Content Repositories with Pure Storage

Extend the value of your storage for video, images, and files with Pure Storage® FlashArray™.

When your data includes a high proportion of video and other high-capacity, high-bandwidth storage hogs, your storage needs can overwhelm your infrastructure and your IT budget. Pure Storage FlashArray offers the solution you need. You can simplify both your data storage architecture and the management your data.

Growing Data Can Create Complexity

Data is growing exponentially, with unstructured data expected to double in the next three years, and triple in the next five. And more than 80 percent of all data is file or unstructured. This data includes security video footage and marketing videos for creating interactive sales content, rich image media for medical imaging, aerial and mapping photography, and more. Video data—whether from site security, traffic cameras, bodycams, or internet of things (IoT) sensors on a production line—often must be stored for years, ready to repurpose in new applications and new use cases. In addition to the amount of data being created, the quality of media is improving. Security cameras are increasingly moving from low quality to 4K and even 8K resolution. The quality of medical imaging increases year over year to support clinicians in making better diagnoses. Hospitals alone are responsible for terabytes and petabytes of storage and increasing growth as the number of images, scans, and studies are created and the quality of tomography data increases.

Data growth, the added capacity, and an increasing number of storage systems drives up the complexity and cost of management, in addition to the more obvious cost of storage. Without a simple solution, it can be difficult to make effective use of the data for insights and/or monetization. Network attached storage (NAS) and server-based file storage solutions are old and inflexible, and it is costly to maintain data that is siloed across the organization.

What's the best way to solve storage challenges? Do more with what you have. Reduce the total amount of data stored and/or the amount of space required to store it (and therefore the amount of data under management). Make data and storage management easier, more automated, and more self-service. Remove the risk of buying and deploying

Medical

Medical imaging, PACS and VNA, tomography, ultrasound, x-rays

Video Surveillance

Critical infrastructure, public facilities, gaming and event spaces, corporate sites

Media & Entertainment

Content archives, video distribution, corporate video, creative and marketing

University Research

Academic data shares, scientific research, video-based learning

the wrong storage infrastructure overall and eliminate the cost and headache of migrating data from one aging system to a new system over the life of the data.

FlashArray//C Benefits

Compared to flash and hard disk drive (HDD) hybrid storage, FlashArray//C™ offers data reduction fueled by capabilities such as compression, deduplication, thin provisioning, and space-efficient snapshots, in line with latency-sensitive workloads. These allow Pure Storage to store four to five times the amount of data (on average in mixed workload environments) in a terabyte of raw capacity as HDD. You'll experience latencies that work well for many capacity-oriented workloads, with more consistency than most hybrid flash arrays.

FlashArray//C enables a lower overall TCO, as FlashArrays require far fewer devices to meet both performance and usable capacity requirements, leading to lower energy and floor space consumption. You'll be able to reduce the number of application servers needed, due to higher CPU utilization thanks to significantly reduced, more consistent latencies. Your costs will be reduced due to fewer servers needing software licenses, significantly less administrative time being spent tuning systems, and the better device-level reliability of electronic flash media.

Pure Storage FlashArray//C consolidates file data on a unified block and storage platform, has a single management interface to simplify management, and provides APIs and automation wherever possible to eliminate manual processes. FlashArray//C helps you reduce downtime events—such as disruptive migrations or software upgrades. You can accommodate more data with unified storage and reduce silos to make data easier to manage and more accessible.

When combined with an Evergreen//Forever® subscription, you get real IT agility, enabling you to buy your storage once and scale seamlessly and non-disruptively, without penalty virtually forever. You can eliminate unplanned downtime with resilient hardware and put an end to planned downtime. You get a simple buying experience and licensing. You can use the Pure Storage platform the way you want and get the support you need for a flawless experience.

FlashArray//C is the choice for large-scale content repositories—images, video, or file shares. It helps provide greater efficiency, simplicity, data mobility, and security around files that scale. FlashArray//C is optimal for multi-cloud test and development environments. You get a seamless experience because you can deploy FlashArray//C, FlashArray//X™, and FlashArray//XL™ as a complete solution for all your operations. You then have control and reporting from a single solution.

FlashArray//C is also a core element of your data protection strategy. It economically stores and locks down your snapshots and critical data, preventing you from accidentally deleting it or hackers from destroying it. FlashArray//C enables lower costs for rack space, power, cooling, and maintenance, with predictable performance and low latency. Through the Pure Storage Purity Operating Environment, it offers a "no compromises" enterprise experience with industry-leading data reduction, 99.9999 percent availability, and AI-driven management.

FlashArray Details

On FlashArray, block and file protocols run side by side in the Purity operating environment, and on top of Purity's proven data reduction. Both block and file services benefit from global compression and deduplication across the shared storage pool. And unlike gateway-based solutions, SMB and NFS file protocols are served natively by Purity, so you don't have to deploy and manage additional servers or other infrastructure.

Fully Integrated, Streamlined Management with Pure1

You can manage more infrastructure with less effort—from your desk or on the go. Pure shows you everything across block- and file-based production systems, plus cloud platforms and remote locations. Pure1® cloud-based as-a-service management platform provides insight to all your Pure Storage data. Get critical information about the health and functionality of your entire stack, using predictive analytics powered by machine learning. Block and file servers are available equally through Pure Storage's command-line interface (CLI) and REST API. All so you can ensure consistency, make faster decisions, and respond more quickly.

The FlashArray//C Storage Advantage

FlashArray//C is optimized for capacity with up to 9PB effective capacity in nine-rack units and industry-leading data reduction the drives greater storage efficiency, along with enterprise-grade performance, resilience, and security. FlashArray enables you to reduce the cost of all-flash storage to the point where it eliminates the need for hybrid disk arrays. With it, you'll gain predictable performance with speeds up to 9TB/hour for backups, up to 10TB/hour for restores, and latency as low as 1 millisecond.

Benefits of the unified block and file FlashBlade architecture include:

- Only unique blocks of data are saved on flash, removing duplicates that other architectures often miss

- Automatic enterprise-grade data security with always-on, at-rest encryption

- Monitoring of performance variability automatically resolves bottlenecks

- The ability to expand capacity and replace or upgrade components without taking storage offline or impacting applications

- Eliminating expensive upgrades and repeated storage buys, thanks to Evergreen® Storage subscription and our Right-Size Guarantee™

- No more data migrations and no more planned downtime for upgrades with Evergreen//Forever and non-disruptive software upgrades.

Additional Resources

- Learn more about high-capacity storage without compromise with FlashArray//C.

- Read the San Luis Obispo case study.

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PURESTORAGE®
Uncomplicate Data Storage, Forever

[Publication number and date here]