

# Demand More from Your “Mid-range” Storage

Your data deserves enterprise-class capability, without mid-range compromises. Here's what you should know before your next storage refresh.

## Don't Settle for “Mid-range” Limitations

The size of your organization or workload shouldn't dictate the value of your data. Yet legacy storage vendors force you to choose between “mid-range” or “enterprise” storage. This means making trade-offs between valuable data protection and performance features for cost savings. At Pure Storage, we think that all your data should be treated equally. Why shouldn't it have the best capabilities?

## Demand More: Enterprise Features for All Workloads

Due to limitations in their architectures, features like advanced data protection, replication and scalable performance are either missing or costly add-ons to the mid-range arrays offered by legacy storage vendors. This forces you to choose which sets of your data or workloads must do without the features that come with their more expensive, enterprise products.

### At Pure, We Don't Force You to Choose

We include advanced capabilities for all your workloads, such as:

#### Included Features:



Synchronous replication  
(ActiveCluster™)



Ransomware mitigation  
(SafeMode™ snapshots)



End-to-end NVMe  
(DirectFlash®, DirectMemory™)

#### How You Benefit:



Advanced replication for  
essential business continuity



Fast, secure recovery  
from ransomware attacks



High performance for  
all your workloads

## The Limitations of Legacy Storage

The idea of mid-range storage is a throwback to how computer hardware was classified decades ago, as mainframes, minicomputers, or microcomputers. But as the data center evolved, those distinctions became less important. So why hasn't storage evolved similarly? Because legacy storage vendors still take a very hardware-centric view, tying features and performance to specific products and then requiring forklift upgrades to move between them. Pure takes a software-centric approach, offering advanced features across multiple product lines, and real improvements delivered solely via non-disruptive software upgrades.

## Get the Agility You Need

Legacy storage hinders IT agility by creating bottlenecks that make it difficult for you to add new features or more performance as needed. What happens when that "minor" workload, for which legacy mid-range storage was "good enough", grows faster (in size or in importance to your organization) than you planned?

You are usually forced into forklift upgrades and re-buys, especially given the artificial line between mid-range and enterprise products. This adds cost and complexity which can severely limit how well you respond to change. With Pure, you can upgrade with new features, more capacity, and higher performance — all on your own schedule and without re-buying your storage. This helps you control costs and increase your IT agility.

## Get Storage That Keeps Getting Better

Pure's software-centric architecture makes your storage purchase feel more like storage as-a-service. One Evergreen Storage™ subscription includes all your array's data services, both now and in the future. As new features become available, you simply choose to turn them on—no forklifts, no extra licenses, no additional costs.

Your Evergreen Gold subscription extends to your hardware, with both included and on-demand controller upgrades to help your storage stay modern. You can scale from entry-level to what other vendors describe as "enterprise" performance, without re-buying your storage or migrating your data. In fact, Pure has delivered over 8,000 controller upgrades to customers via Evergreen. Now that's real IT agility.

Demand more from your storage.

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