

# ULTIMATE STORAGE FOR CITRIX XENDESKTOP

Pure Storage delivers a superior all-flash virtual desktop experience for less than the cost of spinning disk

**CITRIX®  
READY**



“Storage performance is the largest pain point to be addressed in any VDI environment.”

– Gartner, *Decision Point for Selecting VDI Storage Architecture*

Published: 23 March 2015  
Analysts: Mark Lockwood,  
Matthew Brisse

## THE VDI CHALLENGE

Virtual Desktop Infrastructure (VDI) is the ‘perfect storm’ of difficult IO for traditional storage arrays: 100,000s of IOPS and a heavy write-dominated IO mix. When VDI implementations fail either technically or economically, the root cause is most often storage.

**Poor performance:** Slow IO causes poor, inconsistent performance, reduced productivity, and complaints from users.

**High cost:** Storage is typically the largest cost in VDI deployments, accounting for 50% of the infrastructure spend.

**Failure to scale:** Traditional arrays run out of IO horsepower, preventing enterprise-wide VDI scale.

Fixing the storage problem by deploying more disk quickly results in unsustainable cost and complexity. Put simply: legacy disk-based storage – and even hybrid arrays with a combination of disk and flash – aren’t designed to keep up with the performance and economic challenges of Citrix XenDesktop. All-flash storage helps significantly, but not all 100% flash storage systems are architected equally.

## THE PURE STORAGE SOLUTION

Pure Storage offers a powerful, simple, and resilient all-flash solution, with the industry’s most granular and comprehensive data reduction and power, cooling, and space savings that enable a lower TCO than disk. Easy to install, and simple to manage and scale. Forget about end-user experience challenges – you’ll get consistent sub-ms latency, disruption-free through maintenance and upgrades. And best of all, you’ll get the power and efficiency to consolidate and secure your other mission-critical workloads alongside your XenDesktop VMs.

## HOW PURE STORAGE IS DIFFERENT

- Best end-user experience
- Lower storage costs (\$49/desktop) and TCO for VDI
- All-flash performance and non-disruptive operations through HW and SW upgrades
- Industry-leading data reduction
- Simple to install and manage
- Seamless scalability and resilience
- Easily grow from pilot to thousands of users
- Secure VDI with always-on data-at-rest encryption
- Citrix Ready VDI Capacity Program Phase II Validated

# THE PURE STORAGE ADVANTAGE



## ALL-FLASH SPEED AND SECURITY

VDI security (always-on encryption) and mobility with consistent <1ms latency that outperforms a laptop with local SSD.



## 100% FLASH FOR LESS THAN DISK

Realize TCO below the cost of disk with data reduction of > 10:1 and 2-3x savings on data center power, cooling, and real-estate for VDI workloads.



## SIMPLEST ADMINISTRATION

Desktop admins don't want to be storage admins. Pure Storage is simple to install and configure – it's the easiest storage you'll ever manage.



## SCALE AND RELIABILITY

With your organization's productivity on the line, VDI is mission-critical. Pure Storage delivers high availability, consistent performance, and non-disruptive operations.



## MULTIPLE WORKLOADS

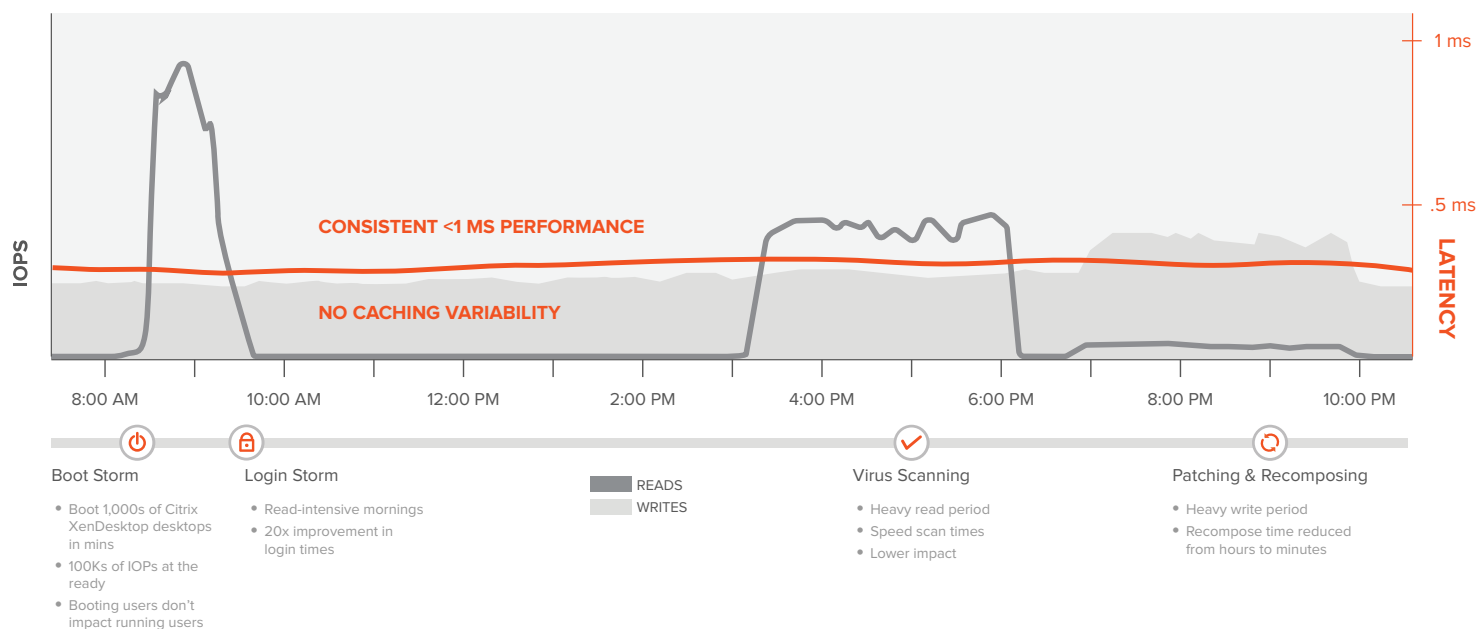
Consolidate XenDesktop VMs alongside server and database workloads with no performance impact.



