Why It's Time to Rethink Your Storage Refresh
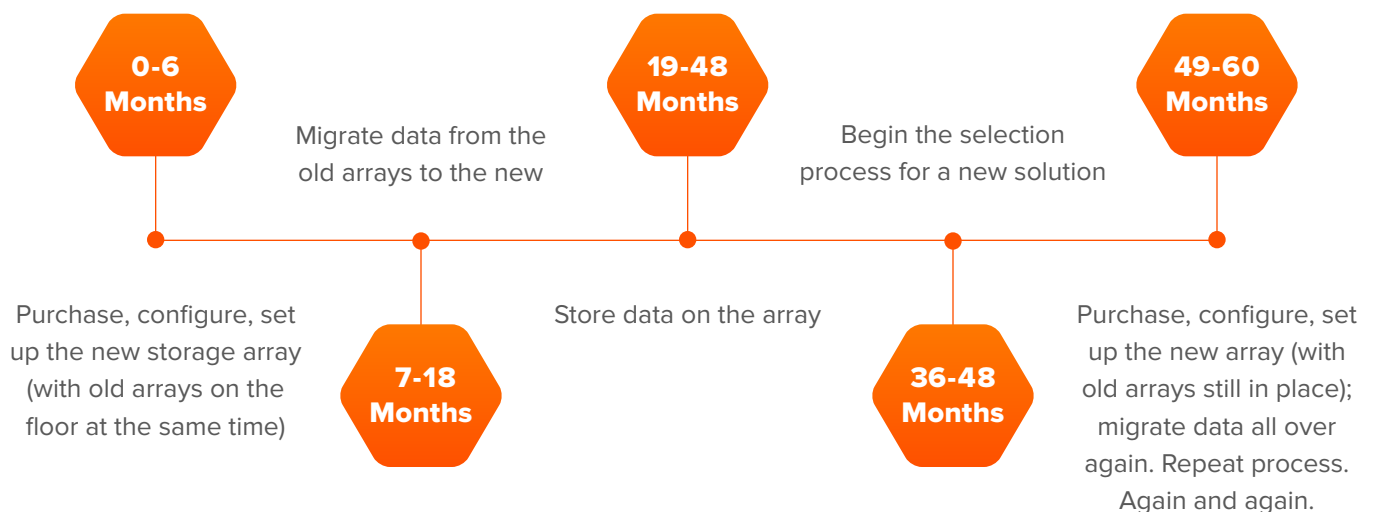
Your peers in the financial industry have walked away from storage refreshes. Here's why.

Legacy Storage Doesn't Last

The expected life cycle for most traditional data storage systems is, at most, five years. Yet most organizations deploying these legacy solutions get on average just over two years of actual value from their five-year storage plans. Most have accepted the pain associated with refreshing legacy storage as the status quo.

It doesn't have to be that way. Discover why an increasing number of financial industry firms are choosing an Evergreen™ alternative to the legacy storage refresh from Pure Storage®.

Rethink the 3- to 5-year Legacy Storage Refresh Cycle

0-6 Months

Migrate data from the old arrays to the new

19-48 Months

Begin the selection process for a new solution

49-60 Months

Purchase, configure, set up the new storage array (with old arrays on the floor at the same time)

7-18 Months

Store data on the array

36-48 Months

Purchase, configure, set up the new array (with old arrays still in place); migrate data all over again. Repeat process. Again and again.

What's the Real Value of Your Data Storage?

Beyond an inability to deliver on the full promise of your storage investment, traditional storage systems are difficult to deploy and manage. Refreshing requires risky, time-consuming data migration, not to mention the capital investment in costly, new hardware every five years. These legacy systems also require intensive monitoring, tuning, and troubleshooting, especially when data is growing at an exponential pace. These factors— along with issues of latency, disruptive maintenance, and downtime— lead to significant decreases in usability and overall value.

Stop Settling for the Status Quo

For decades, decision-makers have accepted the complexities and high costs as par for the data-storage course in the belief that storage providers, and their solutions, are all basically the same. And there may have been some truth to that in the past. But now there is an alternate approach that successful firms have taken advantage of to blaze a trail to faster, simpler, more efficient storage and improved time to revenue. This modern approach offers strong reasons to reconsider refreshing not only your firm's storage infrastructure, but also how you think about data.

Start Thinking Outside the (Storage Array) Box

There is a better way. One that's more efficient, more cost-effective, more reliable, and radically easier to use. It's storage that grows and stays modern with your needs, while preserving your investment - and eliminates costly rebuys, refreshes, and migrations. And best of all, with Pure as-a-Service™ you pay only for what you use, both on-prem and in the cloud, with a single subscription. Enable your organization to move beyond the limits of legacy storage and change the way you think about your next refresh.

Make Your Next Refresh Your Last

Imagine eliminating the need to migrate data every five years—or, worse, every two. Rethink your refresh by rethinking your storage. Pure Storage delivers an upgradeable architecture that enables continuous updates with no planned downtime.

IMPROVE AND EXPAND storage for 10 or more years.
SAVE 30-50% with dramatically lower total cost of ownership (TCO).

See how Pure delivers efficient, reliable and mission-ready solutions for Financial Services firms that provide enterprise-class power and resiliency while being simple to manage and cost-effective.