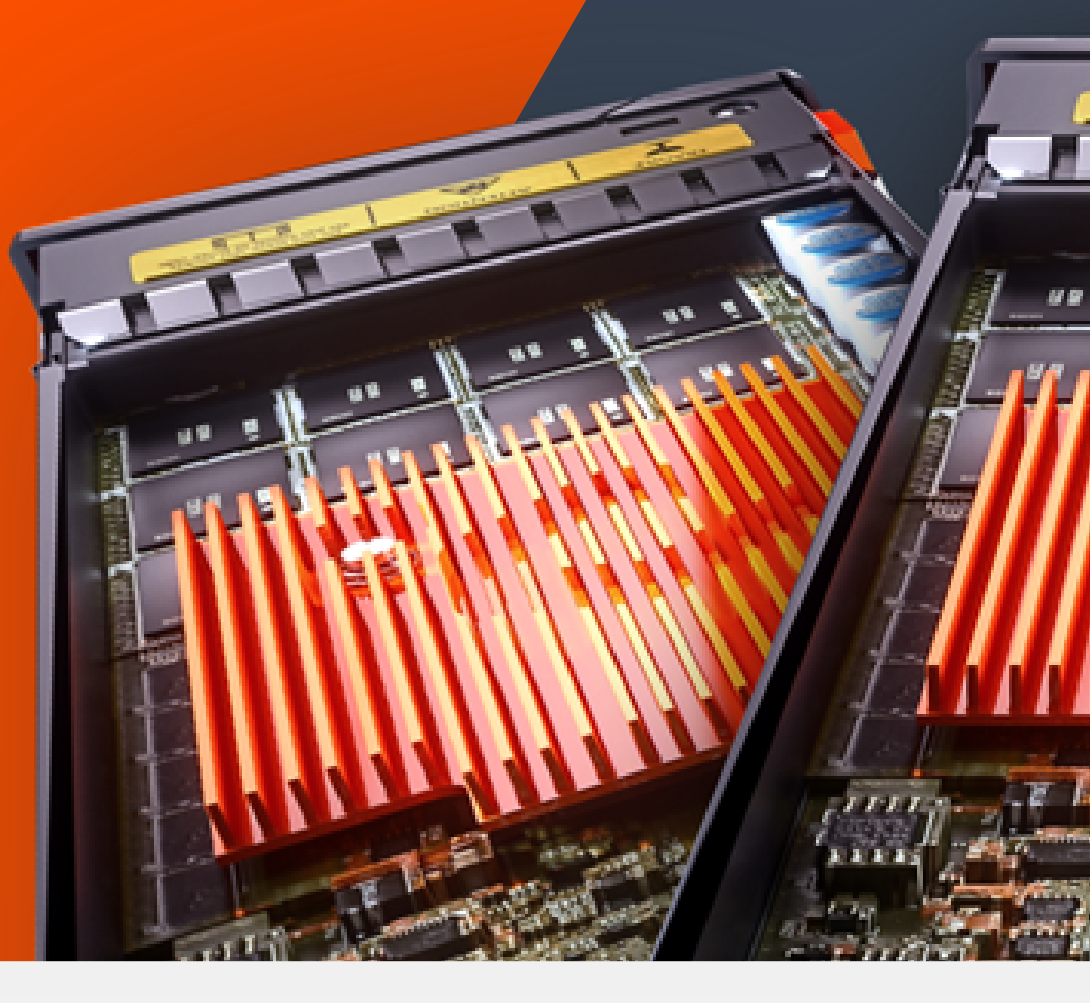


All-flash Data Repositories vs Hard Disk Drives



It's No Secret—Data Growth Is on the Rise

Research from Enterprise Strategy Group indicates that **data capacity will grow 10-fold by 2030.**

Disk vendors claim they can meet this challenge, but as the cost of energy, management, and upgrades associated with disk storage platforms continues to rise, are you willing to bet your job on it?

Top 5 Myths and Hard Truths About Hard Disk Drives (HDD)

And why all-flash from Pure Storage® is economical, sustainable, and the best option for your capacity-optimized data storage.

1

The Myth:

All-flash Is More Expensive Than Disk

Taking management, power, cooling, replacement, and dreaded forklift upgrades into consideration, the value of disk storage just doesn't add up—only the costs do. **Swapping disk for all-flash can mean up to 60% lower operation costs and up to 40% lower TCO over six years.**

Get Pure Storage all-flash at HDD acquisition costs under:

\$0.20/GB
(\$.016/GB for STaaS)

Count on the predictable pricing of pay-as-you-go cloud economics.

The Myth:

Hard Disk Drives Require Less Power than Flash

Environmental considerations and energy use are top concerns for organizations when it comes to sustainability initiatives. **Traditional disk-based storage platforms result in higher power usage, greater space requirements, and increased energy consumption.**

Pure Storage DirectFlash® uses:

≤80%
less power

≤80%
less space

3

The Myth:

Hard Disk Drive Capacity Can Scale at the Same Rate as Data Growth

Conventional disk drive capacity is growing at a snail's pace. According to Gartner, enterprise unstructured data will triple in the next five years¹, whereas HDD scale is only growing at a fraction of this. You'll need more drives, racks and budget to keep up with your data growth.

Pure Storage DirectFlash provides seven times the density of HDDs. Tap into the industry's largest drives now at:

75 TB

with plans for 300TB by 2026!

The Myth:

Hard Disk Drives Are Reliable Enough

Legacy storage providers claim conventional disk storage platforms are easy to manage and provide high uptime, however fail rates increase as disk storage platforms age. **Is "just enough" good enough for your business?**

Pure Storage all-flash guarantees:

6x9
uptime

20x
better reliability than spinning disk

5

The Myth:

Hard Disk Drives Are Easy to Upgrade

Traditional hard drive platforms confine your IT infrastructure to a fixed state, offering solely bug fixes. **To get any new capability, upgrades are cumbersome and often take months, causing disruptions to your business.**

One-of-a-kind Evergreen® non-disruptive upgrades mean no more lost nights and weekends.

>10,000

FlashArray systems than five years are still in service.

Make the All-flash Data Center a Reality

There's never been a better time to **ditch spinning disk** and make the switch to an all-flash data center.

The Pure//E™ Family delivers a highly dependable, scalable, and sustainable all-flash solution, at a competitive cost compared to disk. With lower power consumption and fewer drives, you no longer need to settle for "nearline" when you can have data that's always online for the same price.

And with the continuous non-disruptive updates offered by Pure Storage Evergreen, you never have to replace your hardware to access the latest features. Your system keeps getting better through regular software improvements that are always included.

Bottom line—disk is done.



Get Started Today

Find out which **Pure//E Family storage platform** is right for your use case.

Learn more at:

purestorage.com/products/pure-e.html

1 | Top Trends in Enterprise Data Storage 2023 Gartner, June 2023