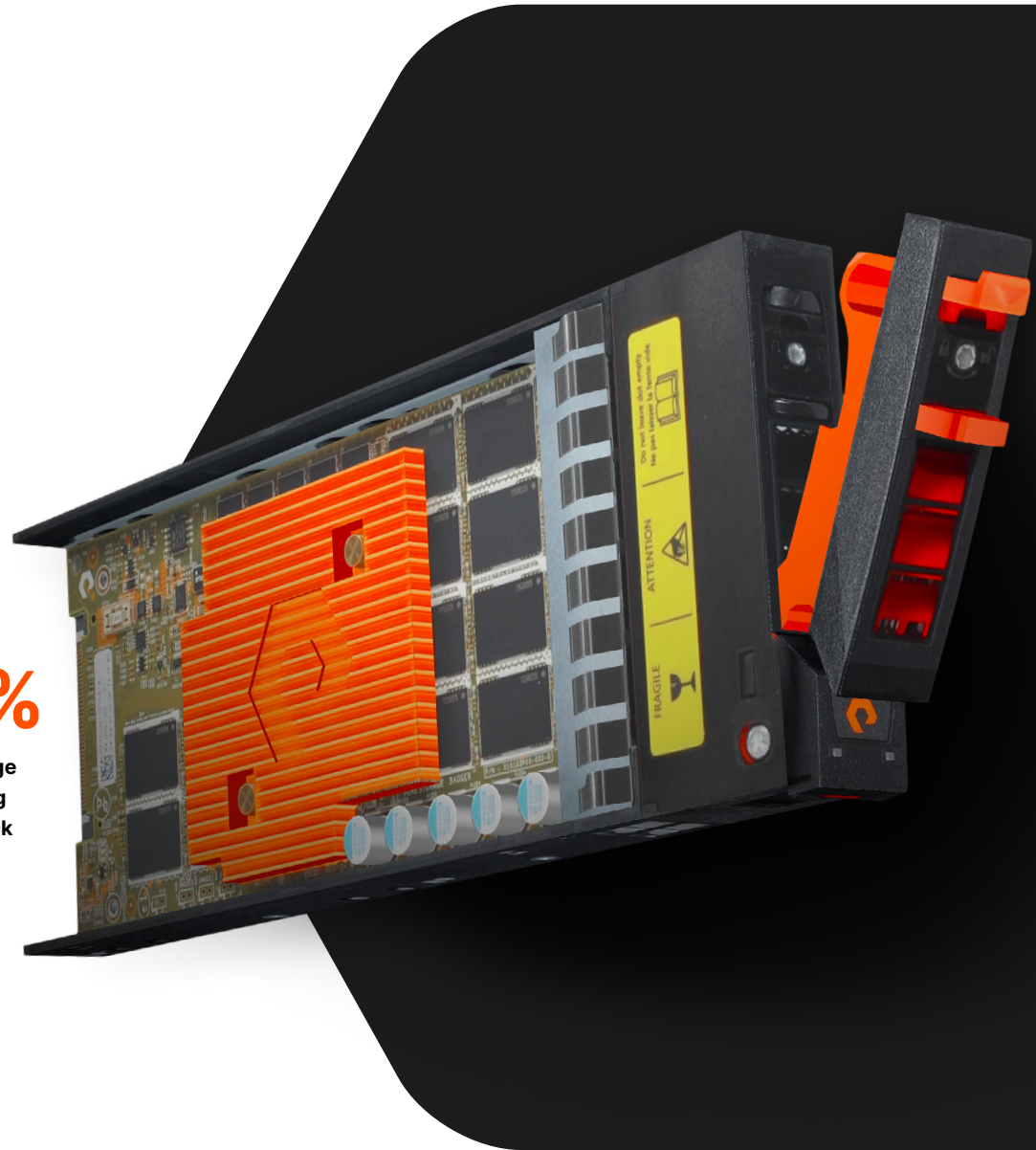
96% less space required, compared to hybrid disk storage

1000%

1000% more storage density by running fewer units per rack

Dive deeper into the advantages of flash in the **Dummies Guide to Modern All-Flash Data Centers.**

[Download Now](#)



Storage as a Service

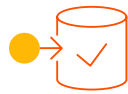
Storage as a service (STaaS) can help you gain the most value from your data with flexibility, efficiency, and agility while also holding down costs. And it basically takes care of itself. Many of the onerous tasks that once required late nights and overtime—like maintenance, upgrades, and problem-solving—can now be automated. That's good news for your IT personnel who can start making weekend plans again. Other advantages: It easily scales as you grow, so you're not buying more than you need, or (even worse) buying a whole new system every few years.

