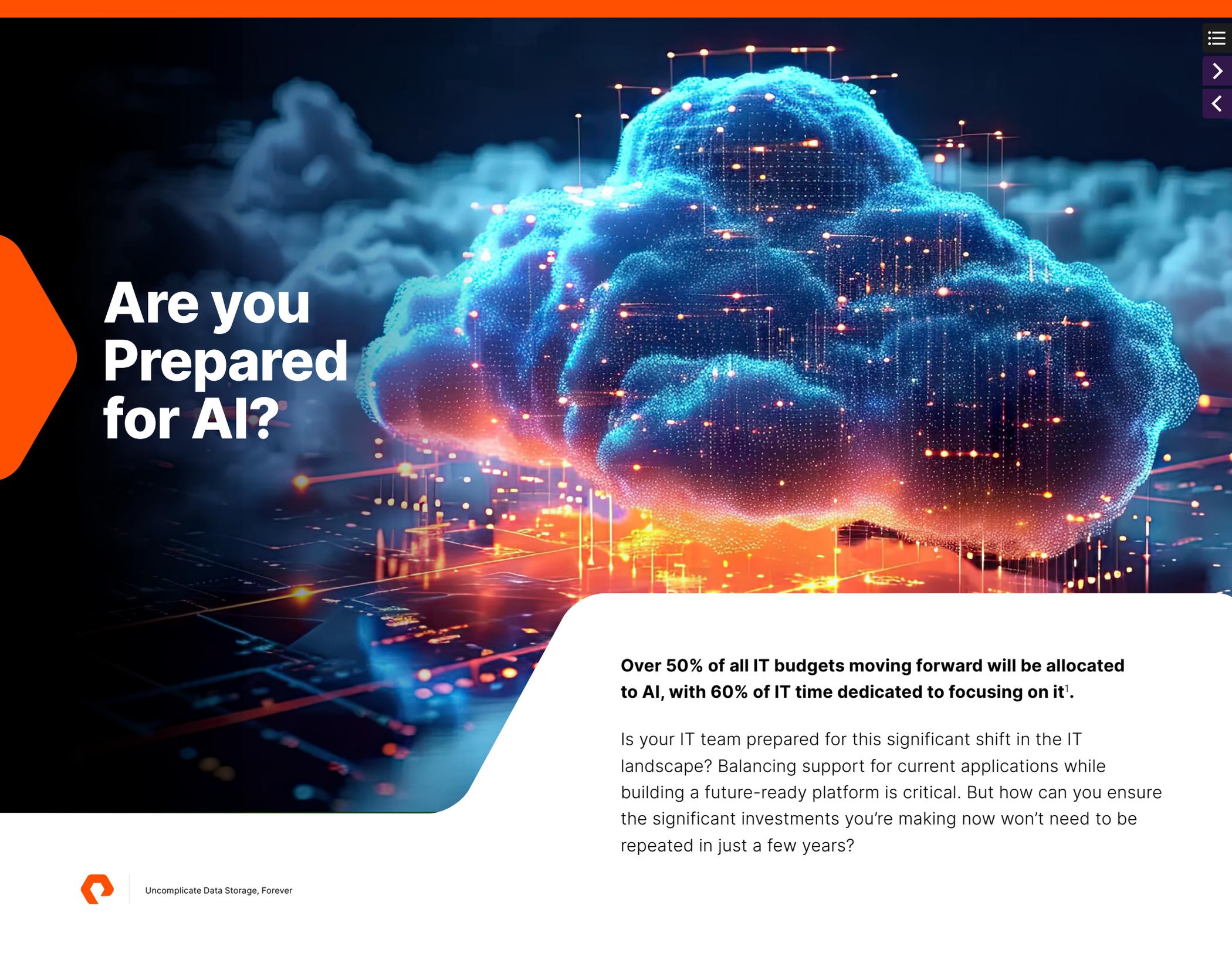




TOP FIVE

**Reasons to Consider
the **Pure Storage**
Platform**

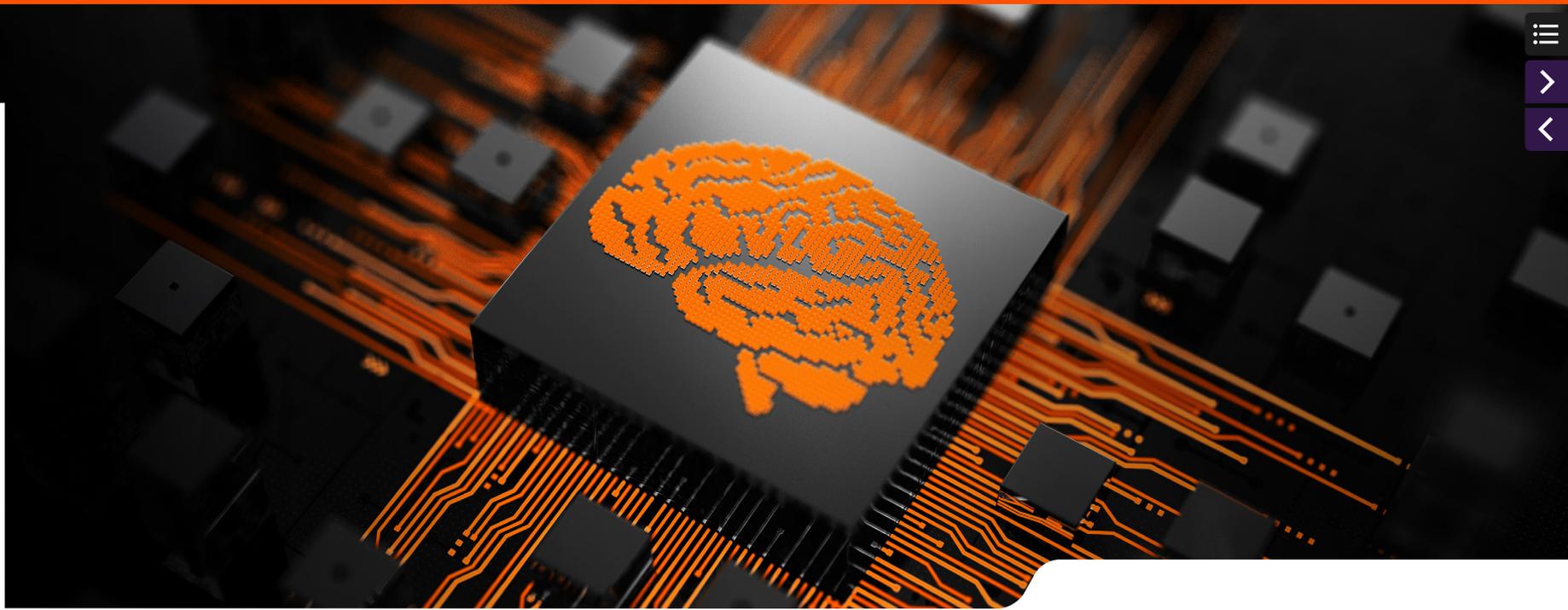


Are you Prepared for AI?

Over 50% of all IT budgets moving forward will be allocated to AI, with 60% of IT time dedicated to focusing on it¹.

Is your IT team prepared for this significant shift in the IT landscape? Balancing support for current applications while building a future-ready platform is critical. But how can you ensure the significant investments you're making now won't need to be repeated in just a few years?





Ready for the Uncertainty of AI

Never re-buy 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.



Uncomplicate Data Storage, Forever



REASON

3

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.



REASON

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

5

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

In today's rapidly evolving IT landscape, staying ahead requires a platform that not only meets current needs but also anticipates future challenges. The Pure Storage platform is a new transformative way to deploy, scale and manage data intelligently. Our goal is to help companies reduce risk by eliminating the uncertainty and complexity of long-term storage planning, transitioning to a straightforward, secure, as-a-service platform.

The Pure Storage platform uniquely provides:

- **100% unified storage:** Consolidates all data storage on a single, easy-to-manage platform.
- **Ultimate reliability:** Ensures zero downtime, minimizing business risks.
- **Futureproofing:** Guarantees systems will evolve without complex re-buys.
- **Cost efficiency:** Reduces physical footprint, lowers energy consumption, and saves workforce hours, allowing reinvestment in strategic initiatives.

The Pure Storage platform gives our customers a unique storage-as-a-service solution that **simplifies deployment, management, and scalability of data storage anywhere their data resides.**

[Learn More](#)

1 <https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/thought-leadership/tl-reducing-risk-and-navigating-the-ai-frontier-exec-summary.pdf>

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