

Why react to downtime when you can banish it forever?



Enterprise never sleeps, so there can be no such thing as downtime. Creating your always-on organisation means recovering faster from challenges to the flow of business.

Discover how adopting a new approach to business continuity will help change your business's mindset from reactive to proactive and empower you to banish downtime forever.

Why it's time for 'always-on'

Unplanned downtime is expensive, so IT leaders look to prioritise investments in technologies that keep data online and business always-on.

Application downtime cost the average enterprise

\$20.1
million

globally in lost revenue and productivity¹

Lost data from mission-critical app downtime cost

over
\$102,000
per hour¹

Top five impacts of data downtime

According to research by Enterprise Strategy Group², they include:



Reduced customer confidence

51% respondents



Lost revenue

46% respondents



Missed business opportunities

41% respondents



Loss of employee confidence

41% respondents



Damage to brand equity

37% respondents

Take a fresh approach to business continuity

Forget locking your data up in an expensive, slow and complex disaster recovery set-up. Stretched clusters are the way ahead. Think they're only for the storage expert with lots of time on their hands? Then it's time for a rethink – and time to look at Pure Storage.

Traditional stretched cluster

Complex
Expensive
Additional software licences
Specialised storage management skills
Weeks to set up



Pure Storage Purity ActiveCluster

Simple synchronous & asynchronous
Included with Purity FlashArray 5.0+
No licences
Little storage knowledge needed
4 quick-steps, sets up in minutes

Pure Storage enables a business continuity model made for today's always-on world:



Agile

Active/Active simultaneous replication



Multipurpose Migration

Move workloads with ease



Efficient

3-data-centre configuration



Seamless

Available as an Evergreen upgrade

Data centres

Achieve greater availability

Campus/metro

Maintain uptime



Cost-effective

Save up to **30%** on disaster recovery costs³

Is it really worth investing in technologies that banish downtime?

Always.

In a 2019 study³ of 100 IT Directors, Forrester found that the issue respondents most struggled with in unplanned downtime was data recovery.

So is it worth investing in new technologies to solve that problem?

They asked the question:

“ If your organisation experienced close to zero downtime, what business benefits would you expect to see? ”

63%
Increased revenue

53%
Reduced operational cost

51%
Improved competitive advantage

50%
Increased employee productivity

Get proactive. Get always-on.

Learn more by contacting Pure Storage on **+44 20 3870 2633** or email **info@purestorage.com**

