

# The Economic Benefits of Pure Storage in Virtualized Environments

Informa TechTarget's Enterprise Strategy Group validated that Pure Storage lowered organizations' storage total cost of ownership (TCO) in virtualized environments by 42% or more through a simplified, reliable, agile, and efficient storage platform. These are benefits in comparison to both environments previously using disparate external storage arrays as well as those based on virtual storage area networks (VSANs).

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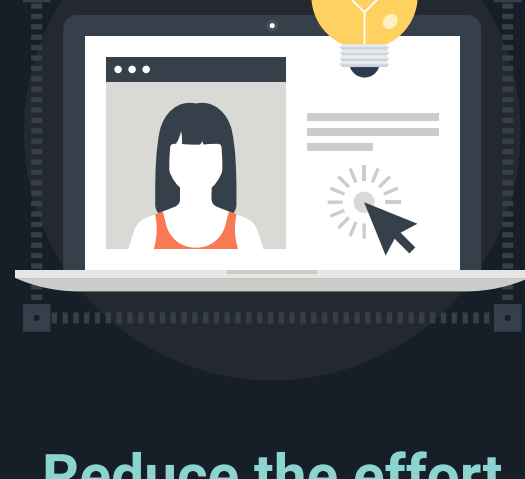
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## Enterprise Strategy Group's Economic Validation revealed that Pure Storage can:



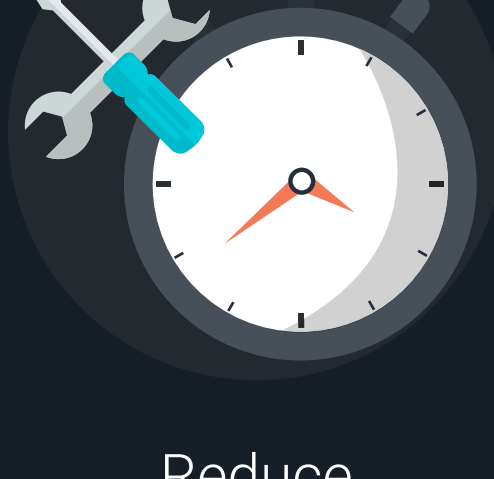
Lower the total cost of storage for virtualized environments by

42%



Reduce the effort to manage and provision virtualized storage by up to

2.6x



Reduce virtualization data recovery times by

6x

## Traditional Server Virtualization Storage Is Too Costly and Complex to Scale for Growing Organizations

Companies' strategy for server virtualization typically involves adding racks of servers containing local storage devices. While effective at first, over time it results in strategic limitations, as well as added cost and complexity at scale as the organization evolves. To address this, organizations typically consider consolidating data storage for virtual environments to an all-flash storage system.

Enterprise Strategy Group research showed the benefits of an all-flash storage system:



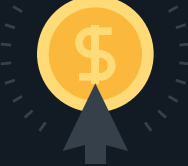
Improved **performance** of existing applications



Better **"future proof"** support



Improved resource **utilization**



Improved **TCO**

However, not all flash storage systems are the same. Organizations need to select platforms designed with the efficiency and flexibility required to optimize for storage operations both today and in the future.

"The seamless integration with NVMe and the future-ready architecture **gives us confidence that our infrastructure can grow with our needs without requiring forklift upgrades.**"

## Enterprise Strategy Group Economic Validation

Enterprise Strategy Group's economic validation revealed that customers using Pure Storage for their virtualized environments **realized significant savings and benefits in the following categories:**



### Improved agility and flexibility for virtualized environments

Customers were able to quickly pivot and respond to changes in business requirements, virtualization technologies, and vendor or licensing policies.

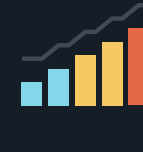
- Lower and more predictable storage costs.
- Improved storage agility.
- Future-proof virtualization data strategy and technology roadmap.
- Better support for virtualization modernization efforts.



### Improved operational efficiency for virtualized environments

Customers were able to consolidate their virtualized storage requirements.

- More efficient storage.
- Less time and effort to manage storage.
- Optimized VMware integration.
- Improved visibility and observability of virtualized data.
- Fewer storage-related virtualization issues.
- Tight integration with virtualization roadmaps and future technologies.



