

SOLUTION BRIEF

Business-Critical Services

Experience focused, proactive, outcome-oriented service with the Pure Storage® Business-Critical Services team.

Data is at the heart of your business. With Pure's Business-Critical Services (BCS), you get a designated team who knows Pure Storage technology, your data environment, and your applications. The BCS team uses its expertise to improve your data systems to lower costs, reduce downtime, and optimize your data center to reduce stress on your IT team.

Enhance System Performance

Pure's Business-Critical Services teams are the world's experts in Pure technology and the Pure1® management system. They spend the time to learn your specific data environment. They drive proactive response and remediation for any problem, often before you know it is a problem. They also handle any required escalations. The result is faster time to problem resolution and six nines of reliability¹. More than 80% of our largest and most demanding accounts use Pure Business-Critical Services for optimized performance and better business outcomes.

The Business-Critical Services team also focuses on implementing best practices in operating your Pure technology. They optimize your data arrays and systems, leading to a further reduction in downtime and costs. For example, our experience shows that systems maintained using updated code revisions and best practices have almost 60% better performance in terms of mean time to a Severity-1 issue resolution. Business-Critical Services ensures that your systems are always maintained with best practices and the latest code.

Reduce Stress with Personalized Service

Pure focuses on making your IT team successful. With our non-disruptive upgrades and Business-Critical Services project and system management, customers report needing smaller maintenance windows and less weekend work. We also do all the routine periodic reporting, enabling you to focus on other things. Our personalized attention decreases the stress on your IT team, no matter how demanding your environment becomes.



White-glove Service

- Maximize your data and application availability.
- Reduce cost and downtime with updated code.
- Avoid upgrade windows and weekend work.



Your Designated Team

- Your Service Account Manager advocates for proactive communications.
- The Designated Service Engineer provides IT support and expertise.

Business-Critical Support Elements



Your Designated Business-Critical Services Team

Pure Storage is proud of its audited Net Promoter Score (NPS) of 83.5. That puts Pure in the top 1% of all business-to-business companies for six years in a row. Service is a big part of that success. With your designated Business-Critical Services team, it takes our services to another level. Your Business-Critical Services team monitors your data systems' health and resilience to deliver uninterrupted service and application availability across your IT infrastructure.

The Business-Critical Services team comprises two key members: the Service Account Manager and the Designated Service Engineer. This team is accountable for faster and more customer-specific responses from Pure in many business and technical situations. They ensure that your system is optimized and configured for the highest performance and lowest cost. The team can also call on all the resources at Pure to bring in trusted experts, executives, and partners to solve your challenges quickly and efficiently. Count on Business-Critical Services to deliver over-and-above support that reduces your stress and helps you achieve your data systems goals.

Additional Resources

Learn more about [Pure Business-Critical Services](#).

¹ For FlashArray™