

## SOLUTION BRIEF

# Meet Business Needs with Pure as-a-Service™

No matter what your role, benefit from the cloud economics of on-premises and hybrid-cloud storage as a service.

Storage is a critical component of strategy and plays a major role in keeping businesses running. No matter what your function in the organization, you need fast access to stored data to make business decisions. But the cost of traditional storage can be a major concern. CAPEX purchases and leases require large upfront investments and often force you to estimate your needs far in advance. Pure as-a-Service provides an alternative.

Pure as-a-Service is an OPEX-based<sup>1</sup>, pay-as-you-go storage-as-a-service (STaaS) offering that transforms your enterprise storage environment into a highly efficient storage utility. It supports block, file, and object storage services that you can deploy on-premises, in a co-location facility, and in the public cloud.

A significant part of the economic benefit brought by as-a-service models is clear per-unit pricing, which allows you to scope and price projects based upon outcomes, not the hardware required to deliver them.

## Meeting Your Needs

As data grows and evolves, the way we protect, manage, and store it needs to evolve along with it. While everyone shares a need for all the benefits data can provide, you have specific requirements for your role and teams.

### Application Architects

Application architects must be able to design and implement the right solutions to be as prepared as possible. With regard to future storage needs, the dominant platform for infrastructure deployments is still on-premises and in data centers. As you look for ways to get the capacity, scalability, elasticity, and flexibility those data centers need, the focus turns to making on-premises infrastructure more cloud-like.

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<sup>1</sup> OPEX treatment is subject to customer's auditor review.



### Impact Business Outcomes

Pure as-a-Service helps build a storage infrastructure that powers digital transformation efforts.



### Pay Only for What You Use

Set your reserve capacity and Pure will monitor usage three times a day, helping you stay at the discounted rate.



### Get the Power of Pure1

Use Pure1 data management to monitor, analyze, simulate, and manage virtualized environments across a hybrid cloud.

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Most organizations today are building a hybrid-cloud strategy to help them address the cost of traditional storage, save time, and decrease IT staff workload along with skill gaps. As a result, application architects want a single solution that can deliver the simplicity and cost efficiencies of a hyperscaler, the flexibility and scalability of reference architectures, and Tier 1 enterprise performance and resilience. The ability to build in the cloud and deploy on-premises is understated in the industry, but that is exactly what Pure as-a-Service offers. This solution provides a path to build in the cloud and deploy locally via rich APIs and cloud-native architecture, assuring that your project will reach users in the locations that meet their needs regardless of where the development work is done.

### Storage Administrators

A typical non-Pure data storage configuration takes approximately six months to deploy and set up; another 18 months to migrate the data to storage arrays, followed by two years of value from usage; and then 12 months to migrate the data off of the array in order to start the process over again with new hardware and software. Over this three-to-five-year period the hardware ages, performance wanes, and you have disruptions from planned downtime. The IT staff is busy focusing on the many details of storage management and operations like data migration and protection, performance, reliability, and capacity.

These are the challenges that storage administrators face, and why so much time is spent on storage-management tasks instead of strategy. Data management is strategic, but storage platform management creates headaches. Pure as-a-Service reduces the complexity of storage management and operations, decreases the IT staff workload, and enables the teams to focus on more strategic initiatives.

### CIOs and CFOs

With constrained IT budgets, CIOs and CFOs must identify how best to address storage, staffing, operational risk, and other business issues to drive better outcomes. CIOs are challenged to keep up with the rapid expansion of data, growing IT staff workloads, and unpredictable technology needs. At the same time, CFOs face shrinking CAPEX budgets, increasing operational risks, and emerging digital transformation investments.

There are many storage options, but it is important to choose a solution that meets the real needs of the business. Investing a significant amount of your budget in CAPEX increases risk of technical debt. CAPEX expenses and debt typically change over time and can increase due to adding storage to accommodate spikes and other seasonal changes. The state-of-the-art equipment you purchased today is no longer state of the art two years down the road. Investing in an OPEX storage solution allows you to reassign budget and resources from an infrastructure refresh to digital transformation and other strategic initiatives.

Beyond that, the traditional model of capital purchasing creates additional problems and missed opportunities. CAPEX purchasing exposes organizations to over-buying or under-buying—a “budget killer” either way. Services, on the other hand, “right size” spending and free critical IT staff resources to focus on more strategic opportunities like AI/ML for faster insights, faster time to market for applications, and increased agility for your business.

### Applications and DevOps Teams

The cost of traditional storage is a major concern for many application owners or DevOps managers. Avoiding CAPEX purchases enables you to redirect funds from infrastructure refresh projects to development, cloud, and transformation

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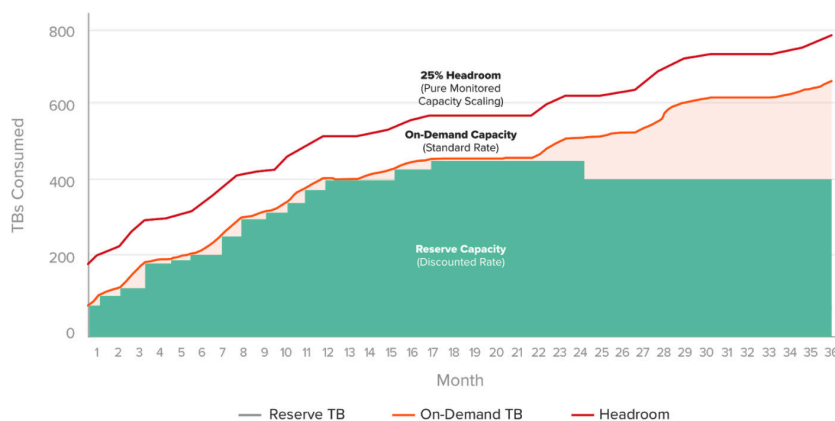
projects—without a permanent cloud footprint. The Pure as-a-Service per-unit pricing is similar to what hyperscalers provide, allowing you to scope and price projects based upon outcomes.