### Improved business outcomes

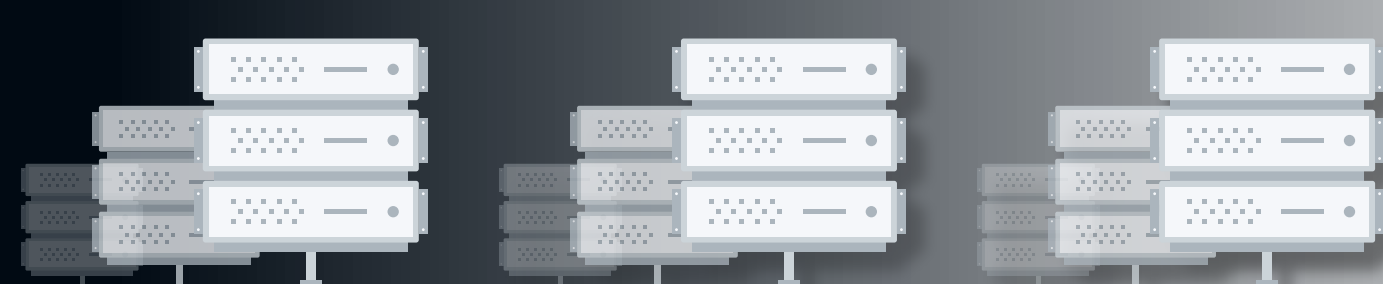
Customers were able to reduce downtime risks, lessen their environmental impact, and enhance operational flexibility and performance.

- Reduced risk of planned and unplanned downtime.
- Improved business agility.
- Better performance and customer experience.
- Sustainability advantages.



When compared to alternative external storage systems, Pure Storage provides optimized VMware integration and orchestration and is able to consolidate to a much smaller footprint,

**helping to reduce cost and complexity.**



**78% smaller footprint**



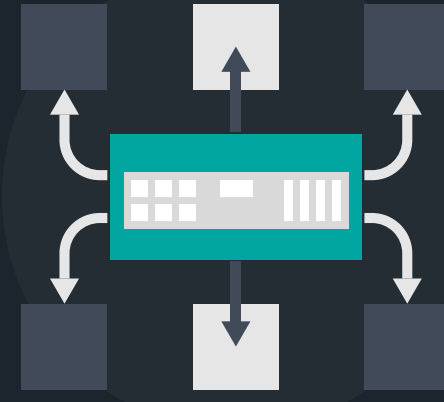
## Key Findings

Compared with local server storage or alternative legacy storage solutions, organizations using Pure Storage for their virtualized environments gained measurable value through improved agility, enhanced operational efficiency, and better business outcomes. Our validation and modeled analysis determined that Pure Storage in virtualized environments could provide the following benefits:



### Up to 42% lower TCO

compared with alternative external storage systems and commercial VSAN deployments



### 1.4x to 2.6x

greater efficiency in ease of managing and provisioning storage compared to other all-flash and hybrid solutions.



### 6x faster

recovery times when faced with system downtime compared to previous environments.

"Pure's compatibility with VMware tools has **significantly reduced the time and effort required for virtualization management.** Tasks that previously took hours are now automated and completed within minutes."

## Pure Storage Provides a Flexible and Cost-effective Platform Well-suited for Virtualized Environment

Pure Storage infrastructure is built on Evergreen architecture, providing non-disruptive upgrades to storage technology and the latest advancements. The platform provides a simple, unified architecture (block, file, object, and cloud storage), with one operating system that is consistent between on-premises and cloud environments. Data is managed in a single control plane as a global virtual pool of storage across all systems and locations, making it easier to manage, secure, and protect at scale

"The **Evergreen model** has allowed us to eliminate costly hardware replacements and upgrades, saving significant resources while improving our storage operations."

## The Pure Storage Platform

### Virtualized Enterprise Apps

SAP | Database | VMWare | LOB

### Container Data Management

Automate | Protect | Unify | Extend

### Storage as a Service

Effortless Management at Any Scale

Simple Unified Infrastructure

Evergreen Architecture

ON PREMISES

PUBLIC CLOUD

HOSTED



### Simplicity

100% unified infrastructure



### Ultimate Reliability

Ending downtime and migrations forever



### Agility and Optionality

All the benefits of SaaS



### Ongoing Savings

Efficiency that drives results

"The flexibility of Pure Storage allowed us to align our virtualization modernization roadmap without the technical hurdles we experienced with other storage solutions. **We no longer face delays due to incompatibility or rigid vendor requirements.**"

## Conclusion

Effective data management is at the forefront as IT teams managing on-premises virtualized environments strive to provide cloud-like levels of simplicity, agility, and availability for their organization's business needs. In a virtualized environment, the advantages of the Pure Storage go beyond simply being a cost-effective, simpler-to-use, and more efficient storage platform. The Pure Storage platform was designed to integrate with virtualization platforms and provides built-in automation. This reduces complexity while improving operational efficiency and time to value, providing a future-proof storage platform that aligns with virtualization roadmaps, while giving organizations the freedom of choice should their plans change. For organizations looking to modernize their virtualization strategy and unlock long-term value, Pure Storage stands out as a compelling choice.

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