

## SOLUTION BRIEF

# Reasons to Choose Pure Storage FlashArray over Dell EMC PowerStore

Pure Storage® has revolutionized enterprise storage with FlashArray™ and Evergreen® Storage. With a proven track record and 99.9999% availability—even across generational upgrades—Pure Storage has eliminated data migrations and planned downtime for thousands of customers, all while being simple to operate, always modern, and providing peace of mind.

## Why Choose Pure Storage FlashArray?

### Performance and Availability for the Most Demanding Workloads

- 100% all-flash arrays address the most demanding enterprise application requirements.
- The latest Intel® CPU framework (Sapphire Rapids) enables up to 30% performance boost compared to the previous generations, and includes additional memory for more data management power.
- Pure Storage's all flash platform makes 99.9999% availability an easy goal to reach and exceed.

### Simplicity is in the DNA of FlashArray

- Advanced features that don't add complexity.
- Enterprise-necessary features such as replication and advanced security are all included and configured from the same management plane.
- Pure1® cloud-based management tools and Pure1 AIOPS use historical analysis and machine learning to identify items like file access anomalies before they become problems.
- Rich APIs in Purity allow for maximum integration and automation flexibility.

### Eliminate Data Migration Migraines

- Fully modular, upgradeable architecture enables continual updates with no dependency on planned downtime.
- No disruptive, expensive forklift upgrades or storage re-buys.
- Software defined storage to maximize flexibility and consumption.
- No need to ride out long, complicated data migration.

### Evergreen Peace of Mind

- Evergreen Storage sets the standard for confidence in storage purchases, now and in the future.
- A single subscription is simple and offers satisfaction and capacity guarantees, flat maintenance fees, all-inclusive array software, and included/anytime controller upgrades that protect your storage investment for the next decade and beyond.

### Proven Track Record

- The FlashArray storage platform has a proven track record for hardware reliability and software stability.
- Thousands of users rely on Pure Storage, even through generational upgrades, to deliver six-nines of availability.
- Users have performed more than 10,000 controller non-disruptive upgrades to modernize and expand Pure systems.

## Storage with Certainty

"At first, we were extremely skeptical, but the Evergreen program is rooted in the technology itself. That makes it sustainable in the long run. We no longer worry about purchasing, performance, or migration."

HEAD OF INFRASTRUCTURE, REGIONAL EUROPEAN BANK (ESG)

## Compare FlashArray to PowerStore

Pure Storage FlashArray	Dell EMC Powerstore
<b>FlashArray Built for Modern All-flash and Next Gen Datacenters</b> <ul style="list-style-type: none"> <li>FlashArray and Purity have a proven track record for 99.9999% availability and an all-inclusive array feature set</li> <li>All FlashArray models support a single resource pool of flash storage media equally accessed by block or file workloads</li> <li>Pure1 AI-powered management makes FlashArray nearly self-driving, with predictive and proactive support</li> </ul>	<b>Powerstore is Still a Product of Legacy Thinking</b> <ul style="list-style-type: none"> <li>Not originally designed for an all flash architecture</li> <li>System must be reinitialized by support if NAS services are needed and array was built as Block Optimized</li> <li>CloudIQ is little more than a performance monitor with no predictive issue support</li> <li>"Actual system availability may vary."—Dell's footnote on their website</li> </ul>
<b>End-to-End NVMe for Speed and Efficiency</b> <ul style="list-style-type: none"> <li>FlashArray is 100% NVMe throughout the system and across all models, including expansion enclosures and front-end host connectivity (NVMe-oF)</li> </ul>	<b>Limited NVMe-oF Functionality</b> <ul style="list-style-type: none"> <li>PowerStore has NVMe-enabled controllers, but confusing media mix of NVMe, storage class memory, and traditionally sized SSDs that bloat physical footprint</li> </ul>
<b>Simple and Included Native Replication and Stretch Clustering</b> <ul style="list-style-type: none"> <li>FlashArray supports native stretch clustering and synchronous replication that's simple to set up and use</li> <li>Fully supports virtualization including vVols</li> </ul>	<b>Complicated Replication Options.</b> <ul style="list-style-type: none"> <li>No native replication integration</li> <li>PowerStore Metro Node—a replatformed iteration of the existing VPLEX technology in an appliance <ul style="list-style-type: none"> <li>Metro Volume option does not utilize a cloud mediator or a 3rd site as a tie-breaker witness and relies on a "polarization" process. Requires VMware vSphere Metro Storage Cluster (vMSC) for virtualized workloads.</li> </ul> </li> </ul>
<b>Proven Non-Disruptive, Investment-Protected Evergreen Upgrades</b> <ul style="list-style-type: none"> <li>Included anytime controller upgrades under Evergreen//Forever™ for over five years</li> <li>Delivered over 10,000 Evergreen controller upgrades and the industry's leading NPS score—almost 4x that of Dell EMC</li> </ul>	<b>Nonexistent New Platform and Program Upgrades</b> <ul style="list-style-type: none"> <li>No history of non-disruptive, investment-protected upgrades; no flash trade-in program</li> <li>Cannot be upgraded with data-in-place at full performance; requires federated (clustered) arrays</li> <li>Platform migration requires paying to maintain old and new arrays for length of process, often taking many months to complete</li> </ul>
<b>Anytime Evergreen Controller Upgrades with No Limit</b> <ul style="list-style-type: none"> <li>Upgrades whenever you need them at any time—both latest generation and higher-model controllers, with data-in-place and at full performance</li> <li>Full trade-in credit, no renewal required</li> <li>No limit on number of upgrades</li> </ul>	<b>Limited Controller Upgrades</b> <ul style="list-style-type: none"> <li>Anytime Upgrade Standard SKU is an optional add-on for a one-time controller upgrade to one model higher of the next generation (not next model release), and must be used during the term or it is lost</li> <li>No flash or HDD media trade-in program</li> </ul>
<b>Choice of Purchase or True Pay-As-You-Go</b> <ul style="list-style-type: none"> <li>Buy with an Evergreen subscription to stay modern</li> <li>Or pay as you go: Get the value of cloud economics, operations, and customer experience, on-premises or in hybrid and public cloud, without a long-term commitment</li> </ul>	<b>Not Much More Than a Lease</b> <ul style="list-style-type: none"> <li>Flex on Demand requires a three-to-five-year commitment to 40% of the capacity needed, limiting options and financial benefits</li> <li>More like a capital lease than true pay-as-you-go</li> </ul>

### Storage Without Tradeoffs

"Pure Storage has addressed something storage customers complain about: The product lives up to the sales promise."

IDC

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