

VIRTUALIZATION UNLEASHED



WHAT'S SMART STORAGE?

EFFORTLESS

Smart Storage solutions are always-on, and always fast. They're ultra-reliable and plug-n-play simple. To make it even easier, you get cloud-based management, predictive analytics, and unrivalled support and protection.

EFFICIENT

Smart Storage delivers zero-compromise data services while saving 10x on space and gaining 10x in speed. Your workloads are protected with Service Assurance: high mixed workload performance, full performance even through failures and upgrades, and Always-On QoS for noisy neighbor protection. No more tuning of anything – ever.

EVERGREEN

Smart Storage is the only storage that gets better with age. Tired of forklift upgrades and maintenance extortion? Buy your TBs once, never rebuy them again, and never go through a disruptive migration. Expand capacity, performance, and features independently as you get value from your storage for a decade or more.

Virtualized applications bring companies dramatic improvements in IT efficiency and flexibility. Yet infrastructure constraints prevent many IT departments from taking full advantage of their virtualization investment – with storage systems typically the greatest bottleneck. But now, Smart Storage from Pure removes storage issues and enables organizations to fully realize the benefits of virtualization.



100% VIRTUALIZED

The Pure Storage FlashArray//m provides the performance and scalability necessary to enable the virtualization of everything, including demanding enterprise desktop infrastructure and even performance-hungry, mission-critical workloads such as large databases. Not only can you virtualize every workload, but common management tasks are simpler and faster, reducing the burden on IT administrators.

100% CONSOLIDATED

Availability, business continuity, and non-disruptive operations are vital when consolidating mission-critical applications. FlashArray//m provides always-on, 99.9999% delivered availability*, which is inclusive of non-disruptive upgrades and maintenance. And Smart Storage makes it simple to integrate with the management platform of your choice: VMware vRealize, Cisco UCS Director, Microsoft System Center, and OpenStack, among others.

100% AUTOMATED

Smart Storage also delivers comprehensive orchestration and automation features for private or hybrid cloud-model IT. Rapidly deploy scalable workflows that automate complex IT processes. Automate your datastore creation (no tuning, aligning, or tiers needed) and your protection policies (with native snapshots and replication). Eliminate resource contention with predictive analytics and smart alerts that offer proactive identification and resolution of emerging issues.

100% SELF-SERVICE

Application owners and other users need cloud-model data center services that are instantly available and easy to consume. With Smart Storage, virtualization administrators can quickly build self-service catalogs that allow users to self-provision applications, services, and resources. Sample catalogs are available on the Pure Storage community website, where users share their workflows, service templates, and more.

* First year of FlashArray//m shipments