GET MORE FROM YOUR STORAGE INVESTMENT WITH

Pure Storage Efficiency

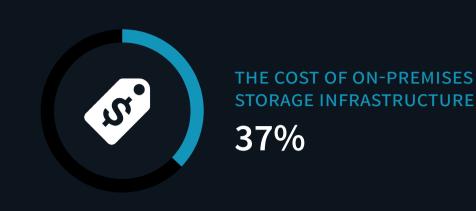## Organizations See Storage as An Opportunity to Streamline Cost and Maximize Business Value

32% of ESG research respondents selected improving data analytics for real-time business intelligence as one of the business initiatives that would **drive the most technology spending at their organization in 2019** (#2 overall initiative) and 30% selected cost reduction (#3 overall initiative) .

IMPROVING DATA ANALYTICS
32%

COST REDUCTION
30%

THE COST OF ON-PREMISES STORAGE INFRASTRUCTURE
37%

In a separate ESG research study, 37% of respondents (the highest percentage of respondents) said that the cost of on-premises storage infrastructure was one of the areas in which they had the greatest **opportunity to significantly streamline or reduce costs.**

PERFORMANCE

ADMINISTRATION

DEPLOYMENT

MAINTENANCE

Why Efficiency Matters

Technologies like deduplication, compression, and thin provisioning help to provide greater storage efficiency and thus reduce the physical storage that must be purchased, deployed, powered, and cooled. But it doesn't end there: Storage systems that provide not only greater storage efficiency, but also higher levels of performance, and easier administration, deployment, and maintenance provide **the greatest overall value to the organization at the lowest possible cost.**

What is the True Cost of Storage?

Greater storage efficiency means more GBs of storage, but how much does a GB of storage really cost your organization?

It's not just about how much you pay to acquire the storage, **but how much effective storage you get for that investment...**

...and it's even more important to know how much it costs to **continuously operate and provide that effective storage capacity to the business.**

$ / RAW GB

DATA REDUCTION TECHNOLOGY

$ / USABLE GB

$ / EFFECTIVE GB

TCO $ / EFFECTIVE GB

Better Storage Efficiency with Pure Storage

Pure Storage arrays provide some of the highest-performing data reduction technologies available. Pure Storage provides "always-on" data reduction for all workloads that includes the highest-efficiency global inline deduplication and compression, pattern detection and removal (including zeros), copy reduction, and post-process compression. In addition, thin provisioning can be utilized. Pure also provides a Right-Size Guarantee (RSG) to ensure minimum effective capacity needs are met on new deployments, which can be extended with any capacity increase.

- Designed for flash with zero impact operations
- Improved efficiency by actively moving data
- Pattern removal
- Inline global deduplication (512B aligned, variable block size)
- Inline compression / deep reduction
- Always-on thin provisioning
- Copy reduction
- Right Size Guarantee (RSG)

ESG Validation

ESG was recently commissioned by Pure Storage to validate the effectiveness of its storage efficiency technology when compared against alternative storage solutions and technologies.

1. **Validated the Total Efficiency[1] seen in real world deployments.**

In order to validate that Pure Storage systems provide greater storage efficiency than alternative solutions, ESG executed a survey of 525 highly qualified storage practitioners and decision makers who were very familiar with their organization's on-premises storage infrastructure.

2. **Compared Pure efficiency to non-Pure efficiency.**

ESG collected the total efficiency reported by each storage technology and compared it with the total efficiency reported by Pure Storage FlashArray systems. ESG compared data across all deployments, as well as by region and vertical.

3. **Used this to create 3-Year TCO models comparing Pure to the status quo.**
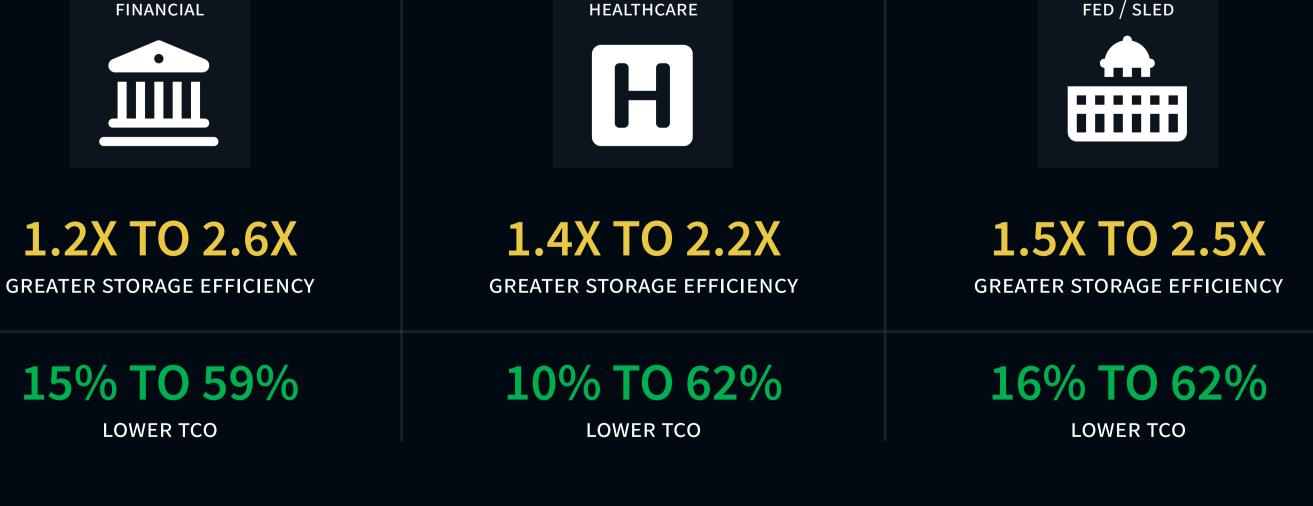
ESG then created a TCO/ROI model that compares the costs and benefits of deploying, managing, and supporting storage capacity over a three-year period based on the median storage requirements for each vertical.

[1]Total Efficiency = effective storage capacity after benefit of deduplication, compression, and thin provisioning

The Results:

Compared to alternative storage technologies like all-flash, hybrid, and CI/HCI systems, ESG validated that Pure provides:

FINANCIAL	HEALTHCARE	FED / SLED
1.2X TO 2.6X	**1.4X TO 2.2X**	**1.5X TO 2.5X**
GREATER STORAGE EFFICIENCY	GREATER STORAGE EFFICIENCY	GREATER STORAGE EFFICIENCY
15% TO 59%	**10% TO 62%**	**16% TO 62%**
LOWER TCO	LOWER TCO	LOWER TCO

The Bigger Truth

TCO $/GB is an important metric that all healthcare, FED/SLED, and financial organizations should consider when making storage purchases, since it takes into consideration all costs that will be incurred, as well as some of the operational benefits that can be realized.

ESG suggests that every organization perform its own TCO $/GB projections and comparisons before making a buying decision. ESG validated that Pure Storage provides improved efficiency and cost savings versus alternative storage technologies and should certainly be considered by any organization looking to get the most from every GB of its storage investment.

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