Get more from SQL Server by pairing it with an advanced, all-flash storage platform. For higher speed, availability, simplicity, and cost savings.

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

Get more from SQL Server by pairing it with an advanced, all-flash storage platform. For higher speed, availability, simplicity, and cost savings.

**Uniquely Engineered**

- **All NVMe® Flash Media**
  - Accelerate speed and enhance resiliency with modern NVM Express® (NVMe) media and ground-breaking NVMe® over Fabrics® (NVMe-oF™) technology. Pure is at the forefront of this architectural change, delivering unprecedented performance and reliability.

**Engineered Efficiency**

- NVMe, less speed, less power.
  - Pure uses the latest NVMe® technology and innovations to ensure it is placed into a Tier 1 solution that delivers high performance and availability.

**Non-Disruptive Everything**

- While Pure® innovations arrive occasionally, so do software updates. Simply download and apply software updates to stay current, with no impact on performance or availability.

**Uniquely Simple**

- **Always Modern**
  - Stay current, without pain. Dependability and reliability are critical components of the Pure Storage® promise.

- **Integrated Backups**
  - Ensure your data and applications are protected with seamless, automated, data-driven backups. Get back to work faster and protect your business.

- **Pure Storage® as a Service**
  - Storage that grows as you grow. Pure offers an unlimited, on-demand subscription model for storage consumption that includes integrations to your business applications, allowing you to pay only for what you need, when you need it.

- **All-Flash Storage**
  - Avoid unplanned downtime. Deploy once and upgrade never. FlashArray™ solutions are non-disruptive, enabling you to stay current without shutting down your business or taking workloads offline.

- **Advanced Artificial Intelligence (AI)**
  - The Pure1® Meta™ platform uses advanced artificial intelligence (AI) and analytics to proactively monitor and manage your environment.

- **Always Modern**
  - Stay up-to-date, effortlessly. Pure provides access to the latest features and enhancements of your storage infrastructure.

**Uniquely Integrated**

- **Cloud Connected**
  - Your data, where and when you need it. Seamlessly move workloads between clouds or use them on-premises. Pure makes it simple to support application development consistently across on-premises and the cloud, without the need for specialized skills or training.

- **Data Reduction**
  - Reduce your capital expenditure (CAPEX). Deduplication and compression technologies allow you to store less and spend less on your infrastructure.

- **Containers and Kubernetes® Ready**
  - Workloads running in Kubernetes containers. Pure's DirectFlash™ and DirectMemory™ SSDs deliver high throughput, low latency, and less frequent, inefficient writes. That adds up to better use of storage technology and efficient writes. That adds up to better use of storage technology and efficient storage technology.

**Spend More Time Innovating and Less Time Managing**

- **Reduce your capital expenditure (CAPEX)**
  - Mitigate risk related to storage by selecting a robust and supported platform. With Pure Flash Array, you get peace of mind.

- **Write less, spend less**
  - Write less, spend less. With the support of Pure FlashArray, you experience decreased writes by using the latest technologies.

- **Non-Disruptive Everything**
  - While Pure innovations arrive occasionally, so do software updates. Simply download and apply software updates to stay current, with no impact on performance or availability.

- **Philosophy of Continuous Improvement**
  - Our philosophy of continuous improvement yields engineering insights that improve the features and reliability of our products.

- **Customer Success Stories**