SOLUTION BRIEF

Reduce Healthcare Energy Costs with Pure Storage

Efficient, all-flash data storage equips healthcare facilities to save power and reduce carbon emissions.

Energy costs are doubling or tripling in Europe and the UK, with electricity accounting for more than 50% of the typical hospital's energy expenditures. Energy efficiency frees up funds for patient care and other crucial priorities. Beyond immediate cost-savings, energy efficiency supports carbon emissions goals, including net zero by 2045 in the UK, a target requiring a 60% reduction by the end of the decade (compared to 1990 levels). European healthcare facilities are making technology investments to propel net zero by 2050, as outlined by the European Green Deal.

Save Energy in the Data Centre

Healthcare facilities are scrutinising technology choices in their data centres. According to Gartner, "The share of the total data center power budget consumed by storage will double, from less than 20% in 2020 to almost 40% in 2030."

As data volumes grow, outdated technology requires a larger footprint and drives up cooling costs, which are already half of data centre energy expenditures. That's why healthcare facilities are choosing an uncomplicated approach to data storage that combines industry-leading energy efficiency and straightforward subscription-based pricing.

Increase Sustainability with Pure Storage

With Pure Storage®, healthcare organisations save energy and reduce their carbon emissions. That's because energy efficiency is an inherent part of our design process. With Pure, healthcare organisations benefit from:

- Higher storage density that lowers physical and carbon footprint
- Energy- and thermal-efficient design that reduces direct energy costs and cooling costs
- Modular, Evergreen® components that minimise eWaste

Lower Electricity Costs

With FlashArray™, customers consume 80% less energy than with competing storage platforms.

Smaller Data Centre Footprint

Pure Storage® solutions require 96% less rack space than hybrid disk storage and are cloud-ready.
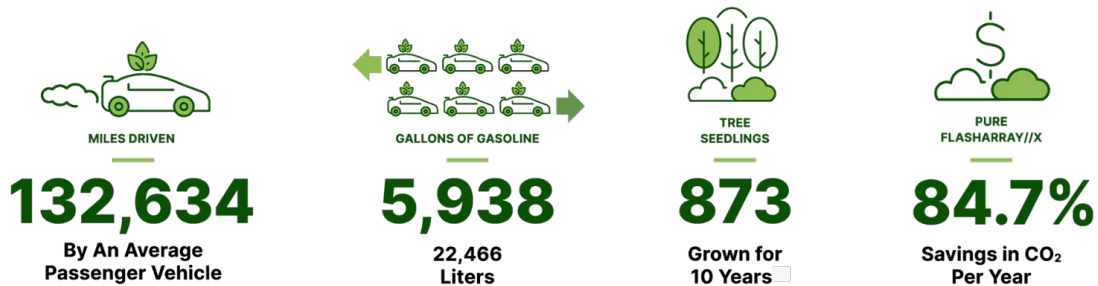
Maximum Efficiency

Realize 1,000% more storage density with fewer units per rack.

Innovative Technology and Design Creates Energy Savings

Pure Storage solutions reduce energy costs. Pure Storage FlashArray™ lowers energy use up to 84.7% compared to other all-flash systems, and even more compared to magnetic disk storage. Pure Storage FlashBlade® cuts energy consumption by close to a third compared to other all-flash platforms.

Pure Storage Arrays Reduce Carbon Footprint

A single Pure Storage array saves energy and reduces carbon emissions.

MILES DRIVEN

132,634

By An Average Passenger Vehicle

GALLONS OF GASOLINE

5,938

22,466 Liters

TREE SEEDLINGS

873

Grown for 10 Years

PURE FLASHARRAY//X

84.7%

Savings in CO_2 Per Year

Sources of savings include:

- DirectFlash™ technology delivers unparalleled density and efficiency, above what's possible with solid state drives.
- Built-for-flash software is three times more reliable than the industry average.
- Always-on data reduction (FlashArray) and deep compression (FlashBlade) keep storage efficient and reduce energy usage, without sacrificing performance.

Cost Predictability and Environmental Sustainability with Evergreen

Pure Storage features unique Evergreen architecture that's modular, enabling healthcare organisations to easily upgrade their arrays without disruption and costly forklift upgrades. With the Evergreen//Forever™ subscription model, customers buy storage once and keep it modern forever, as they benefit from the latest hardware and software technology, minimise eWaste, and experience predictable pricing.

Performance and Speed with Hybrid Cloud

Customers can realise environmental and energy-saving benefits from Pure Storage, along with the flexibility of a hybrid cloud model. Move data seamlessly between on-premises and the cloud, while benefiting from low latency and energy cost-savings.

Additional Resources

- Learn about the Pure Storage commitment to sustainable IT, described in our ESG Report.
- Find out how private healthcare provider Pederzoli Group (Verona, Italy) reduced data centre footprint and power consumption, while improving hospital imaging infrastructure.
- Calculate your energy cost-savings with Pure Storage.
- Learn more about how Pure Storage solutions help organisations modernise their data infrastructure.