

## SOLUTION BRIEF

# The Enterprise Data Cloud, Powered by the Pure Storage Platform

Regain control of your data and maximize its full potential.

Is your data growing faster than your teams can keep up? Legacy storage, built for yesterday's software-first world—creates data silos, loss of visibility, and manual operations that can hinder how you use data—the lifeblood of your business. But this is more than a storage problem; it's a data management problem.

It's time for a new approach to infrastructure, powered by the unmatched performance, efficiency, and intelligence of the Pure Storage® platform. Meet the Enterprise Data Cloud (EDC)—the smart way forward to simplify operations, strengthen security, and accelerate innovation.

## Data, Data Everywhere

With the rise of data-intensive technologies, including AI, enterprise data environments are spiraling out of control. Each day, more data is produced—along with more data sprawl. Continuing to invest in legacy hardware solutions, such as new arrays, can be a losing battle that only gets more complex and costly:

- Fragmented storage across hybrid environments
- Time-consuming manual provisioning, protection, and migration
- Loss of visibility into where data lives and how it's being used

Sound familiar? You're not alone. Organizations across every industry are struggling to manage data sprawl with infrastructure that's not up to the challenge.



### Unify Data

Break down silos and maintain consistent governance across on-premises, cloud, and hybrid environments with a unified data plane.



### Automate Operations

Define policies once and watch them execute automatically to provision, protect, govern, and optimize your data estate.



### Guaranteed Uptime

Experience superior performance and high availability with a 99.9999% uptime guarantee and non-disruptive upgrades.

## The Future of Data Management Starts Here

Break free from the status quo with an EDC, powered by the Pure Storage platform that puts you in control with intelligence and automation—not manual effort.

- **Unified data plane:** Break down silos, move data without friction, and maintain consistent governance across on-premises, cloud, and hybrid environments.
- **Intelligent control plane:** Define policies once and watch them execute automatically. Provision, protect, govern, and optimize your entire data estate in real time and at scale.
- **Delivered as a service:** Scale seamlessly, eliminate downtime, and remove the burden of infrastructure management with enterprise-grade storage that's always on and always current.

“The EDC provides you a future where your data is always under software control, always available, more secure, and maximizing its value for your organization.”

**CHARLES GIANCARLO, CEO, PURE STORAGE**

## The Promise of the EDC—Delivered

The Pure Storage platform is at the core of the EDC, empowering you to take back control of your data, both today and in the future.

- **Up to 75% reduction in storage management time:** Unify storage across environments—eliminating manual steps, reducing errors, and ensuring compliance at scale.<sup>1</sup>
- **99.9999% uptime guarantee<sup>2</sup>:** Get superior performance and high availability with support for Portworx®, Kubernetes, VMware, and more.
- **Non-disruptive upgrades and continuous modernization:** Use storage as a fully managed service with Evergreen//One™ and gain dynamic, elastic scaling.
- **First-of-its-kind ransomware protection that delivers clean infrastructure in 24 hours<sup>3</sup>:** Protect data at every level with SafeMode™ Snapshots, always-on encryption, and policy-based security.

## Take the next step

[Schedule a session](#) with a Pure Storage advisor to explore how you can build an Enterprise Data Cloud with the Pure Storage platform.

1 | <https://www.purestorage.com/company/newsroom/press-releases/pure-advances-data-resilience-with-evergreen-one-sla.html>

2 | <https://www.purestorage.com/company/newsroom/press-releases/pure-advances-data-resilience-with-evergreen-one-sla.html>

3 | <https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/solution-briefs/sb-evergreen-one-advanced-slas.pdf>

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