

TOP 10 REASONS

Move on from Dell & Move up to Pure Storage

Pure Storage has led the field with vision, execution—and the industry’s best purpose-built, all-flash array. Unlike Dell offerings, there’s nothing “legacy” or “disk-based” about FlashArray//X™ or FlashArray//C™. And that only begins to tell the story. Here are 10 reasons why customers are moving on from Dell, and moving up to Pure Storage:



1. No More Data Migrations, No Planned Downtime

Pure Storage engineered FlashArray™ systems to be Evergreen®, which means that your migration to Pure Storage will be the last one you’ll need to do. The FlashArray platform supports non-disruptive upgrades of any part of the array with no downtime or performance impact, no re-buy of capacity, and no data migrations (i.e., upgrade with data in place). That’s right—Pure Storage product upgrades do NOT require planned downtime. As a result, an increasing number of Pure Storage customers perform regular maintenance and upgrades during production hours with confidence that there will be no negative performance impacts or risk to data availability. We all know that legacy data migrations are risky, costly and inconvenient when performed outside business hours or on weekends.

Dell’s Future-Proof loyalty program offers Never Worry Migrations, however the details for this offering are lacking. It appears that for PowerMax, the Never Worry Migration is based on SRDF/Metro using their “Non-Disruptive Migration” process¹. This adds substantial complexity to the data-migration process, and doesn’t meet Pure Storage’s definition of “nondisruptive.” For PowerStore, Dell is claiming² non-disruptive upgrades, yet specifics of migrating to their next generation with no data migration are lacking. In contrast, you can upgrade [FlashArray//X](#) and [FlashArray//C](#) across generations with data in place at full performance. This eliminates forklift migrations, which in turn eliminates risk, cost, and complexity associated with legacy migrations. Now you can get your nights and weekends back!



2. Proven 99.9999% Availability—Even Across Generational Upgrades

Only FlashArray products have proven six-9’s (99.9999%) availability. Our availability metrics include all upgrades, even across generational upgrades. To match our availability, Dell requires two PowerMax arrays running SRDF/Metro with a third site for Witness³, or a pair of VPLEXs, also requiring a third site. Dell claims⁴ PowerStore is able to achieve six-9’s (99.9999%) availability, yet the footnote on that claim states “Actual System Availability may vary”. With Pure Storage and FlashArray, you can maintain (or improve) your storage availability with far less equipment, cost, and complexity.

1 Page 7 of <https://infohub.delltechnologies.com/l/dell-emc-powermax-and-vmx-non-disruptive-migration-best-practices-and-operational-guide-1/ndm-overview>

2 <https://www.dell.com/en-us/dt/storage/powerstore-storage-appliance.htm#tab0=0>

3 Page 4 <https://www.delltechnologies.com/asset/en-us/products/storage/industry-market/h17064-dell-powermax-ras-white-paper.pdf> “PowerMax arrays are architected for six nines (99.9999%) availability. The many redundant features discussed in this document are factored into the calculation of overall system availability.” SRDF is listed on page 33.

4 Footnote 4 <https://www.delltechnologies.com/asset/en-au/products/storage/technical-support/h18234-dell-powerstore-data-sheet.pdf>



3. Up to 2x Better Data Efficiency = CAPEX Savings

The FlashArray//X and FlashArray//C deliver [measured average total efficiency over 10:1](#) across the entire fleet of deployed FlashArray devices. Dell guarantees only 4:1 for their data reduction ratio on PowerStore and PowerMax, yet they exclude several types of data from their calculation⁵. While your results will vary based on your type of data, Pure Storage almost always provides better data reduction than Dell, thus reducing your CAPEX. Augmented with our Evergreen® subscription to innovation, Pure Storage can reduce your total cost of ownership ([TCO](#)) significantly compared to Dell.