## STATELESS OR PERSISTENT

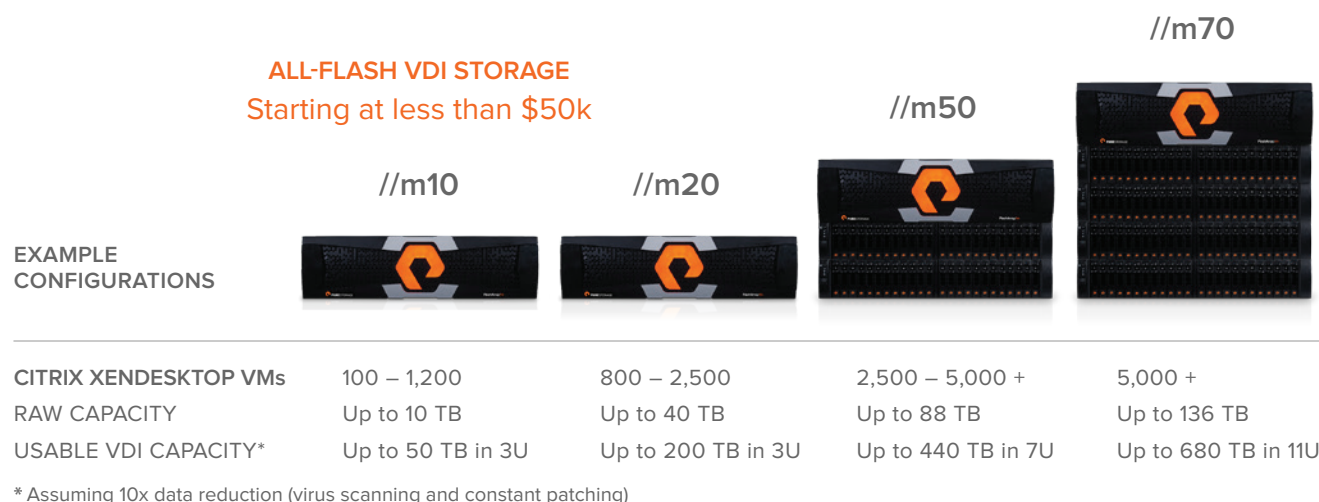
Both stateless and persistent desktops reduce to the same space on the FlashArray.

# EXTREMELY PREDICTABLE USER EXPERIENCE



## SCALE CONFIDENTLY AND SEAMLESSLY

From pilot to production, scale your VDI without disruption. Pure Storage FlashArray//m has been validated as a Citrix Ready product and has passed Citrix Ready VDI Capacity Program for Storage Partners verification tests.



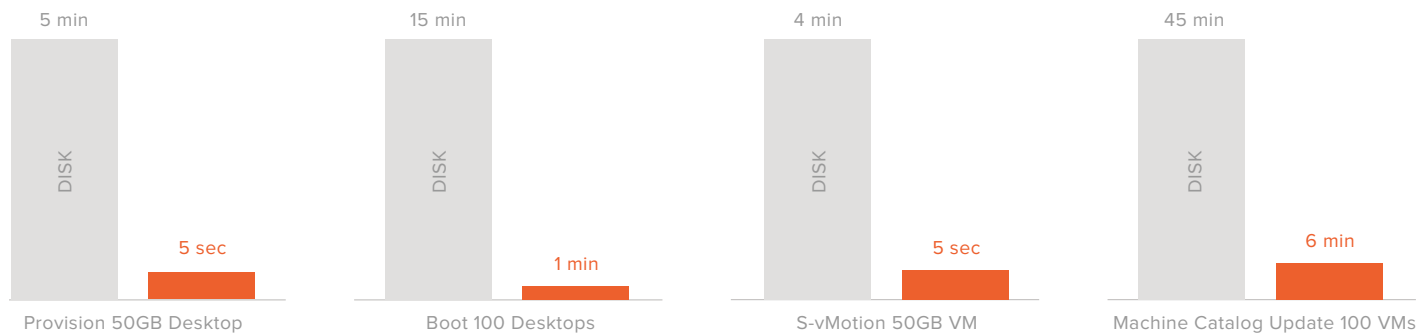
## ACCELERATE CITRIX XENDESKTOP DEPLOYMENT

The Pure Storage® FlashStack™ Converged Infrastructure brings the power and efficiency of all-flash to your entire data center – whether you start small or go big. FlashStack is a pre-validated, integrated solution that includes industry leading components: Cisco UCS, Nexus switches, and Pure Storage FlashArray storage. Provide all-flash speed and resiliency for all your workloads and simple, rapid deployments that are easy to manage. Scale seamlessly as your business grows. Fully tested, fully customizable, and fully supported.



## ACCELERATE YOUR ADMINISTRATION TOO

Pure Storage makes the administrator experience faster and easier.



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