

## SOLUTION BRIEF

# Drive MSP Business with a Modern Data Experience

Business models for managed service providers (MSPs) are evolving to keep pace with shifting trends in IT. To be successful, MSPs must now address several challenges, including:

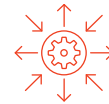
- **Hyperscalers:** Hyperscalers present a changing landscape to which MSPs must adapt. MSPs must partner with, differentiate from, and integrate with hyperscalers, all at the same time.
- **Competition:** Competitors come in many shapes and sizes, and they can appear quickly, so MSPs must keep a constant eye on creating and maintaining clear differentiation. Failure to differentiate can lead to price pressures and slower growth.
- **Cost pressure:** It is essential to manage costs to maintain competitive MSP margins and profitability. MSPs must always be alert to opportunities to do more with less capital expenditures (CapEx) and operating expenses (OpEx).
- **Process simplification:** To maximize operational efficiency, MSPs must constantly seek to minimize infrastructure touch through tools and processes that result in greater automation and orchestration.

Pure Storage® enables you to address these challenges and turn them into opportunities to excel. Pure's [solutions for MSPs](#) empower you to drive differentiation, reduce complexity, lower total cost of ownership (TCO), and enable hybrid cloud.

## Drive Differentiation

Pure provides simple and easy tools, including APIs, that enable you to quickly deploy solutions and penetrate the market with unique offerings. We take a three-pronged approach to help you drive differentiation:

**Application services:** Pure technology supports hosted applications with NVM Express® (NVMe®)-enabled performance and predictable latency, irrespective of workload type. Integrations and testing with enterprise applications such as SAP® solutions, Microsoft® SQL Server®, MongoDB®, Oracle® solutions, and others create reliably supportable environments and opportunities for additional value-add services. With [Pure technologies](#), you can make use of Purity quality of service (QoS) to address tenant limits and noisy neighbor issues, while meeting the most demanding application workloads with DirectMemory™ Cache.



### Drive Differentiation

Simple and easy tools, including APIs, enable you to quickly deploy solutions and penetrate the market with unique offerings.



### Reduce Complexity

Storage is complex, but Pure's infrastructure epitomizes simplicity.



### Lower TCO

Lower ownership costs with industry-leading technology and tailored consumption models.



### Enable Hybrid Cloud

Pure enables MSPs to excel as hybrid cloud enablers.

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**Data accessibility:** Bolstered by a stateless architecture and N-Port ID Virtualization (NPIV), Pure solutions are designed for highly available operations, including hardware expansion and replacement, in addition to software and hardware upgrades. You can rely upon field-proven 99.9999% availability for Pure FlashArray™ solutions to deliver best-in-class service-level agreements (SLAs).<sup>1</sup> For additional data-protection and disaster-recovery services, take advantage of limitless, policy-driven snapshots, and the multisite, multimode ActiveCluster™ solution. Help ensure customer data security and compliance with AES-256-bit data-at-rest encryption—Federal Information Processing Standards (FIPS) 140-2 certified, National Institute of Standards and Technology (NIST) compliant, and Key Management Interoperability Protocol (KMIP) integrated.

**Data analytics:** Big data and artificial intelligence (AI) are at the center of a data-analytics revolution. Harness the power of a next-generation storage solution to help you unlock critical insights for your customers. Pure delivers a fully qualified AI solution with AIRI™ infrastructure, a solution jointly defined and engineered with NVIDIA®. The Pure Storage FlashBlade™ product is the industry's first dynamic, purpose-built array for modern analytics, offering real-time responses for any unstructured data, with cloud-like agility for Splunk®, Vertica®, Cloudera®, and Elastic™.

## Reduce Complexity

Storage is complex, but Pure's infrastructure epitomizes simplicity. Simplicity is a foundational attribute of Pure product and support strategy, reducing complexity, administration, and maintenance. The Pure Evergreen Storage™ subscription model delivers a fundamentally different storage-consumption experience. MSPs receive a "subscription to innovation" that includes non-disruptive software and hardware upgrades, free controller upgrades every three years (with an eligible Evergreen subscription), and trade-in opportunities to make use of advances in flash technology. The September 2019 Gartner Magic Quadrant for Primary Storage names Pure Storage as a Leader.<sup>2</sup>

**Effortless support experience:** The Pure1® platform is a cloud-data-management solution powered by the Pure1 Meta™ platform, an AI and machine learning (ML) engine that processes more than a trillion telemetry data points per day.<sup>3</sup> It provides 24x7 end-to-end visibility and enables predictive analytics and planning across your entire storage fleet. These advantages, combined with Pure's customer-first processes, make Pure an industry leader, with an Owen CX score of 82, placing Pure in the top 1% of business-to-business (B2B) companies in customer satisfaction and loyalty.<sup>4</sup>

**Purity operating system:** Purity//FA delivers a single operating system across FlashArray//X, FlashArray//C, and Pure Cloud Block Store™ block storage. You get a single user interface (UI); graphical user interface (GUI); RESTful API; and set of software-development kits (SDKs), data services, and integrations for a seamless administrative experience. These standardized tools simplify hybrid-storage deployment, orchestration, and management.