4. Up to 60% Lower Lifecycle TCO

Pure Storage's Evergreen Storage ownership model provides a radically better experience at a lower TCO than Dell. Keeping your Pure Storage modern via our included, data in-place, nondisruptive controller upgrades drives much of this savings—and Pure Storage can prove it. Using a leading industry analyst's own "street" pricing data for both vendors, Pure Storage delivers six-year lifecycle TCO savings of up to 60% versus Dell. And these savings improve even more once you factor in Dell's higher costs to manage its storage and the complex data migrations involved with upgrades. We would be happy to provide you a detailed TCO comparison based on your exact needs, showing how much you'll save.



5. Engineered for NVMe

Pure Storage engineered the [FlashArray//X and FlashArray//C](#) specifically for NVMe flash and Evergreen. Dell, by contrast, originally designed most of its portfolio for magnetic hard disk drives, in some cases retrofitted with flash. PowerStore is still based on the legacy Unity XT design, despite claims of building it from the ground up⁶. Pure Storage's FlashArray family does not carry the legacy of supporting disk drives. Rather than using commercial NVMe SSDs that require garbage collection and a flash translation layer on every SSD, Pure Storage DirectFlash™ Modules (DFM) allow you to address the NVMe flash directly. The result: fewer CPU cycles required per IO. Finally, multiple queues connect the native parallelism of NVMe flash with modern multicore CPUs. This makes Pure Storage's NVMe-enabled solutions not only fast but extremely efficient for demanding applications. We further extend our solution capabilities and capacity with DirectFlash shelf, which allows FlashArray//X and FlashArray//C to grow capacity beyond a single chassis with additional NVMe-connected chassis via NVMe-over-Fabric (NVMe-oF) using the RoCEv2 protocol. For example, FlashArray//X90 (with a single DirectFlash shelf) reduces your footprint for 3.3PB of effective capacity to only 6U.



6. Future Proof

From our very first product sold, Pure Storage customers have benefited from our engineered-for-[Evergreen](#) Architecture. We provide the latest and best hardware and software technologies with full investment protection, without ever requiring you to migrate data. Compare that to Dell's PowerStore Anytime Upgrade program. Depending on which SKU you purchase (there's two at much different prices), Dell promises a one-time upgrade to the next-generation controller, or to the next-level next-generation controller model, once during the support contract. Once you

⁵ Page 1 <https://www.delltechnologies.com/asset/en-us/products/storage/legal-pricing/storage-data-reduction-guarantee-terms-and-conditions.pdf>

⁶ Page 1, <https://www.delltechnologies.com/asset/en-au/products/storage/technical-support/h18234-dell-powerstore-data-sheet.pdf>



use it, you lose it. And this program has no track record, so you'll just have to take their word for it that it works. It requires extra support and additional services be purchased, too⁷.

With Pure Storage, even the first customers who purchased our original FA-300 series and maintained their Evergreen subscription have received upgrades to our //X family without additional cost, and with no data migration. But why wait three years to modernize? Most Pure Storage customers utilize Ever Agile (part of the Evergreen//Forever subscription) to upgrade their controllers – to the latest generation or higher-level model, or both – whenever they need as part of qualifying capacity expansions. They get full trade-in credit, and there are no limits on how many times they upgrade. Pure Storage has delivered well over 10,000 Evergreen controller upgrades through the years, keeping thousands of arrays modern and agile. That's a record unmatched by any other vendor. And because we include all our array software with our subscriptions, all our Evergreen customers (even the earliest ones) receive all our new array features at no additional cost.



7. Simple Active-Active Multi-Site Business Continuity

Pure Storage includes [ActiveCluster™](#), our active-active multi-site business-continuity solution, at no additional cost with our storage as part of the Evergreen subscription. With ActiveCluster, you don't need special hardware or a third site to implement a multi site cluster. Dell tries to match the synchronous replication capabilities of ActiveCluster with SRDF/Metro or VPLEX/Metro offerings, but both solutions require additional software licenses and professional services to implement⁸. Both Dell solutions also require an independent third site, which means you have to maintain, upgrade, and support that third site, resulting in additional cost in terms of operations and overhead⁹. By contrast, setting up ActiveCluster requires only one command and four steps (not hundreds of pages of Dell manuals) and no professional services. With ActiveCluster, you can easily add multisite active-active resiliency to any workload, thereby providing business continuity and improving beyond our already industry-leading 99.9999% proven availability.



