Top Five Reasons to Switch to FlashBlade

Exponentially increasing volumes of unstructured data demand incredibly fast and reliable storage solutions. These solutions must be simple to use and support today's data at any scale. We spoke to customers to understand why they chose FlashBlade® over the leading legacy scale-out NAS vendor. Here are the top reasons why more organizations are switching to FlashBlade.

1 Infrastructure Made Simple

FlashBlade is simple to install and scale, and users can count on its built-in integrated networking. Upgrades are non-disruptive, reducing downtime and costs. Blades are simple to add, increasing capacity and performance seamlessly.

The leading legacy NAS vendor, by comparison, requires complex installation and configuration of nodes, network switches, ports and cabling. FlashBlade non-disruptive upgrades, on the other hand, don't require 50 pages of documentation of best practices, caveats and checklists.

2 Simplified Management Experience

FlashBlade is easy to manage with Pure1®, an AI-powered cloud service that enables self-driving storage. It provides users with actionable intelligence via data-driven insights into utilization and capacity requirements.

The management of legacy NAS is complex and requires customers to leverage a mix of tools such as local tools on the storage cluster, third-party external management platforms, and a cloud-based management platform.

3 Modern Applications-Ready

FlashBlade hardware and software is built from the ground up for flash to deliver multidimensional performance via a highly parallel architecture for any type of file and object data. Due to its elegant scale-out architecture, it works equally well for large files, small files, and metadata-intensive workloads.

By contrast, the legacy NAS platform is optimized for specific data types and is particularly inefficient for small files. The reason for this is due to their large, fixed block size. Writing files smaller than 128 KB results in a less efficient on-disk footprint.

4 All-Inclusive Software

Pure FlashBlade offers an all-inclusive software functionality. You can get the features you need to secure, accelerate, and manage your data—including future enhancements—at no additional cost.

The legacy NAS vendor, by contrast, charges for individually-licensed software features with a base and capacity price for each. A la carte feature pricing is not all-inclusive. Despite claims to the contrary, charging for basic operating system and specific software features' licensing and support increases the overall Total Cost of Ownership of the solution.

5 Unmatched User Experience

Pure Storage® users are some of the happiest anywhere and recommend us to their peers. Our Net Promoter Score (NPS) of 85.2 places us in the top 1% of all B2B businesses in terms of customer experience and satisfaction.

Despite being in the market for many years, the recognized leading scale NAS solution is associated with disruptive upgrades, painful migrations and refresh cycles, and a highly-complex infrastructure combined with poor user support. It's no surprise that its NPS score is lower than 30.

Here's Why Customers Love Pure!

"I've been in this business a long time, and non-disruptive upgrades are amazing. They're my favorite thing about Pure."

- Frost Bank

"The ability of FlashBlade to host such a wide variety of protocols and workloads is one of its most impressive features." **- Cogo Labs**

"Having storage as one of the least complex parts of our infrastructure—the it-just-works part—is something very valuable."

- Core Scientific

"There's no point in playing with traditional storage because it's just not fast enough. With Pure Storage FlashBlade, we can stay ahead of the curve as we fight global threats to human health."

- McMaster University

"FlashBlade met all our criteria—high performance, a reduced data-center footprint, very low power draw, and an architecture optimized for unstructured data, of which we have a lot."

- Black Duck

"I don't think I can overstate the value of Pure technology and the Pure team. It's a relationship you don't necessarily get with other vendors."

- Mississippi Department of Revenue

---

purestorage.com

800.379.PURE

PURESTORAGE®