EXCEED SERVICE LEVELS FOR YOUR VMWARE CLOUD™

As a managed service provider (MSP), you face challenges for modernizing your VMware Cloud environment, including how to manage services at scale, how to automate support and maintenance tasks, and how to control costs. To overcome those obstacles, you need a highly virtualized, orchestrated, software-defined architecture that drives a differentiated customer experience. Unlike a traditional infrastructure, the power of the Pure Data-Centric Architecture can help you exceed service levels, simplify self-service, and expand data services.
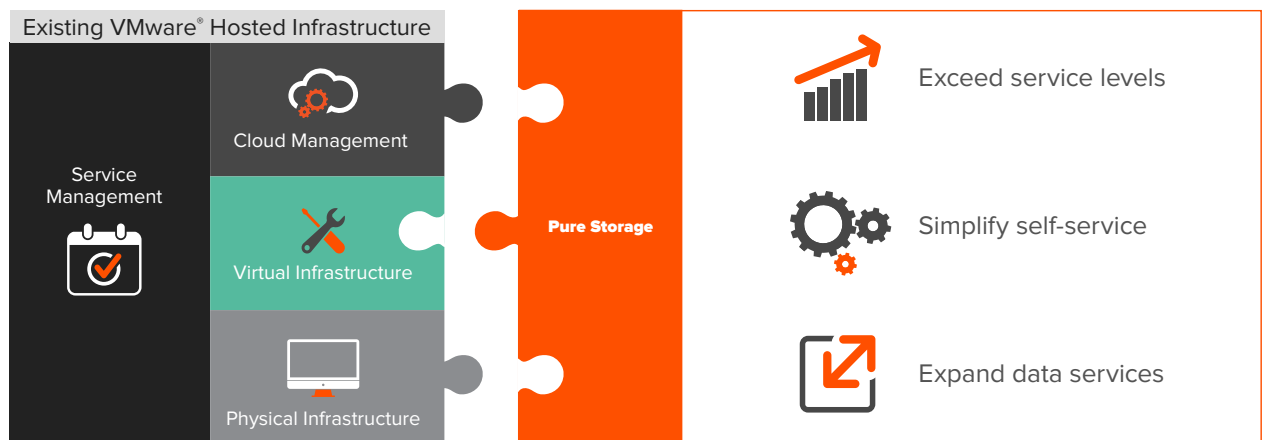

Figure 1. The Pure Data-Centric Architecture fits seamlessly into your existing VMware® hosted infrastructure to enable you to exceed service levels, simplify self-service, and expand data services

EXCEED SERVICE LEVELS

Pure's Data-Centric Architecture makes it easy to ensure consistent performance and reduce downtime. Evergreen™ Storage delivers predictable costs and serviceability by enabling you to nondisruptively scale and upgrade hardware or software technologies without downtime. Pure Storage® FlashArray solutions also offer more density and 2x data reduction for lower total cost of ownership (TCO), 99.9999% availability, and quality of service (QoS) for consolidating your data center.[1,2]

SIMPLIFY SELF-SERVICE

Empower VMware administrators to focus on the business instead of managing infrastructure and workloads with the Pure Data-Centric Architecture. Tight integration with VMware vRealize® Suite enables automation and easier management, reporting, trending, and event analysis. VMware vSphere® Virtual Volumes™ (VVols), running on Pure Storage, provides simplified, granular control and storage policy–based management. And Pure Storage plug-ins, APIs, pre-built workflows, and VMware Validated Design Certified Partner Architecture let your team build solutions faster, while further enabling self-service and improving performance.

EXPAND DATA SERVICES

Free up operations and engineering with integrated tools and Pure1® insights, so you can focus on delivering new and expanded offerings. Built-in services and per-virtual machine (VM) granularity, fully integrated with VMware solutions, enable you to simplify with policy-based management, ensure data sovereignty, and protect virtual and physical servers across your data center, regions, and the globe. Deliver business continuity with Purity ActiveCluster for zero recovery-time objectives (RTOs) and recovery-point objectives (RPOs).[3]

MORE REASONS TO CHOOSE PURE

Pure Storage has been named a leader in the Gartner® Magic Quadrant® for Solid State Arrays for four years in a row.[4] With Pure, you can quickly and easily modernize your data center:

THE LEADERS IN VIRTUALIZATION AND ALL-FLASH INFRASTRUCTURE

Pure Storage has developed a comprehensive set of capabilities for VMware solutions that includes:

- Integrations and plug-ins support a variety of VMware solutions
- VMware Validated Design Certified Partner Architecture
- Proven solutions tested within the VMware Ready® program

- **All-flash infrastructure purpose-built for VMware**
- **Simplicity from the ground up** to deploy, manage, and run
- **Sub-millisecond latency and high performance** without added expense and configuration[5]

These are just a few of the ways Pure Storage lets you unleash the power of VMware Cloud and helps you increase profitability.

DIFFERENTIATE WITHOUT COMPROMISE

Find further details on how Pure Storage solutions can help you in the white paper **"Innovation Made Easy — VMware Cloud with Pure Storage."**

[1] Pure Storage. Purity Reduce webpage. www.purestorage.com/products/purity/purity-reduce.html.

[2] Pure Storage. Purity Assure webpage. www.purestorage.com/products/purity/purity-assure.html.

[3] Pure Storage. Purity ActiveCluster webpage. www.purestorage.com/products/purity/activecluster.html.

[4] Pure Storage. "Gartner Names Pure Storage a Leader in Solid-State Arrays 4 Years in a Row." www.purestorage.com/microsites/gartner-mq-2017.html. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

[5] Pure Storage. "The Top 10 Reasons to Choose a Pure Storage® All-Flash Solution for Oracle® Database and Analytics Deployments." 2017. www.purestorage.com/content/dam/purestorage/pdf/whitepapers/Pure_Storage_Oracle_Top_Ten_Interactive.pdf.

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