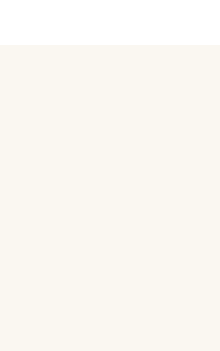


Rethinking Storage for Digital Business

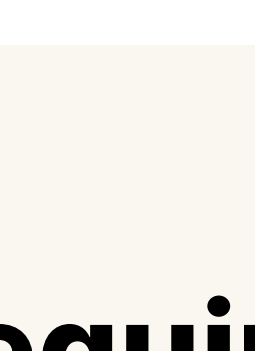
The move to digital business—finding new ways to reach customers, empower staff, and stay competitive—is even more imperative after the changes brought on by 2020. Here's a closer look at how data powers your digital business journey, how legacy infrastructure can hold you back, and how Pure Storage® helps get you there.



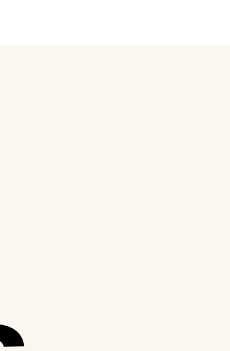
What are the Unique Demands of Digital Business?



Digital Engagement
Engage customers and staff faster. Deliver more compelling experiences



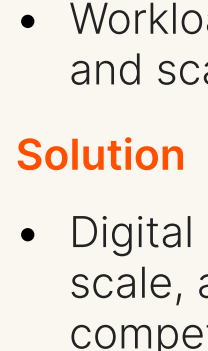
Digital Operations
Streamline and automate for faster time to market. Mine data for insights.



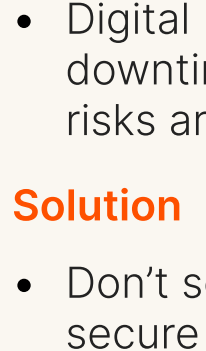
Digital-First Business Models
Modernize the way you deliver products and services to boost customer experience and retention.

IT Requirements for Digital Business

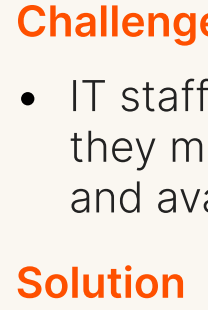
Legacy infrastructure is a bottleneck to digital business success. The old ways of storing, managing, and serving up your data to customers and staff will hold you back, but new strategies can propel you forward. Here's a look at what you'll need.



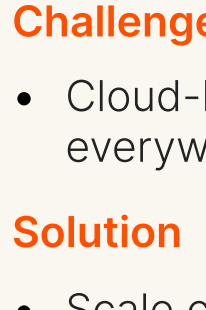
Application Agility
Challenge
• Workloads struggle to keep pace and scale as needs change.
Solution
• Digital business requires speed, scale, and innovation to stay competitive.
• Front end or back end, legacy bare metal, or containerized—you need the flexibility to deliver applications faster, anywhere.



Always-On Security
Challenge
• Digital business is 24x7, so downtime and cyberattack risks are greater than ever.
Solution
• Don't settle for systems that aren't secure from threats or designed for maximum uptime.
• Enhanced data protection can help you protect your company's reputation and maintain customer loyalty.



Orchestrated Operations
Challenge
• IT staff can't always be on-site, but they must keep systems performing and available from anywhere.
Solution
• Simplicity, ease of use, and remote management for everything are critical.
• AI-driven intelligent operations can free up staff to innovate instead of just "keeping the lights on."



Elastic Infrastructure
Challenge
• Cloud-like agility is needed everywhere your data resides.
Solution
• Scale capacity and performance on demand and without limits—on-prem, in the cloud, or hosted.
• 2020 proved the need to pivot in real time. Don't let the limitations of legacy infrastructure hold you back.

Embracing Digital Business Without Modern Data Infrastructure

63% 63% reported challenges as they implemented digital experiences, requiring stronger data security to protect customer and supplier data.

41% 41% said infrastructure wasn't prepared to scale with data growth.

28% 28% said data applications weren't designed to support the new data types required to create these experiences.

* 2020 Bredin IT Research Report

Simplifying Storage for Digital Business

Decades of architectural compromises by legacy storage vendors make their systems rigid, complex, and anything but agile. In contrast, Pure designed solutions from the ground up to be effortless every step of the way—from installing and running to expanding and upgrading. Pure removes storage as a roadblock on your journey to digital business.

- ✓ Installs in less than an hour
- ✓ Self-driving storage proactively monitors your system
- ✓ Pure Storage generates 70% of support tickets

How Your Organization Benefits



Less time spent troubleshooting



50% reduction in the need for storage management resources



Reduced need for tech support

A History of Non-Disruption

Pure Storage has a proven history of nine generational hardware upgrades and more than 20 major software upgrades, with zero planned downtime and zero wasted investment.



64% of IT professionals prioritized IT agility without disruption *

* 2020 Bredin IT Survey

Expand and Upgrade Whenever Business Demands It

Legacy infrastructure is a bottleneck to digital business success. The old ways of storing, managing, and serving up your data to customers and staff will hold you back, but new strategies can propel you forward. Here's a look at what you'll need.

- ✓ Storage hardware upgrades at regular intervals or on demand, whichever fits your needs
- ✓ All array software upgrades included, as well as new features
- ✓ A proven history of delivering nondisruptive, data-in-place, investment-protected upgrades

What That Means for Your Organization



Upgrade and expand on your schedule, not your vendor's.



Future-proof your storage, once and for all.



No planned downtime, ever.



Digital Business Champions Get It Done with Pure Storage

RETAIL INDUSTRY

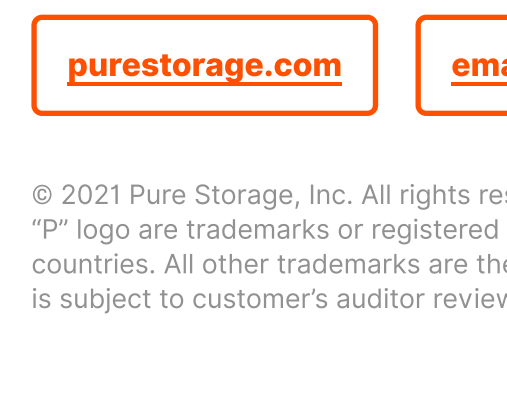
"Pure Storage is the unicorn of our data center."
"From the implementation to support, Pure Storage has been top-notch."

FINANCE INDUSTRY

"Do you like your admins to sleep well at night? Move to Pure Storage and they will."
"The arrays are fast, reliable, easy to upgrade and Pure Storage support is second to none."

SERVICES INDUSTRY

"Smartest decision I've made in years. Pure Storage is a TRUE partner."
"Pure Storage has been an excellent partner and truly an extension of our infrastructure team."



Read the white paper on rethinking digital business.

[Learn more about Pure Storage](#)