### Pure as-a-Service

[Pure as-a-Service](#) is enabled by industry-leading, field-proven [FlashArray™](#), [FlashBlade®](#), [Pure Cloud Block Store™](#) technology, and the corresponding validated design integrations, [FlashStack®](#) and [AIRI®](#) (AI-ready infrastructure). With Pure's Evergreen™ solution, you get elasticity and scalability, with non-disruptive upgrades and expansions. You'll also get capacity monitoring and reporting providing a clear view of usage with proactive alerts.

### How It Works

Pure as-a-Service offers reserve capacity which is used throughout the life of the contract at a discounted rate. If you exceed your reserve capacity, you move into on-demand capacity at the standard rate. On-demand capacity eliminates the risk of either purchasing too much (over-provisioning) or too little storage (under-provisioning, re-buys, or staggered leases). It also accounts for the unpredictable nature of multi-year sizing, seasonal workloads, and spikes. As your organization's storage needs increase, Pure will proactively scale up your business's infrastructure and capacity.



**Figure 1.** Subscription management: Capacity, controllers and software upgraded as needed to meet SLAs.

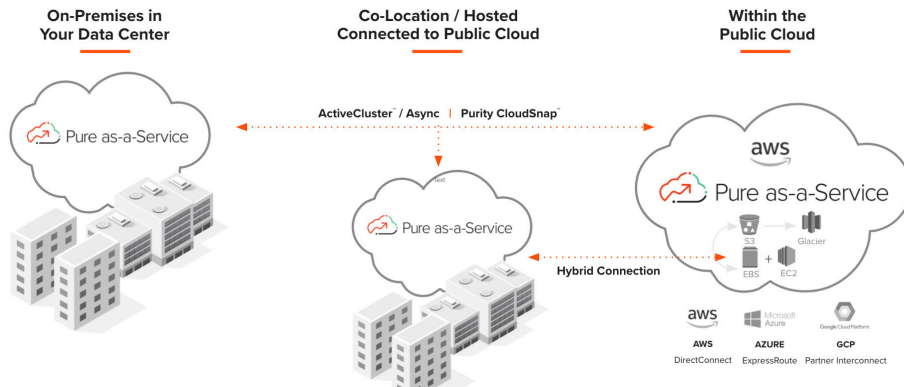
Pure monitors the usage with the [Pure1®](#) application-aware, cloud-based storage management platform. Pure1 automatically adds capacity when you exceed 80% of your allocation. Pure as-a-Service also maintains 25% headroom (at no cost to you) above your actual usage to ensure that there is always elastic and available capacity so you never outgrow your storage.

### On-Ramp to Hybrid Cloud

Most organizations today have a cloud and/or digital transformation initiative. Pure as-a-Service provides a first step to cloud enablement. Pure as-a-Service delivers a consistent [hybrid-cloud](#) experience leveraging a single unified subscription across your on-premises data center, co-location/hosted facilities, and public cloud via Pure Cloud Block Store. Pure Cloud Block Store is software producing a fully functional virtualized FlashArray SAN that runs on public cloud resources.

When you subscribe to the on-premises block service, you receive a key for Pure Cloud Block Store, which provides data mobility across on-premises and cloud environments so you can start your cloud journey in any location and move all or a portion of your data seamlessly. Once Pure Cloud Block Store and your public cloud instances are set up, you can manage

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**Figure 2.** Flexible hybrid cloud.

your fleet with one set of storage management tools which include the Pure1 management tool, orchestration, AI-based predictive support, and VM analytics.

Start with Pure as-a-Service on-premises, add co-located/hosted Pure as-a-Service, and/or Pure as-a-Service with Pure Cloud Block Store in the public cloud. You can then add Purity ActiveCluster and/or asynchronous mirroring between locations, as well as attach your co-located Pure as-a-Service storage services to your compute in the public cloud, enabling a multicloud option.

### Pure1 Power Included

Included with your Pure as-a-Service subscription, Pure1 is powered by the Pure1 Meta<sup>®</sup> AI/ML engine. With Pure1 Meta, an artificial intelligence engine, you can see into your future and accurately forecast your application and infrastructure needs, along with continuous monitoring and proactive resolution of issues. Pure1 is the single place for you to subscribe, monitor, and extend your Pure as-a-Service subscriptions. Pure1 capabilities include:

- **Predictive intelligence:** Model new applications, existing workloads, and hardware upgrades.
- **Full-stack analytics:** Gain an end-to-end view of the capacity and performance of your entire infrastructure stack up to each virtual machine, reducing mean time to problem resolution.
- **Global end-to-end visibility:** Monitor, analyze, and optimize your storage infrastructure effortlessly on any device with a clear map of your entire infrastructure from a single dashboard.

### Additional Resources

- Learn more about [Pure as-a-Service](#).
- Watch the [Pure as-a-Service video](#).
- Read the IDC Technology Spotlight “[The Business Value of ‘as a Service’ for Storage Environments](#).”

[purestorage.com](https://www.purestorage.com)

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