



TOP FIVE

Reasons to Consider the **Pure Storage Platform**



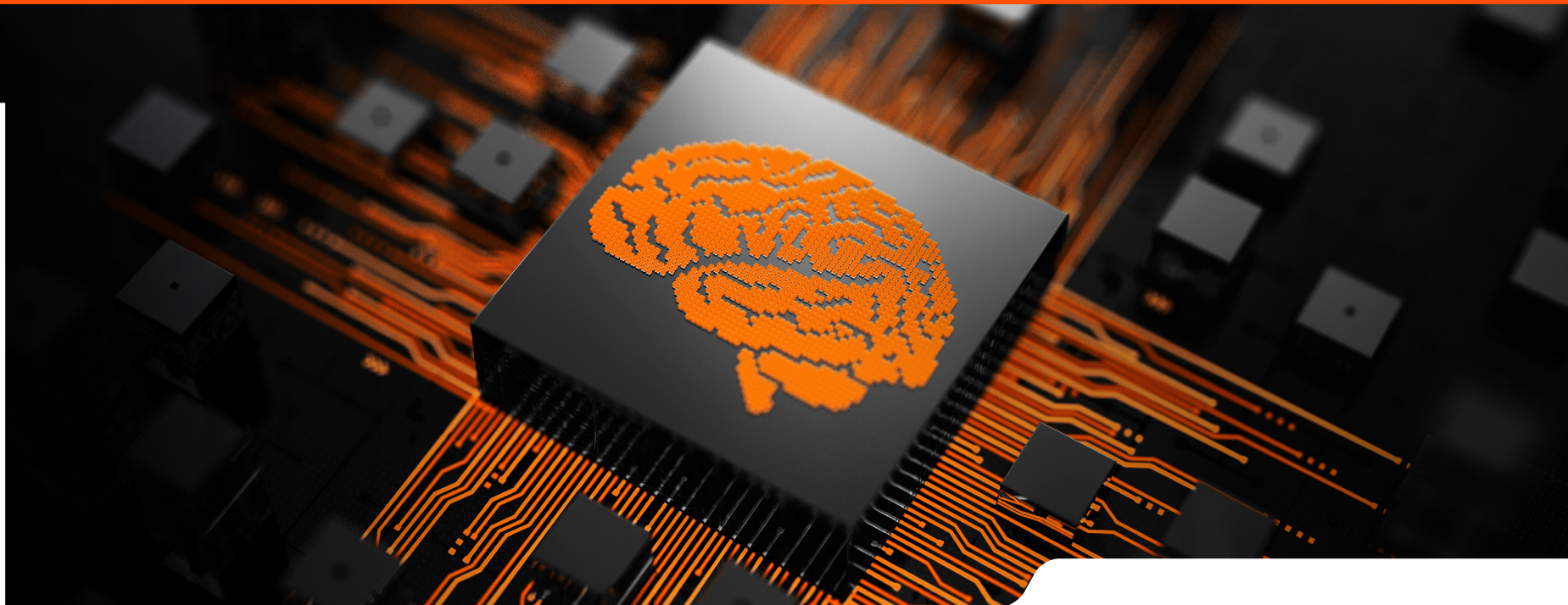


AI has put data in charge: Is your infrastructure ready?

AI has changed the game.

Data is now a major source of value for companies, and the traditional vertical application stack storage model can't keep up. Silos and redundant copies inflate cost, slow execution, and expose risk. What leaders need is a single intelligent layer that unifies data everywhere and automates control. That's the Pure Storage® platform—the fastest path to an Enterprise Data Cloud, where infrastructure is simplified, operations run by policy, and the foundation adapts as the business demands. Here are five reasons to consider the Pure Storage platform that show how it delivers impact today and strategic advantage tomorrow.





Ready for the uncertainty of AI

Never rebuy storage again with the agility and optionality to grow indefinitely with your needs. From day one, have confidence that your systems will evolve and expand in alignment with your goals. Gain future-proof storage that improves continuously, without the need for significant, disruptive upgrades.

97%

of Pure Storage arrays sold in the last six years are still operational and consistently updated with the latest software and hardware enhancements.



REASON




Always available, always secure

End downtime for good with the ultimate reliability platform. Choose a premier data storage platform renowned for surpassing performance expectations, ensuring business continuity, and maintaining reliability under all conditions.

99.9999%

uptime guarantee with monitored
and proactively managed SLAs.





REASON

Simple, flexible, and scalable

Simplify your infrastructure with our unified as-a-service storage platform. Reduce risk associated with complex systems; unify all your data storage under a single, easily managed service-first platform that eliminates the complications of traditional storage.

77%

reduction in operations
with fully automated, scalable
self-service storage.



4



Infinite cloud versatility

Experience seamless data management across any environment—cloud, on-premises, or hybrid. Manage all your data through consistent experience regardless of location, ensuring flexibility and adaptability to your changing business needs.

ONE

common storage OS that supports all your storage natively without requiring multiple systems.





REASON

Ongoing savings that fuel bottom-line results

Mitigate the risk of cost overruns by significantly reducing your physical footprint, lowering energy consumption and saving substantial workforce hours with optimized workflows. Our platform ensures that operational efficiencies translate directly into bottom-line benefits.

80%

power reduction with less than
1W/TB consumption and 95%
less rack space.



Transforming IT and data with the Pure Storage platform

AI has made data the center of value creation, and the Pure Storage platform is built for that reality. It isn't another incremental upgrade, it's a fundamentally different approach—one that delivers your Enterprise Data Cloud through a platform that is simple, reliable, and built to last.

The Pure Storage platform uniquely provides:

- **100% unified storage:** consolidates all data storage into a single, easy-to-manage data plane accessible to every application—in the cloud, on premises, or both
- **Ultimate reliability:** ensures zero downtime and minimizes risk with guaranteed SLAs
- **Future-proofing:** evolves continuously, keeping systems current without disruptive or costly rebuys
- **Cost efficiency:** reduces footprint, slashes energy use, and saves workforce hours—freeing up resources for strategic priorities

With these advantages, the Pure Storage platform stands apart as a modern foundation that doesn't just keep pace with change, but positions organizations to turn data into lasting business advantage.

[Learn More](#)

purestorage.com

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