Everpure

What Legacy Systems Really Cost You

How "free" offers in legacy storage mask innovation failures

Many legacy storage vendors lure customers with deep discounts and "free" offers, but these tactics often mask deeper issues, including outdated architectures, hidden costs, and a lack of future innovation. This paper uncovers the true cost of these so-called savings, revealing how legacy storage providers use pricing gimmicks to distract from technical debt and operational complexity. Legacy approaches still force customers to manage data system by system, which breaks governance, protection, and optimization at scale. Discover how to see through the marketing spin and make strategic storage investments that deliver real, long-term value.

The breaking point

How legacy storage fell behind

Looking back 10 to 15 years, we stood at the edge of a major architectural shift. Virtualized data centers were becoming mainstream, and the cloud, still in its infancy, held massive potential. Storage was thriving, delivering real innovation as organizations explored new ways of working. With a typical three- to four-year life cycle, storage vendors were praised for keeping pace with enterprise evolution. But, as always, change is the only constant.

As cloud computing gained momentum, organizations began moving faster, adopting technology at an accelerated pace. The focus shifted from IT to application owners and developers, who were no longer content with the traditional life cycle. The cloud had raised their expectations, and they wanted access to the latest solutions now.

This could have been an opportunity for traditional storage vendors to innovate.

But rather than doing the hard work to evolve into an agile, cloud-era model, they took another route—locking customers into their slow, outdated innovation cycles and forcing businesses to move at their pace. To distract from this fundamental flaw, they dangled massive discounts—because who doesn't love a discount, right?

The reality of free

An upfront discount may seem attractive, but the hidden costs over time are staggering.

Think of it like planning a multi-city vacation. You book flights, arrange transportation, check into hotels, unpack, and finally get a moment to relax. But just a few days later, you're packing up, checking out, catching another flight, and doing it all over again. The complexity of managing multiple destinations is exhausting.

Now, compare that to taking a cruise vacation. You board once, unpack once, and simply wake up in a new city—no repacking, hassle, or logistics to manage. The system takes care of everything, allowing you to focus on the experience, not the process.

Legacy storage operates like a multi-city trip with constant migrations, disruptions, and hidden operational overhead. Sure, the first installment might be "free," but you're repeating this cycle over and over, with each step becoming more complex than the last. When the operational costs far exceed the initial acquisition price, is it really a discount or just an expensive illusion?

Modern storage is like a cruise ship—seamless, automated, and continually improving. There are no disruptions or hidden complexity, just effortless innovation that lets you focus on what truly matters.

The impact of complexity

Don't let free distract you from ROI over time

Legacy vendors aim to keep you trapped in their cycle, hoping you either ignore their limitations or tolerate their inability to support your innovation as competitors move faster. Wrapped in the disguise of a great deal, they are essentially holding your business ransom—buying time as they sluggishly roll out their next disruptive, operationally complex release.

Your best defense? Making an informed decision. Just like a car purchase, don't get caught up in sales tactics like discounts and rebates that are built to wow you. Instead, focus on the out-the-door cost, which includes everything.

Let's look at this in real terms using Oracle Database, a technology you may be using today. We'll compare Everpure™ as the modern solution to the legacy storage systems that many enterprises still rely on and reveal the real costs and impact over time. The difference isn't just efficiency—it's how data gets managed as environments grow.
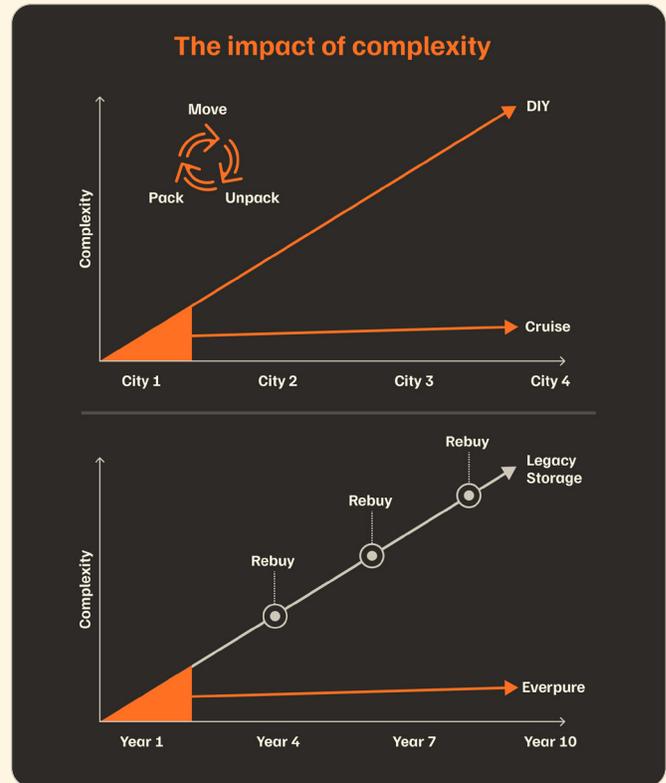
Everpure vs. legacy storage[1]

69% Up to 69% lower cost of hardware acquisition	**95%** Up to 95% reduction in operating expenses	**57%** Up to 57% lower cost of support and maintenance
91% Up to 91% lower cost of storage system administration	**89%** Up to 89% lower storage ops costs for Oracle admins	**69%** Up to 69% lower cloud-storage-related costs

Everpure™

Time to break free from "free"

The choice is clear. Don't let the illusion of "free" distract from the true cost over time.

Instead of being trapped in a legacy vendor's slow and costly upgrade cycle, invest in a storage platform that evolves with your business, empowering you to move at the speed of innovation.

With Everpure, you're not just buying storage—you're gaining an innovation partner. You're investing in a platform built to evolve with your business, not trap it in legacy complexity. Unlike legacy vendors that force disruptive upgrades and hidden costs, the Everpure Platform ensures continuous improvements without downtime or rebuys. Our simple, predictable pricing model eliminates the complexity of legacy storage, while our built-for-the-cloud-era architecture ensures seamless scalability for the future.

Break free from "free." Choose a storage partner who keeps you ahead, not one who holds you back.

Learn More About the Everpure Platform

1 | Aviv Kaufmann, Analyzing the Economic Benefits of Consolidating Oracle Workloads on Pure Storage FlashArray. Enterprise Strategy Group, December 2022.

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