**Easy installation and maintenance:** It's easy to install, manage, and scale Pure Storage arrays with nothing to configure or tune. This simplicity not only leads to higher operational efficiency, but also to faster customer onboarding and accelerated book-to-bill cycles. Another advantage is higher asset utilization: You do not have to procure assets well ahead of anticipated demand to allow for lengthy site preparation, installation, setup, configuration, and tuning. These higher utilization rates can help substantially reduce an MSP's cost structure.

# Pure MSP Asset Utilization

Top Latin American SAP Hoster Saves Money with Confidence

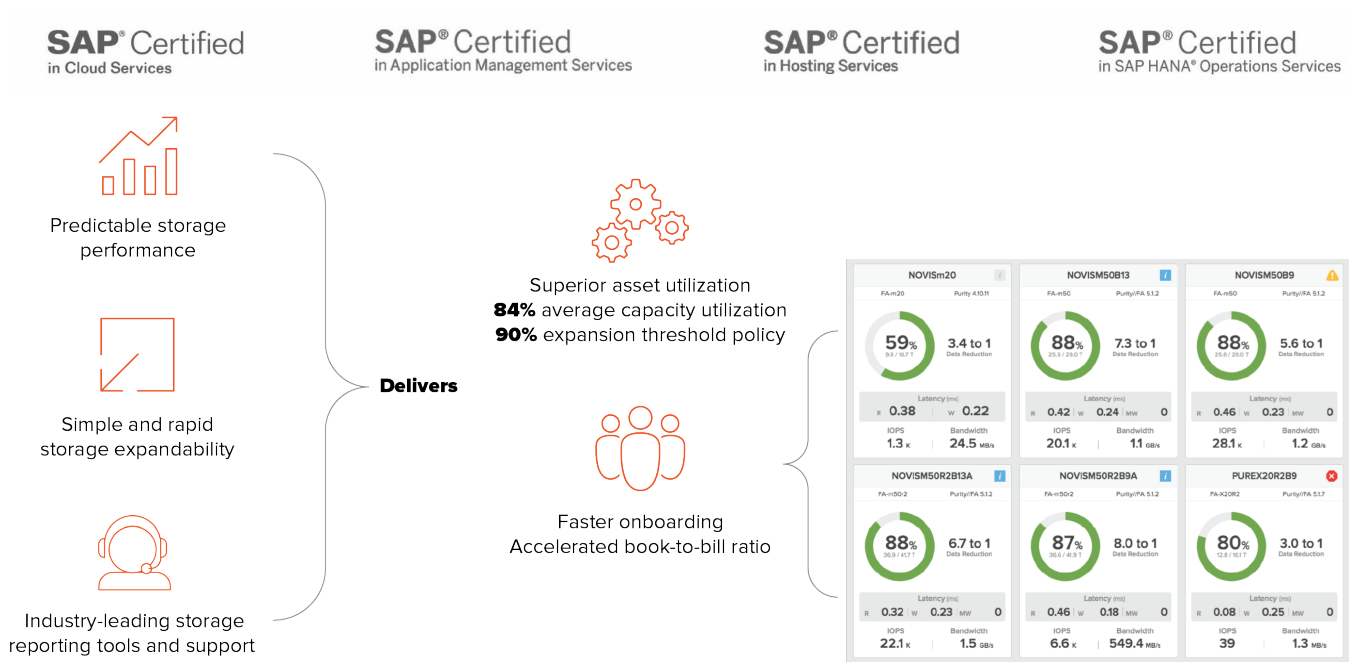


Figure 1. Pure MSP asset utilization<sup>3</sup>

**Automation:** Pure follows an API-first approach, which means MSPs are never left behind. Pure arrays also seamlessly integrate with several platforms and ecosystems, including VMware® (such as VMware vCloud Director®), containers, Microsoft® solutions, OpenStack®, and Cisco UCS®. This means software development, testing, environment maintenance, migration, and expansion become easy to manage and automate.

## Lower TCO

Pure Storage helps MSPs lower ownership costs with industry-leading technology and tailored consumption models:

**Pure as-a-Service:** Pure as-a-Service is a pay-as-you-go, 100% OpEx model<sup>6</sup> for consuming block, file, object, and cloud storage services from Pure. Scale up or down, you pay only for what you use, all with a simple subscription. For MSPs launching a new service, expanding into a new geography, or simply looking to align revenues more precisely with costs, Pure as-a-Service might be the right choice.

**Evergreen Storage:** Pure has led the industry in addressing the expensive upgrade cycles, disruptive downtime, and re-buys of terabytes that are typical of legacy storage providers. The Evergreen Storage subscription model offers seamless, rapid upgrades and expansion, without disruption. This is the CapEx-only model of storage consumption.

