PURESTORAGE®

Telecom Solutions from Pure Storage

The largest telcos rely on Pure Storage® for mission-critical data services and minimal energy footprint, with innovative technology across all clouds.

With thousands of arrays deployed globally and Kubernetes-native data services, Pure Storage is a leading supplier to global carriers seeking performance, reliability, and return on investment.

5G Core and Edge
Ultra-reliable, easy to deploy storage underpins 5G network environments by providing consistent "dial tone" for services.

OSS/BSS
High performance, ultra-dense storage powers OSS/BSS systems to drive service assurance, billing, etc.

Cloud-native DevOps
A single cloud-native control plane that delivers Kubernetes data services across any cloud (hybrid/multi) and any infrastructure (Pure or others)

AI & Analytics
Ultra-high bandwidth storage supports massive data ingest and processing for call records, fraud detection, and new AI projects.

Open RAN
Replace challenging open-source storage with highly reliable, proven ultra-low latency data services with market-leading sustainability and density advantage.

Pure Storage Value for Telecoms: What Makes Us Different

Operational Simplicity and Reliability

- 99.9999% uptime.
- **Non-disruptive updates** (software and hardware) for continuous long-term operations with no planned downtime.
- Easy OpenStack integration.

Space & Power Efficiency

- 95% reduction in rack space and 85% less power consumption.
- With Evergreen//One™, **Pure Storage will pay** the data center power and rack hosting costs.
- Highest industry NPS score

Automation and Programmability

- Simplify complexity and deliver deterministic performance.
- **API-first** design is suitable for **any** automation and observability framework.

Cloud-native Platform Engineering

- Enterprise data services for Kubernetes persistent volumes across **any** on-premises infrastructure, hybrid or multi clouds.
- Works with **any** storage vendor.

High Bandwidth Data Services for AI

- **Large data set parallel processing,** which is an ideal platform for AI use cases.
- Joint AI solutions with NVIDIA and Cisco.
- **NVIDIA Base/SuperPOD** certification in FY24

Did you know: We're partnering with some of the world's most powerful Telco ISVs and leading Service Providers to revolutionize how they deliver mission-critical data services—far beyond the confines of the traditional data center. Pure Storage is at the forefront, and the future of data is being redefined right now

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Telecom Customer Proof Points (More Available)

BT

Massive Energy Savings

BT noted that Pure Storage arrays were 18x more efficient than the legacy storage arrays they replaced, which were described as "energy hogs." Source

Major Mobile Carrier

100% storage uptime

This carrier has 100% uptime over 4 years and over 200 arrays. They also see over 4:1 fleet-wide data reduction and has undergone 49 controller upgrades with zero disruption.

Global industry leader

With Pure Cloud Block Store™

Pure Storage, in conjunction with a world leading consultancy, reduced Azure storage footprint by 65%, resulting in multi-million dollar savings.

Virgin media O2

96% reduction in energy consumption

After moving to Pure Storage, they also decreased rack space from 840U to 60U for over 4PB of data. Source

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Additional Resources

- Learn more about Pure Storage solutions for telecom.
- Get the details on flexible storage subscriptions.
- See how Pure Storage is leading the way on artificial intelligence.
- Find out how Portworx simplifies cloud-native deployments.
- Simplify your OpenStack deployments with Pure Storage.

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