20 Reasons *Why We Love Pure Storage*

1) Physical install time was 20 minutes. Very simple setup, connect power, connect the shelf, run fiber and done.

2) An actual Pure engineer was on site to configure the array, unlike like some companies that will outsource this another company for the install.

3) The phone support team is excellent! The only time I called support I spoke to Tier 1 then I was transferred directly to a support engineer! With other companies it's make a call unless the array is on fire I will get a call back.

4) I still talk to Kyle at least once a week to see how things are going and if there are any issues.

5) I can monitor our array from any device anywhere.

6) I can actually view each piece of hardware and its status from Pure1 no need to connect to the management console.

7) Management of the array is done via a web page that requires no special plug-ins or a specific version of Java to be installed.

8) Simple set up of the management console, it was super simple to connect the array to LDAP.

9) We were able to consolidate what is a full rack and a half in to 8U's. This greatly reduces our carbon footprint (thinking Green, well in this case Orange ☺)

10) I'm able to see if everything is zoned correctly and if it's balanced this is a huge help, unlike other products where we can't tell if it's balanced unless we get in to the Nexus and go through 18 pages of code checking WWN's.

11) Being able to snap shot a volume and I'm able to mount that snap to a VM in seconds is a big life saver.

12) Protection groups are pretty nice, this is the automated snap shots which we will utilize with SQL.

13) Server restart time is amazingly fast roughly 20 seconds or so, and if it's open source it's about 7 seconds.

14) Server performance has increased greatly, doing general day to day actives take less time which allows me to focus more on projects.

15) Everything in the array is modular and can be hot swapped, this includes the controller and NVRAM modules. The VNX has a set of drives that can't be removed as this is the controller host drives if there is a critical failure on this RAID the array will go offline.

16) Every 3 years we get a new controller, we will swap our M50 with something that's on the same level if that's not available then we get the next tier.

17) We can add a shelf on the fly, if we needed to add another shelf to the VNX we have to take it offline.

18) Pure will never run out of "spindles" on the VNX we are very limited to what the spindles can handle. With Pure we can keep on adding shelves, once we hit the threshold for the M50 we can upgrade the controller to support more shelves with no down time. In theory we can expand indefinitely.

19) Data at rest encryption is native to the array.

20) Deduplication and data reduction currently we are running 4.2 to 1 which means we are using 58.464 TB of space on our 36.63 TB array and we are only 38% full. Shared space (which is a part of the data reduction) is currently 4.85 TB.