

# DRIVE SAAS GROWTH AND PROFITABILITY

Enable data-centric architecture with Pure Storage solutions for SaaS

## SUMMARY

For SaaS providers, software product development and IT infrastructure are fundamental to the business. From development to production, high-performing SaaS companies rely on the speed, efficiency, and reliability of Pure to speed growth and gain business advantage.

## FOR SAAS, DRIVING APPS & DATA IS MAKE OR BREAK

SaaS companies compete in a fast-paced environment where IT is a critical element enabling aggressive rollout schedules to meet customer demand. At the same time, SaaS companies rely on IT production environments that will, to a large extent, determine the end-user experience, which in turn has a direct effect on customer acquisition and retention. Moreover, SaaS firms are progressively turning to IT-driven advanced analytics and machine learning to enable new revenue streams and capabilities. Pure Storage® enables a data-centric architecture for SaaS providers, allowing them to reduce customer churn and SLA penalties, accelerate new offerings to market, and deliver significantly lower IT costs. There are three key drivers for Pure's advantage:



### ADVANCE SERVICE LEVELS

Power business expansion, reduce customer churn, and meet your SLAs



### ACCELERATE TIME TO REVENUE

Get to market faster with accelerated test/dev and enhanced analytics



### ACHIEVE OPERATIONAL ADVANTAGE

Boost profitability through dramatically reduced OpEx and CapEx IT costs

## ADVANCE SERVICE LEVELS

Pure Storage delivers industry-leading performance, reliability, and security that immediately translates to better SLAs and customer experience.

**Proven FlashArray™ 99.9999% Availability**, inclusive of non-disruptive upgrades and maintenance. Leverage built-in Purity ActiveCluster for disaster recovery and pair with Pure FlashBlade™ for ultra-fast “flash to flash” backup and restore operations.

**Consistent <1 ms Latency** from the 100% NVMe FlashArray//X turbocharges I/O across all block sizes. Consolidate mixed workloads fearlessly with always-on Purity QoS.

**Always-On Security** with data-at-rest encryption and support for IPV6, KMIP, GDPR, Common Criteria, and FIPS. All data services are built-in and ready for compliance-based SLAs, with no performance penalty or per volume configuration overhead.

## ACCELERATE TIME TO REVENUE

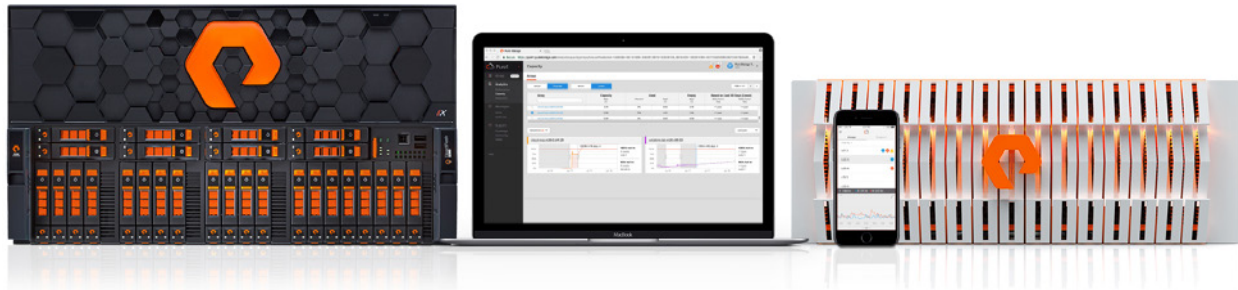
SaaS providers focus intensely on the speed of software development. Pure Storage powers the SaaS business model with solutions optimized for DevOps and Dev-Test.

**Share and Move Data Rapidly** across test, dev, Q/A, and production environments with instantaneous, space-efficient, and application-integrated snapshots that have zero performance impact. Snap seamlessly to FlashBlade or any NFS target.

**Get Agile, Automated DevOps** enabled by a complete and fully RESTful API. PowerShell, Python, and JAVA

software development kits (SDKs) are also available, alongside integrations with Ansible, OpenShift, Docker, and Kubernetes (including Pure Service Orchestrator). Accelerate your CI/CD pipeline environment by consolidating software versioning, building, and bug-tracking environments onto a single FlashBlade.

**Leap Ahead with Analytics** using a data hub designed for next-generation analytics and AI. Master big data and AI workloads for greater insight and new revenues with the massively parallel power and scale of FlashBlade.



## ACHIEVE OPERATIONAL ADVANTAGE

Pure delivers cost-efficient IT to SaaS enterprises, who see their IT savings translate directly into improved margins and profitability.

**Drive Lower TCO** with industry-leading data reduction and performance density, saving up to 10x on power, cooling, and space. Buy less storage – and shrink your datacenter at the same time.

**Get Storage Delivered Like SaaS** from the only storage solution that gets better with age. Pure's all-inclusive Evergreen™ Storage subscription model allows you to expand and upgrade non-disruptively, as needed, for

a decade or more. Forget data migrations and forklift upgrades on your way to NVMe-oF, and never re-buy a TB again. With Pure Evergreen Storage Service (ES2), you can leverage cloud-like Storage-as-a-Service to manage your fluctuating capacity requirements.

**Effortless, AI-Driven Management and Predictive Support** from Pure1® includes Workload Planner, enabling you to predict capacity/load, model hardware upgrades, and simulate workload changes, and VM Analytics, for full stack visibility into performance issues. You can also manage your Pure solution easily from vCenter/vRealize, SCVMM/SCOM, or UCS Director/CloudCenter.

## IT'S NOT JUST THE FLASH

Pure Storage delivers more than just innovative solutions to drive your business. We strive for, and deliver, customer satisfaction. The best gauge of that? A Satmetrix-validated NPS score of 86.6, which puts us in the top 1% of all businesses.



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