**FlashArray Flex:** With a pay-as-you-grow CapEx model for FlashArray//C and FlashArray//X, you are provided with additional installed storage capacity that is not billed until it has reached a certain level of utilization. For MSPs that want to retain CapEx benefits but gain the flexibility of a consumption-based model, FlashArray Flex might be ideal.

## Pure-Based MSP Service Catalog

### Storage as a Service

#### Hybrid Cloud

- Private cloud integration—VMware
- Public cloud data platform
- Automation API integration

#### Cloud Block and Object Storage

- Block or object storage in the public cloud
- 100% software
- Consistent APIs—fast, reliable, secure, and flexible

### Dedicated Hosting

#### All-Flash Block Storage

- 99.9999% availability<sup>1</sup>
- Evergreen Storage
- ActiveCluster
- Best-in-class data reduction
- Always-on encryption
- 100% NVMe
- Non-disruptive updates

#### High-Performance Object/File Storage

- Elastic scale out
- Massively parallel
- AI ready
- Rapid restore
- Amazon<sup>®</sup> S3 connectivity
- Backup

### Application as a Service

#### Enterprise Applications

- Reduced TCO
- Exadata replacement
- NoSQL support
- RBBMS support
- Data warehouse
- AI and ML

#### SAP/Oracle/SQL

- Dynamic tiering for SAP HANA
- Accelerate development projects
- Data reduction
- Automated snapshot
- Copy Automation Tool (CAT)

Figure 2. Pure-based MSP service catalog

**Data reduction:** Pure delivers industry-leading data-reduction technologies, which are always-on, global, and designed for mixed workloads. Pure's data reduction is highly granular, employing variable 512-byte addressing and multiple data reduction and compression technologies. Because the data-reduction algorithms reduce the space, power, and cooling associated with storage, MSPs can literally shrink their data centers and postpone expansions.

**FlashArray//C:** FlashArray//C is the first all-flash 100% NVMe storage array with hybrid economics. It offers extreme density—5.3PB in nine rack units (RUs)—while delivering consistent performance, hyper-consolidation, and simplicity. Engineered for tier-2 virtualization and database workloads, FlashArray//C is also optimized for archive and disaster-recovery (DR) target consolidation, allowing MSPs to take advantage of low-cost, yet high-performance, DR capacity.

### Enable Hybrid Cloud

MSP business models are evolving to focus on becoming trusted advisors and service providers for their customers' journeys to the hybrid cloud, including the management and optimization of hyperscaler environments.<sup>5</sup> Pure enables MSPs to excel as hybrid cloud enablers.

**Lift and shift:** Pure Cloud Block Store block storage is an industrial-strength block storage powered by Purity//FA and delivered natively in the cloud. Pure Cloud Block Store block storage is optimized for running tier-1 legacy applications in the cloud with high availability and performance, and without changes to fundamental architecture. With this solution, you can provide lift-and-shift solutions that work for customers.

**Data mobility:** Pure Cloud Block Store block storage enables hybrid data mobility across on-premises, Amazon Web Services<sup>®</sup> (AWS<sup>®</sup>), and Microsoft Azure<sup>®</sup> (coming soon) environments. This allows you to seamlessly and dynamically enable your customers to run their applications in the right place at the right time.

**Data protection and application recovery:** Purity CloudSnap<sup>™</sup> cloud-backup software provides automated snapshot replication to Amazon S3 for simplified cloud backup and recovery capabilities. You can easily and effortlessly allow

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protection and recovery of your Pure solution–based services in the cloud with Pure Cloud Block Store block storage. Purity CloudSnap cloud backup software is built into Pure software and included with the Evergreen Storage subscription— with no requirement for additional licenses, software, or hardware.

“It’s complex to have such a diverse set of application workloads with widely different characteristics for each customer. In the past, we had to customize and fine-tune every single aspect of the storage environment custom for each customer. With Pure Storage, that all goes away. And that’s a huge benefit.”

— **Scott McIsaac, Chief Technology Officer, Secure-24<sup>5</sup>**

### Pure Storage Delivers

Pure Storage delivers more than just innovative solutions that will advance your business. We strive for, and deliver, customer satisfaction. The best gauge of that satisfaction? Pure’s audited B2B NPS score of 82 for 2019, based on Medallia® platform, which puts Pure in the top 1% of all businesses and makes us the #1 recommended technology vendor by a wide margin.<sup>4</sup>

Visit [www.purestorage.com](http://www.purestorage.com) to learn more.

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1 “High Availability for FlashArray,” Pure Storage, 2019.

2 “Pure Storage Named as a Leader in New Gartner Magic Quadrant for Primary Storage,” Pure Storage, September 2019.

(Gartner “Magic Quadrant for Primary Storage,” Santosh Rao, et al, 17 September 2019. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.)

3 From Pure Storage’s real-time Pure1 AI engine–based data.

4 “Demystifying Net Promoter Scores,” Pure Storage, March 2020.

5 “Pure Storage Case Study | Secure-24,” Pure Storage, 2018.

6 “OpEx treatment subject to customer’s auditor review.”

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