

SOLUTION BRIEF

Pure Storage FlashArray for Retail

Engage simple, high-performance all-flash storage for critical database and virtual workloads.

The Modern Data Experience™ means storage that meets the critical transactional needs of the retail sector. Pure Storage® FlashArray™ is simple to deploy, manage, and expand. Global leaders in retail, apparel, leisure, and hospitality rely on Pure for their critical core applications. All-flash performance optimizes your most demanding workloads, easily handling seasonal spikes. Industry-leading reliability and non-disruptive upgrades keep your services online.

Storage is a critical part of any retail IT infrastructure, but it shouldn't be a constant headache. IT departments are often stressed by managing storage, taking up valuable time better spent driving the business. Storage outages, both planned and unplanned, impact revenue. Isn't there a better way?

Pure Storage [FlashArray](#) simplifies everything in your storage environment. The hardware, software, and cloud management experience are co-designed to make everything just work. FlashArray never requires performance tuning and all array software is included. FlashArray is the ideal solution for limited IT staff that want to spend less time keeping things running and more time innovating.

Reliability is critical to retail IT, especially as more business activity moves to digital. FlashArray delivers proven 99.9999% availability, *including* expansions and controller upgrades. Many Pure customers have never had a moment of array downtime.

Accelerate Critical Databases and Applications

Retail technology runs on transactions. Whether you are using [Oracle](#), [Microsoft SQL Server](#), [SAP / SAP HANA](#), or [open-source databases](#), FlashArray//X has the performance you need to speed day-to-day transactions while easily meeting any seasonal or unexpected spikes in activity. Digital commerce, supply chain, back-office and other workloads get the performance they need. Users of SAP Commerce solutions can rely on Pure, an [SAP Global Technology Partner](#).



Simple is Smart

Pure is the easiest storage you'll ever use. Stop wasting time on storage management. Take a test drive to see for yourself.



Fast Matters

FlashArray accelerates your critical database and VMware workloads with minimal latency, robust performance and proven resiliency.



Keep Services Online

Proven 99.9999% storage availability for FlashArray plus non-disruptive upgrades keeps online services running.

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With microsecond latency, FlashArray's [all-NVMe architecture](#) with plug-and-play storage-class memory brings new levels of performance and extreme low latency to mission-critical business applications and databases. Custom-designed DirectFlash® modules deliver a fast, more efficient architecture that reduces latency. Always-on Quality of Service (QoS) provides IOP and bandwidth limits to ensure applications get the resources they need.

For the ultimate in performance, Pure [DirectMemory™](#) cache can decrease latency by as much as 50%, offering DAS-like performance with the benefits of shared storage. DirectMemory turbo-charges online transaction processing (OLTP) and in-memory databases, speeding applications and reporting while reducing host CPU requirements and licensing costs.

For less demanding workloads and those that are capacity oriented, [FlashArray//C](#) lets you consolidate workloads with consistent all-flash performance at a lower TCO than hybrid storage. FlashArray//C provides a 100% NVMe all-flash experience for capacity-oriented applications, test and development, multi-site disaster recovery, and data protection.

A Better Way to Manage and Support Storage

Pure1 [cloud-based management](#) and effortless predictive support dramatically raised the bar in the storage industry. Pure1 proved that managing storage didn't have to be needlessly difficult anymore. Stop guessing about your future capacity and performance needs. Pure1 AI-driven forecasting tools let you model workload changes and hardware upgrades, giving you worry-free planning. Full-stack analysis provides health data from storage to host to quickly resolve issues and pinpoint bottlenecks.

Predictive support makes Pure a virtual extension of your IT staff. The Pure team continually monitors array metrics to detect potential issues before they become a problem. In fact, most support cases are proactively opened by Pure support. Easier, more effective storage management and support mean much less time spent "keeping the lights on," freeing up IT staff to bring more value to the business.

Cloud and Container Ready

Many retail businesses run on private-cloud platforms, and [containers](#) are a rapidly growing retail technology trend used to increase agility. With Pure, you're ready for both.

For [VMware environments](#), Pure provides an incredibly rich array of integrations and support. For [VMware Cloud Foundation](#) (VCF), FlashArray simplifies storage provisioning and storage management by minimizing configuration touchpoints. There are no RAID or storage pools to configure. FlashArray integrates natively with the vSphere Client, VMware vRealize Suite, and VMware Enterprise PKS to enable self-service IT and automate persistent storage delivery to containerized applications.

