

## SOLUTIONS BRIEF

# The All-flash Data Center Is Here

Replace disk-based data repositories with a Pure Storage® Pure//E™ solution.

Traditionally, disk-based systems have offered scalable capacity for data repositories. But disk has many drawbacks that limit its long-term value. Now is the time to free your data center from spinning disks and make the move to an all-flash solution.

## Is Your Data Stuck on Disk?

Average unstructured data capacity requirements are expected to increase by an annual growth rate of 53% over the next two to three years, and large enterprises are projected to grow their unstructured data more than 10 times by 2030.<sup>1</sup> This growing pool of data provides insights and can power innovation that drives business growth and differentiation. All too often, however, the data is tucked away on costly, seldom-accessed disk storage, significantly decreasing its value.

Disk storage has severe limitations that inhibit its fitness for the modern data landscape. Disk access to repositories is inefficient, expensive, and complex. Legacy disk repository environments can force you to make data-access sacrifices and compromises, and they consume a lot of energy and staff hours, which contribute to high total cost of ownership (TCO) and operating expenses (OPEX).<sup>2</sup> Even cloud solutions can introduce their own unexpected costs. And the costs and complexity of repatriating apps and data back to your data center, if necessary, can be high.

## The Solution

The Pure//E family, which includes FlashBlade//E™ and FlashArray//E™, delivers all-flash benefits without the ongoing costs of disk, bringing the all-flash data center within reach. With Pure//E solutions, your data repository is always on, your storage ecosystem is consolidated and efficient, and your hardware and software continuously improve without any disruptions. Pure//E also allows you to consolidate entire data centers to a single vendor and get better outcomes from your data-use initiatives. Finally, you no longer need to make the compromises that disk-based systems require.



### Gain Cost Savings over Disk

With Pure//E, achieve up to 40% lower TCO over six years, 60% lower OPEX<sup>2</sup>, and up to 80% lower power and cooling costs.



### Reduce Data Center Space

The Pure//E family requires one-fifth the physical footprint of a disk-based solution.



### Ideal Use Cases

The Pure//E family is ideal for content repositories and other everyday data usages.

**Ideal use cases:** The Pure//E family is ideal for backup and content repositories, picture archiving and communication systems (PACS), surveillance video footage, analytics and AI repositories, exploratory data analysis, and other disk-based repository workloads.

**Cost savings:** At an acquisition cost of less than \$0.20 US dollars (USD) per gigabyte (and \$0.16 when consumed as a service through Pure Storage Evergreen//One™), the Pure//E family matches the price of disk- and cloud-based storage, while offering uncompromised performance. And because there are no moving parts in a Pure//E product, it can be up to 20x more reliable than spinning disks, reducing downtime. All these savings help free up time and budget so that you and your teams can do impactful work instead of managing, worrying about, and replacing drives.

**Management simplicity:** With the Pure//E family, you can enjoy incredible simplicity and management efficiency that help drive ongoing TCO savings. It runs the same Purity operating system (OS) as other Pure Storage products, so you can have the same consolidated management experience across your Pure products now and into the future. Since the beginning, Pure Storage has not charged for software, so you're never surprised by unexpected costs. And the Pure//E family delivers the full feature set you would expect from a Pure Storage data-repository solution.

**Always improving:** Legacy, disk-based systems rarely get software updates, and when they do, they're usually just bug fixes. With Pure Storage Evergreen® subscription storage and the Pure//E family, you get an ever-improving, self-updating storage ecosystem without having to do anything. This approach gives you the freedom to upgrade, scale, and modernize without any re-buys or downtime required. You also get non-disruptive hardware upgrades.

**Flexible purchasing:** In addition to the traditional purchase option, customers have the option to deploy Pure//E through the //UDR (unified data repository) service tier or Pure Storage's Evergreen//One Storage-as-a-Service (STaaS) subscription, which provides pay-as-you-go economics and a scalable cloud experience with the control of on-premises deployment.

## Pure//E Family Specifications

FlashArray//E	FlashBlade//E
1–4 petabytes (PB) raw storage	4–10+ PB raw storage
Large single namespaces	Extra-large single namespaces
Unified block and file	Unified file and object
Block-only, high data-reduction ratio	S3 object
Evergreen//One //UDR 500 TiB minimum commitment	Evergreen//One //UDR 1.5 PiB minimum commitment

Table 1. With capacities from 1–10+ PB, the Pure//E family serves a wide variety of data repository needs.

## It's Time to Replace Disk in Your Data Center

Keep your competitive edge sharp by unlocking unstructured data from its disk-based repositories. Thanks to Pure//E, there's no better time to replace disk repositories with all-flash counterparts at a comparable acquisition cost and a much lower TCO while gaining management efficiency. Isn't it time you got rid of the spinning rust?

<sup>1</sup> Source: Enterprise Strategy Group (ESG). "Pure FlashBlade//E: The All-flash Unstructured Data Repository with Better Economics than Disk." Commissioned by Pure Storage. March 2023.

<sup>2</sup> OPEX treatment is subject to customer's auditor review.

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800.379.PURE

