

ULTIMATE STORAGE FOR VMWARE HORIZON

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



“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, also known as End User Computing (EUC), 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 VMware Horizon. 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 performance 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 Horizon VMs.

HOW PURE STORAGE IS DIFFERENT

- Best end-user computing experience
- Lower storage costs 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
- VMware Elite Technology Alliance Partner with certified solutions for vSphere and Horizon

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

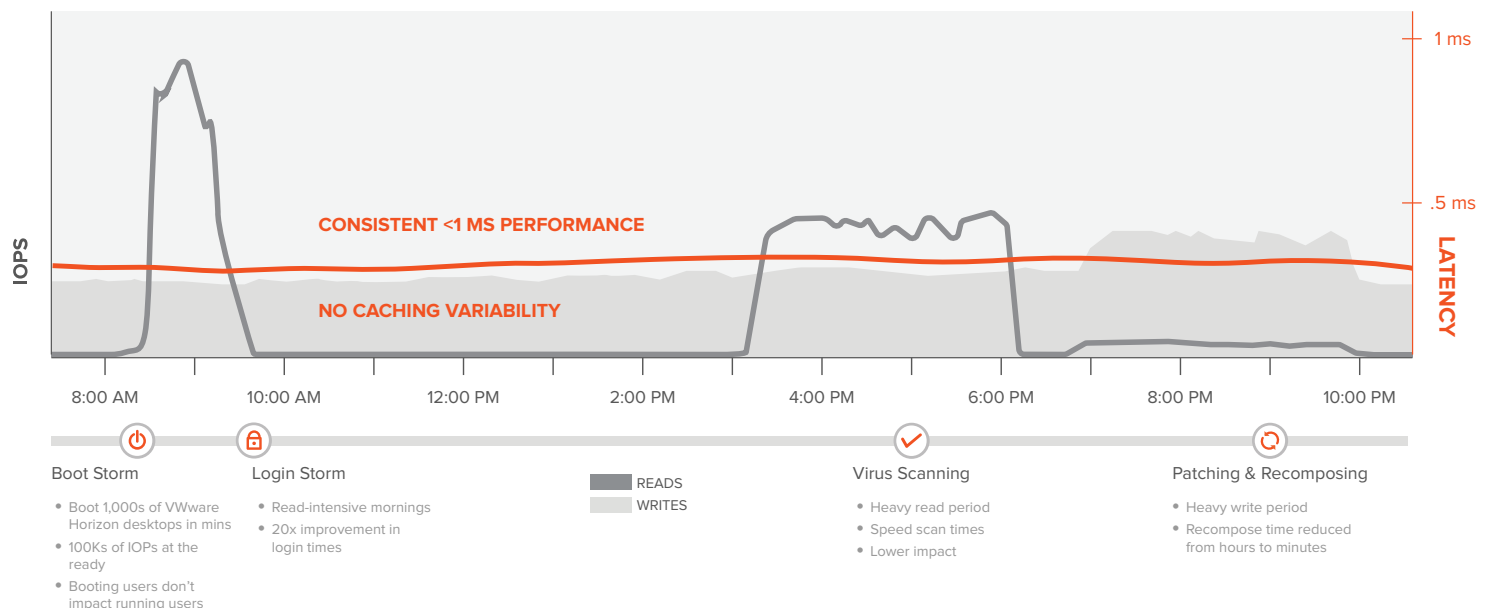
Consolidate Horizon VMs alongside server and database workloads with no performance impact.



FLOATING OR DEDICATED

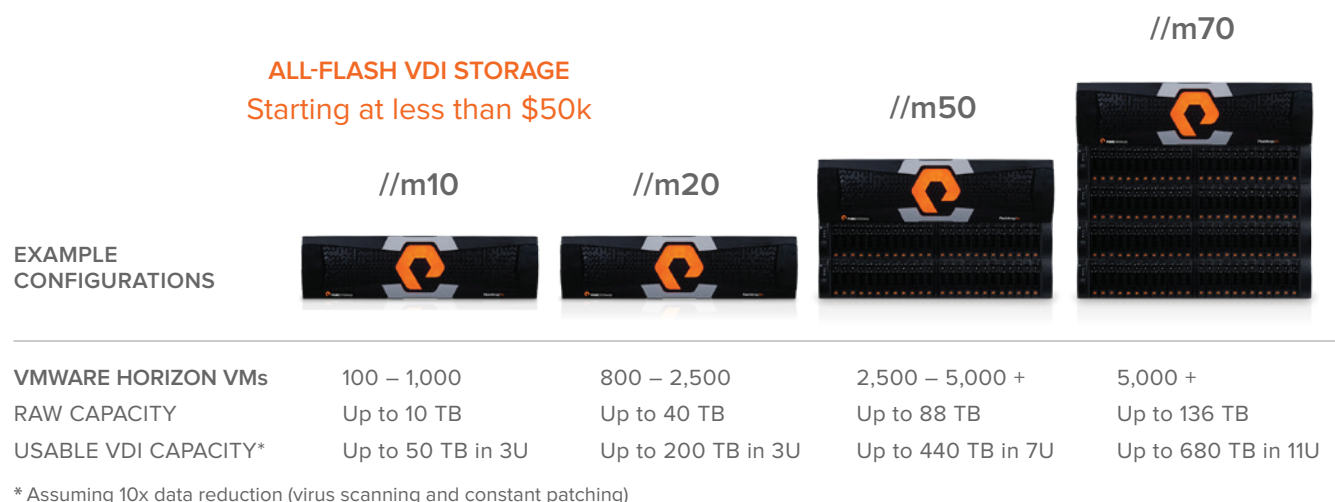
Both floating and dedicated desktops reduce to the same space on the FlashArray.

EXTREMELY PREDICTABLE USER EXPERIENCE



SCALE CONFIDENTLY AND SEAMLESSLY

From pilot to production, scale your VDI/EUC without disruption. Pure is a VMware Elite Technology Alliance Partner and a Horizon Fast Track partner offering certified solutions for vSphere and Horizon virtualization platforms.



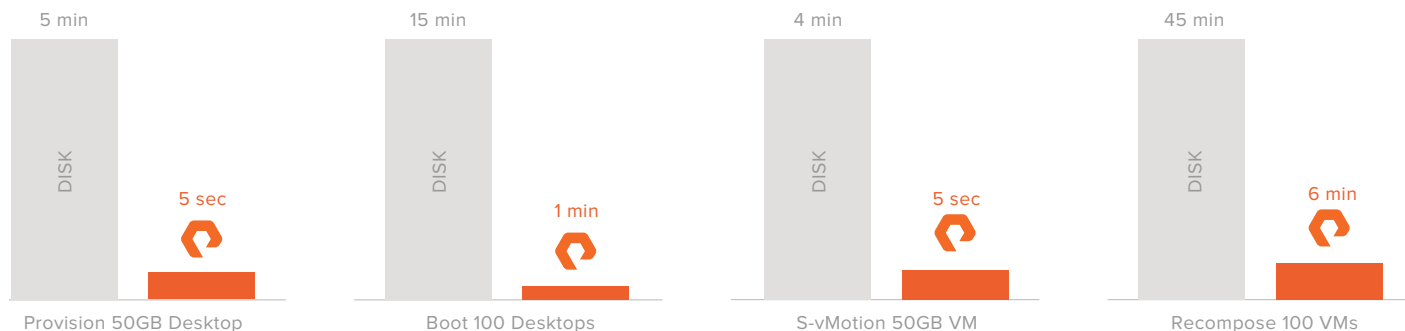
ACCELERATE VMWARE HORIZON DEPLOYMENT

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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