For containers, [Pure Service Orchestrator™](#) delivers container storage-as-a-service to help you meet the needs of dynamic containerized environments, enabling you to build and deploy scale-out, microservice-based applications with smart, automated storage delivery.

For organizations looking at a hybrid cloud, [Pure Cloud Block Store™](#) is a cloud-native solution delivering seamless data mobility, resilience, and a consistent experience that is operationally identical to an on-premises FlashArray. This means you can migrate and run your existing critical and operational applications and workloads in the cloud without refactoring or

redesigning them. Pure Cloud Block Store can provide cloud-based disaster recovery as well as flexible DevTest infrastructure.

The Best Storage Is Evergreen™

Pure FlashArray is evergreen. [Evergreen Storage™](#) applies a SaaS-like approach to on-premises storage. It lets you subscribe to a storage experience that gets better and more agile over time. You can buy your storage once, upgrade and modernize it as needed, without any disruption and without rebuying any TBs you already own. Evergreen is more than just a program, it's a way of doing business that helps keep your retail IT department on the cutting edge with no disruptions. And with [Pure1 Analytics](#) you can model future capacity growth as well as the impact of workload additions and expansions. No more getting surprised by an unexpected storage capacity shortage.

Pure Storage as-a-Service™

The retail industry is unpredictable. Trends come and go, buyer interest spikes, fades, and spikes again. It's not easy to know how much storage you need to buy when planning. The solution? Don't buy your storage as a capital expense (CAPEX). [Pure as-a-Service](#) provides true utility-style consumption for on-premises storage. It's not a lease or other form of CAPEX in disguise. It's 100% OPEX¹ that won't end up on your balance sheet.

With Pure as-a-Service you pay only for the storage that you use, and you can burst to higher capacity when needed without raising your baseline costs. This provides a great mechanism for meeting seasonal capacity increases while only paying for the temporary bump in usage. Since everything is on-premises, there are no costs for data egress, giving a total TCO lower than the public cloud.

Automate Everything

Today's retail environment is not only online 24x7, but also moving faster than ever. Traditional storage provisioning can't keep up with the ever-changing needs of software and application development teams. Automation is essential, and Purity's comprehensive REST APIs are ready to meet your needs. Automate routine storage management tasks in languages including Python, Ruby, Powershell, and Go. Extensive playbooks are available for Ansible, Puppet, and SaltStack. In Microsoft environments, FlashArray can be easily managed from [Windows Management Center](#) or [SQL Server Management Studio](#). There's much more at the [Pure Developer Community](#).

Save Space While Keeping Safe

FlashArray leverages multiple forms of inline and post-process data reduction, including compression and deduplication. Data reduction is always on and averages an industry-leading 5:1 with a total efficiency of 10:1 (including thin provisioning). FlashArray meets the ultra-high security standard FIPS 140-2 with validated always-on encryption. It's well-equipped to assist with compliance with new data regulations such as GDPR.

¹ OPEX treatment subject to customer's auditor review

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Purity [Agile Data Services](#) cover the entire spectrum of business-continuity and disaster-recovery use cases. Space-efficient local and remote snapshots automated by end-to-end protection policies give you the flexibility and confidence to operate worry-free. Purity [ActiveCluster™](#) provides synchronous multi-site data replication to provide essential business continuity, typically over campus or metro-area distances. [ActiveDR™](#) continuous replication seamlessly protects application data across almost any distance while minimizing both recovery points and recovery times. With single-command failover, intelligent failback, and non-disruptive DR testing, ActiveDR accelerates your responsiveness to outages.

Derive More Value with Pure Services and MSP Partners

Your IT team is delivering but is always expected to do more. Wherever you are in your IT technology journey, [Pure Professional Services](#) can help you fill gaps, assess technology, and develop innovation plans. We are experts in storage, multi-cloud, and data protection and have certifications in AWS, Oracle, Microsoft, VMware, Splunk, and many others. When you need more, our consultants join your project team to deliver innovation and results in today's complex IT environment.

Digital transformation can challenge even a generously staffed IT team. What if you're struggling with a small team overwhelmed by the workload? Moving to Pure FlashArray will dramatically decrease the time you spend managing storage, but if that's not enough or you need additional help, Pure works with a wide [range of MSP partners](#). They can help you with managed services across applications, databases, security, private and public clouds, colocation, and managed hosting. Some offer specialty services for high-performance computing, deep learning, AI analytics, and VDI.

Additional Resources

- Find out more in the [FlashArray//X data sheet](#) and [FlashArray//C data sheet](#).
- Try FlashArray//X yourself in a [test drive](#) to see easy it is to use.

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

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