8. Simply Simple—Self-Driving Storage

FlashArray//X and FlashArray//C from Pure Storage are self-driving storage solutions that are simple to operate. We believe that you're more interested in creating value for your organization than spending time tuning a storage system. That's why we designed FlashArray to deliver always-on data deduplication, compression, encryption, QoS, and more without performance penalties. This means you get all these benefits with no downsides. Compare this to any of Dell's portfolio of all-flash arrays, which require you to individually configure volumes and make tradeoffs between redundancy, efficiency, and performance¹⁰. Pure Storage was also the first to take a machine learning/AI approach to tuning and support. [Pure1®](#), our SaaS-based monitoring and analytics platform with predictive and proactive support, gives you a better understanding of not just the array, but the environment in which it operates. For example, Pure1 provides predictive analytics on performance and load, even on the VM level. Pure1 also provides anomaly detection and clear visibility into data protection and energy consumption – again, all at no additional cost.

⁷ https://i.dell.com/sites/csdocuments/Legal_Docs/en/us/prosupport-plus-for-enterprise-sd-EN.pdf

⁸ <https://www.delltechnologies.com/asset/en-sa/products/storage/technical-support/h17133-non-disruptive-migration-best-practices-and-operational-guide.pdf>

⁹ <https://infohub.delltechnologies.com//dell-powermax-and-vmax-all-flash-srdf-metro-overview-and-best-practices/witness-configuration-1>

¹⁰ Page 24 <https://www.dell.com/en-us/collaterals/unaauth/technical-guides-support-information/products/storage/docu95455.pdf>





9. Best-in-Class Customer Experience

Pure Storage customers are some of the happiest anywhere. So much so that they go out of their way to recommend us to their peers. How do we know? We have an Audited NPS customer score of 81.4 as of December 2022, putting us in the top 1% of B2B vendors and ahead of many leading B2C companies. No other storage company comes close. FlashArray has been a [Gartner® Magic Quadrant™ Leader for nine years running](#). We are positioned highest for Ability to Execute and furthest for Completeness of Vision the third straight year in the 2022 Gartner® Magic Quadrant™ for Primary Storage.



10. Choice Between CAPEX and OPEX Models

Most OPEX models are essentially flexible leases. Unfortunately, changes in accounting standards essentially eliminated the benefits of operating leases. Our Pure as-a-Service™ offering complies with accounting standards¹¹ to deliver OPEX storage as a service (STaaS) for private and hybrid clouds.

Get the effortless, efficient, and Evergreen Pure Storage experience on-demand, with dramatically lower TCO. [Evergreen//One, Pure Storage's industry-leading STaaS solution](#), is [now free for the first three months](#) for new customers with a 12-month contract term of 50 TiB. With Evergreen//One, you pay only for used effective capacity (measured daily), not provisioned capacity. This gives you up to twice the cost-efficiency based on typical over-provisioning rates, versus on-premises storage, because Evergreen//One ensures you never pay for the storage you're not actually using. Gain the ability to scale—up, out, and even down—as your needs continue to change, without additional CAPEX spend or staggered leases. CAPEX or OPEX, the choice is yours.

Move on from Dell, Move up to Pure Storage.

Every year, Pure Storage continues to extend our leadership in vision, technology, product, and execution. By moving on from Dell and moving up to Pure Storage, you get simplicity, allowing admins to engage in high-value activities that enable your organization to do more with data. You also get cost efficiency through our industry-leading data reduction as well as an ownership model that allows you to keep up-to-date with technology without the risk and costs of migrating data ever again.

Check out why so many customers have already made the [move](#).

¹¹ Consult your accounting professional for specific financial advice for your country and situation.

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