

# Why It's Time to Rethink Your Storage Refresh

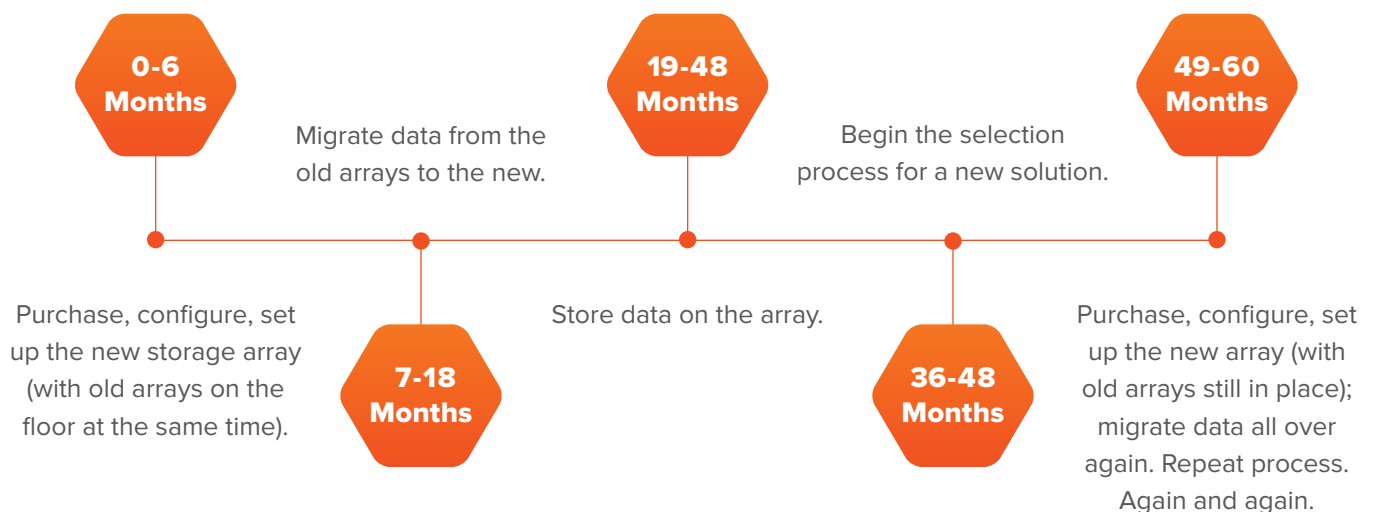
Your peers have walked away from storage refreshes. Here's why.

## Legacy Storage Doesn't Last

The expected life cycle for most traditional data storage systems is, at most, five years. Yet most organizations deploying these legacy solutions get just over two years of actual value (on average) from their five-year storage plans. Most have accepted the pain associated with refreshing legacy storage as the status quo.

It doesn't have to be that way. Discover why an increasing number of organizations are choosing [Pure Evergreen Storage™](#) as an alternative to a legacy refresh.

## Rethink the 3-5 Year Legacy Storage Refresh Cycle





## What's the Real Value of Your Data Storage?

Beyond an inability to deliver on the full promise of your storage investment, traditional storage systems are difficult to deploy and manage. Refreshing requires risky, time-consuming data migration, not to mention the capital investment in costly, new hardware every five years. These legacy systems also require intensive monitoring, tuning, and troubleshooting, especially when expanding due to data growth. These factors—along with issues of latency, disruptive maintenance, and downtime—lead to significant decreases in usability and overall value.



## Stop Settling for the Status Quo

For decades, decision-makers have accepted the complexities and high costs as par for the data-storage course. It's all been in the belief that storage providers, and their solutions, are basically the same. There may have been some truth to that in the past, but there is an alternative approach that thousands have taken advantage of to blaze a trail to faster, simpler, more efficient storage. This modern approach offers strong reasons to reconsider refreshing not only your organization's storage infrastructure, but also how you think about data.



## Start Thinking Outside the Storage Array Box

There is a better way. One that's more efficient, more cost-effective, more reliable, and radically easier to use. It's storage that grows and stays modern with your needs, while it preserves your investment—and eliminates [costly rebuys, refreshes, and migrations](#). And best of all, thousands of organizations have proven its value by saying goodbye to endless rebuys and refreshes. Get ready to lead your organization well beyond the limits of legacy storage. This will change the way you think about your next refresh.



## Make Your Next Refresh Your Last

Imagine eliminating the need to migrate data every five years—or, even worse, every two. Rethink your refresh by rethinking your storage. Pure Storage delivers an [upgradeable architecture](#) that enables continuous updates with no planned downtime.

**IMPROVE AND EXPAND storage for 10 or more years.**  
**SAVE 30-50% with dramatically lower total cost of ownership (TCO).**

Make your next refresh your last one. [Learn more about Pure Storage](#). See how Pure delivers effective, efficient, and mission-ready data storage solutions for [data-driven governments](#). See how Pure delivers [education solutions](#) that provide enterprise-class power and resiliency while being simple to manage and cost-effective.