

Telecom Solutions from Pure Storage

The largest telcos rely on Pure Storage® for mission-critical data services and minimal energy footprint, with innovative technology across all clouds.



With thousands of arrays deployed globally and Kubernetes-native data services, Pure Storage is a leading supplier to global carriers seeking performance, reliability, and return on investment.



5G Core and Edge

Ultra-reliable, easy-to-deploy storage underpins 5G network environments by providing consistent “dial tone” for services.



OSS/BSS

High-performance, ultra-dense storage powers OSS/BSS systems to drive service assurance, billing, and more.



Cloud-native DevOps

A single cloud-native control plane delivers Kubernetes data services across any cloud (hybrid/multicloud) and any infrastructure.



AI and Analytics

Ultra-high bandwidth storage supports massive data ingest and processing for call records, fraud detection, and new AI projects.



Open RAN

Replace challenging open source storage with highly reliable, proven ultra-low latency data services with market-leading sustainability and density advantage.

Pure Storage Value for Telecoms: What Makes Us Different

Operational Simplicity and Reliability

- 99.9999% uptime
- **Nondisruptive updates** (software and hardware) for continuous long-term operations with no planned downtime
- Easy OpenStack integration

Space and Power Efficiency

- 95% reduction in rack space and 85% less power consumption
- With Evergreen//One™, **Pure Storage will pay** the data center power and rack hosting costs
- Industry-leading NPS

Automation and Programmability

- Simplify complexity and deliver deterministic performance
- **API-first** design is suitable for **any** automation and observability framework

Cloud-native Platform Engineering

- Enterprise data services for Kubernetes persistent volumes across **any** on-premises, hybrid, or multicloud environment
- Works with **any** storage vendor

High-bandwidth Data Services for AI

- **Large data set parallel processing**, which is an ideal platform for AI use cases
- Joint AI solutions with NVIDIA and Cisco
- **NVIDIA Base/SuperPOD** certification in FY24

Did you know: We're partnering with some of the world's most powerful telco ISVs and leading service providers to revolutionize how they deliver mission-critical data services—far beyond the confines of the traditional data center. Pure Storage is at the forefront, and the future of data is being redefined right now.

Telecom Customer Proof Points (More Available)



Massive Energy Savings

BT noted that Pure Storage arrays were 18x more efficient than the legacy storage arrays they replaced, which were described as "energy hogs."



Major Mobile Carrier

100% storage uptime

This carrier has 100% uptime over four years and over 200 arrays. They also see over 4:1 fleetwide data reduction and have undergone 49 controller upgrades with zero disruption.



Global Industry Leader

With Pure Storage Cloud Dedicated

Pure Storage, in conjunction with a world-leading consultancy, reduced Azure storage footprint by 65%, resulting in multimillion-dollar savings.



96% reduction in energy consumption

After moving to Pure Storage, they also decreased rack space from 840U to 60U for over 4PB of data.

Additional Resources

- Learn more about Pure Storage [solutions for telecom](#).
- Get the details on flexible [storage subscriptions](#).
- See how Pure Storage is leading the way on [artificial intelligence](#).
- Find out how [Portworx](#)® simplifies cloud-native deployments.
- Simplify your [OpenStack](#) deployments with Pure Storage.