Did You Know?

The Pure Storage Evergreen® subscription portfolio, built on the AI-driven Pure1® STaaS platform, offers unequalled choice and flexibility in how you purchase and consume storage to meet your unique needs:



Deploy once with upgrades done in place



No more data migrations or planned downtime



No sunk costs or repurchasing

Get IDC's take on how you can overcome rigid infrastructure with storage as a service.

[Download the Report](#)

TRIALSTAT

“With Pure and the Evergreen Storage subscription, it’s amazing. When it’s time for an upgrade, we simply showed up, opened the door, and Pure completed the upgrade without a minute of downtime.”

CHRIS HAMELIN,
PRESIDENT, TRIALSTAT

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Built-in Data Protection

No business wants to experience the disruption of a ransomware attack or pay a costly ransom. But in this age of increasingly sophisticated cyber attacks, legacy data protection products may do little to protect your data. More than ever, it's essential to strengthen cyber resiliency with storage that guards your data from becoming a target, provides early detection, and reduces downtime with fast, reliable backup and recovery. With radically simple storage, you get a solution that addresses the most important aspects of data protection while eliminating the complexity of keeping your data safe.

Did You Know?

Pure Storage can help you create a highly-effective, multi-layered ransomware defense with solutions like:



SafeMode™ Snapshots



ActiveCluster™



ActiveDR™



Rapid Restore



FlashRecover™

Learn the five White House recommendations for modern data protection against ransomware.

[Read the Article](#)



CITY OF NEW ORLEANS

“Pure takes the weight off our shoulders. We know we can retrieve data quickly and safely if we need to, with minimal disruption to services.”

KIMBERLY LAGRUE,
CHIEF INFORMATION OFFICER,
CITY OF NEW ORLEANS

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Customer Success and Services

It takes more than just a storage vendor to deliver a superior customer experience. **Radical simplicity** means having a truly dedicated partner by your side who understands your business and is focused on ensuring maximum uptime and performance of your solutions. This takes proactive, preventive, and predictive support and services, along with products that are built to be easy to run, maintain, and support.

Did You Know?

Pure Storage Professional Services can help you reduce risk, lower costs, add new services, and transform quickly. Pure Storage also has a Net Promoter Score (NPS) of 81.4. That's the highest in the industry.

From non-disruptive upgrades and on-site installations to migrations, automation consulting and remote technical support, Pure Storage is here to help.

[Learn More About Pure Services](#)

options

“Having a reliable storage partner in Pure Storage has freed up significant management time, so we can look at bigger pictures. It really does help us better engage with both the market and our clients.”

JAMES LAMING,
VP GLOBAL HEAD OF INFRASTRUCTURE,
OPTIONS TECHNOLOGY

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What Radically Simple Storage Feels Like



**Simplified daily
management
and training**



**Free weekends
and evenings**

(no more tedious upgrades,
migrations, and disruptions)



**Confidence
about the
future**



**Cost
savings**

(more budget for other priorities)

Four Tips to Get There

1

**Consolidate your structured
and unstructured data with
an all-flash storage solution.**

2

**Choose a flexible, storage-as-
a-service subscription that fits
your budget and storage needs.**

3

**Protect your data with
a multi-layered
ransomware defense.**

4

**Partner with a storage
vendor that's committed
to your success.**



WHAT'S RADICALLY SIMPLE STORAGE?

Pure Storage Delivers Outcomes

Driven by unique differentiation in native flash management with a modern software architecture and a steadfast focus on simplicity and management at scale, **we really do mean it when we say our storage is radically simple.**

- **Up to 50%** lower total cost** of ownership and 2-5x more power- and space-efficient
- **All-flash technology** to support both structured and unstructured data volumes
- **A single operating system** with fewer moving parts
- **Unlimited upgrades** to the latest hardware components and software updates
- **A simple subscription** that lets you pay for what you use, delivering capacity on demand with unlimited upgrades to the latest hardware and software updates
- **Built-in data protection**

[Learn More About Our Radically Simple Storage](#)

* Source: IDC | **Typical configurations

purestorage.com

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