

DATA SHEET



Pure Storage FlashArray//X10

Get enterprise-grade all-flash storage no matter how big your organization is.

Enterprise-grade

- Built-in enterprise data services for all workloads
- Non-disruptive architecture enables maintenance and upgrades without performance impact
- Unparalleled support with Pure1® predictive analytics and support helps keep you at full performance, 24/7

Reliability and Performance

- Highest security standards include built-in, always-on encryption
- Proven 99.9999% availability
- Always-on 10:1 total efficiency delivers lower TCO
- 100% NVMe Flash provides unmatched performance and density for all your applications

Simplicity

- No manual required and a quick and simple install
- Includes maintenance and generational upgrades

Imagine a worry-free storage platform that lets you change your focus from IT management to growing your business. Starting at 11TB raw / 55TB effectiveⁱ, Pure Storage® FlashArray™//X10 is part of a modern data experience. Get the reliability and advanced data services of enterprise-class storage in a self-managing package that behaves like SaaS and the cloud, without requiring downtime or data migrations. And if it needs your attention at all, a mobile app lets you know.

In a world of fast, pervasive networking, ubiquitous flash memory, and an evolving scale-out application architecture, next-generation shared accelerated storage has the power to unite both networked and direct-attached storage in a single, shared architecture.

Effortless, Efficient, and Evergreen™

Enjoy consistent all-flash speed with proven 99.9999% availability and 100% performance through upgrades, maintenance, and failures. FlashArray//X includes built-in support for encryption, business continuity, and disaster recovery.

Self-managing and plug-and-play: Break free from tuning, tiering, pools, performance troubleshooting, planned downtime, or forklift upgrades.

Cloud-managed: Monitor your array from any device with Pure1®. Get proactive and personalized support while removing downtime risk with predictive analytics powered by the Pure1 Meta™ platform.

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Complete consolidation: Run lean with proven 10:1 total efficiency across the FlashArray family install base. Typically 2x better than competitor solutions, FlashArray helps save space, power, cooling, and costs. Consolidate all your workloads safely with built-in QoS and consistent mixed-workload performance even through failures and upgrades.

All array data services built-in and included: There's nothing else to buy or install. Enjoy the savings and protection of always-on deduplication, compression, encryption, active-active stretch synchronous replication, and QoS—with no performance penalty or per volume configuration overhead.

Future proof and cloud-ready now: As your storage needs grow, you can upgrade non-disruptively to any other FlashArray//X without performance impact or data migration. You can also deliver hybrid cloud seamlessly with consistent data services, resiliency, and APIs with [Pure Cloud Block Store™](#) for AWS and FlashArray. The entire FlashArray family is built to provide future-proof peace of mind.

“I hardly ever have to look at the Pure system from a management perspective. It just runs.”

Terry Young, Senior Network and Systems Administrator, Castilleja School

Simplicity by Design

FlashArray//X delivers effortless storage: The hardware, software, and cloud management experience are co-designed to make everything just work with no manual required. Just a few of the ways we make it effortless include:



One box



Quick and simple install



6 cables



No manual required



All array software included



Everything encrypted



No performance tuning required



API-based everything for automation



AI-driven cloud support, management, and analytics

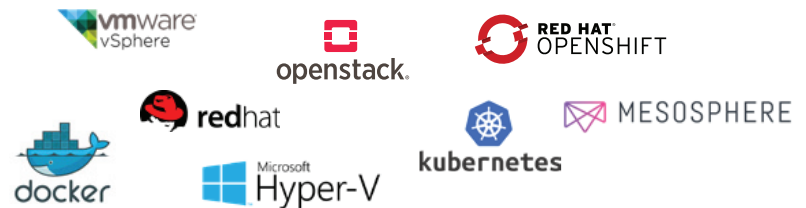
Built to Accelerate and Integrate as You Grow

Integrate and automate FlashArray//X10 wherever you need it, via REST, CLI, or PowerShell. Start with a few applications and grow your data center capabilities as needed. FlashArray//X is tested and certified to work with all your critical applications and cloud infrastructure.

BUSINESS APPLICATIONS



VIRTUALIZATION, CONTAINERS, AND CLOUD INFRASTRUCTURE



DEVOPS & AUTOMATION



DESKTOP VIRTUALIZATION



DATA CENTER INFRASTRUCTURE



SAAS-based Management and Predictive Support

With Pure1®, manage and analyze your storage from anywhere, with any device, just by logging in. Like SaaS, Pure1 makes new releases and improvements instantly available. It also delivers notifications to your smartphone in the event your attention is needed.

Pure1 Meta™ is the AI engine within Pure1, providing intelligence to help better manage, automate, and support storage. Meta can model and characterize the behavior and interactions of a particular workload. It analyzes and simulates how workloads on your FlashArray will interact, how their capacity and performance will grow over time, and whether a new workload will fit on the array. Meta continuously scans connected arrays against “issue fingerprints” to detect and alert Pure1 Support to proactively resolve issues before they occur.

Evergreen™ Storage

FlashArray operates like SaaS and the cloud. Deploy it once and enjoy a subscription to continuous innovation as you expand and improve performance, capacity, density, and/or features for 10 years or more—all without downtime, performance impact, or data migrations. Our “Right Size” capacity guarantee ensures that you get started knowing you’ll have the effective capacity you need. The Capacity Consolidation program keeps your storage modern and dense as you expand. With Evergreen Storage, you don’t have to re-buy terabytes you already own. Keep your storage evergreen, modern, and dense – and enjoy non-disruptive online upgrade to any //X system.



//X10 Technical Specifications

Capacity	Connectivity	Physical
Up to 73TB/66.2TiB effective capacity ¹	16/32 Gb/s Fibre Channel	3U
Up to 22TB/19.2TiB raw capacity ²	(NVMe-oF Ready)	640 – 845 watts (nominal – peak)
Upgradable non-disruptively to any other //X and up to PB scale	10/25 Gb/s Ethernet iSCSI	95 lbs (43.1 kg) fully loaded
	1 Gb/s Management and replication ports	5.12" x 18.94" x 29.72" chassis

Stated //X specifications are applicable to //X R3 versions.

¹ Effective capacity assumes HA, RAID, and metadata overhead, GB-to-GiB conversion, and includes the benefit of data reduction with always-on inline deduplication, compression, and pattern removal. Average data reduction is calculated at 5-to-1 and does not include thin provisioning.

² //X10 does not accept Pure Storage DirectFlash Shelf or SAS-based expansion shelf. These shelves can be added after online upgrade to //X20 or higher array.

* Why does Pure Storage quote 32K, not 4K IOPS? The industry commonly markets 4K IOPS benchmarks to inflate performance numbers, but multiple real-world workloads consolidating on a single array average closer to 32K. FlashArray adapts automatically to 512B-32KB IO for superior performance, scalability, and data reduction.

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