

# VIRTUALIZATION UNLEASHED



## EFFORTLESS

Pure 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 unrivaled support and protection.

## EFFICIENT

Pure Storage delivers zero-compromise data services while saving up to 10x on space and gaining up to 10x in speed. Your workloads are protected with built-in encryption-at-rest, high mixed-workload performance, 100% performance even through failures and upgrades, and Always-On QoS for noisy neighbor protection. No more tuning of anything – ever.

## EVERGREEN™

Pure 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, Pure Storage removes storage issues and enables organizations to fully realize the benefits of virtualization.



## 100% VIRTUALIZED

Pure Storage FlashArray provides the performance and scalability necessary to enable 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 provides proven 99.9999% delivered availability, inclusive of maintenance, failures, and generational upgrades. And Pure 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

Pure Storage also delivers comprehensive orchestration and automation features for private or hybrid cloud. 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 Pure, 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.



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