Get more from SQL Server by pairing it with an innovative, all-flash storage platform. And bring you speed, availability, simplicity, and cost savings.

### 10 Reasons Why Pure Storage is the Choice for Microsoft® SQL Server®

**Uniquely Engineered**

- **All-NVMe® Flash Media**
  - Accelerate speed and enhance resiliency with modern NVM Express® (NVMe) media and technologies.
  - Engineered for speed in discrete and integrated technologies.
  - Non-Disruptive Everything: No planned or unplanned downtime. Deploy once, and upgrade forever.

**Engineered Efficiency**

- IT and software spend less, save more.
- Pure FlashArray™ delivers no-tuning, NVMe over Fabrics (NVMe-oF™) and achieves latencies equivalent to direct-attached storage (DAS).

**Non-Disruptive Everything**

- While FlashArray™ technology is engineered for speed, availability, simplicity, and cost savings, an innovative, all-flash storage platform brings your speed, availability, simplicity, and cost savings.

**Uniquely Simple**

1. **Always Modern**
   - SQL Server is always in the cloud, in the data center, and on-premises.
   - Avoid the complexity of selecting and managing business-scale storage.

2. **Integrated Backups**
   - Simplifies management of backup and restore with an integrated backup and restore solution.
   - Ensures data protection and availability.

3. **All-Flash Storage**
   - FlashArray™ solutions deliver more than 1 trillion data points collected and analyzed daily.
   - With advanced artificial intelligence (AI) and analytics, the Pure1® Meta™ platform makes use of AI-Driven Storage.

4. **Pure Storage as a Service**
   - Automates remediation for >70% of issues.
   - Eliminates the risk of buying a system that is immediately out of date.
   - Evergreen™ Software and support model provides long-term compatibility, IT agility, and peace of mind.

5. **AI-Driven Storage**
   - Automatic remediation for >70% of issues.
   - AI-Driven Storage and support application development consistently support changing business needs. Manage and support application development consistently support changing business needs.

6. **Always Modern**
   - Seamlessly move workloads to and from clouds to support application development consistently support changing business needs.
   - Simplify management of backup and restore with an integrated backup and restore solution.

7. **Pure Service Orchestrator™**
   - Integrated orchestration of container storage to easily manage SQL Server.
   - Containers and Kubernetes® Ready: IT and software spend less, save more.

8. **Cloud Connected**
   - Your data, where and when you need it.
   - Enable business requests for cloud connected to bring your data, where and when you need it.

9. **Data Reduction**
   - Reduce your capital expenditure (CAPEX) and total cost of ownership (TCO).
   - Deduplication before writing to flash to provide high throughput, low latency, and less frequent, faster restores.

10. **Containers and Kubernetes® Ready**
    - Your data, where and when you need it.
    - Enable business requests for cloud connected to bring your data, where and when you need it.

### Spend More Time Innovating and Less Time Managing

- Pure Storage brings the speed, availability, simplicity, and cost savings that allow you to focus on innovation and support application development consistently support changing business needs.
- Evergreen™ and Service Orchestrator make scaling up and down affordable and predictable.
- Make your mission-critical SQL Server deployments more efficient and cost-effective.


If you’d like to talk with the Pure Storage sales team or a Pure Storage SQL Server specialist, you can request a demonstration of the FlashArray product for SQL Server in action at 800-379-PURE (7873) or by emailing sales@purestorage.com.