WHITE PAPER

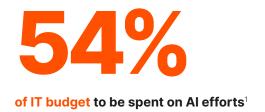# Navigating the New Landscape of Data Management

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Introduction

The landscape of information technology is rapidly evolving due to the influence of emerging technologies, as well as the exponential growth of data. As organizations face the complexities of integrating artificial intelligence (AI), dealing with the fragmentation of data types, and managing data across dispersed environments, the need for a fundamentally new approach to data storage has become critical. This paper explores these challenges and proposes a strategic response that aligns with evolving requirements.

The Contemporary Data Challenge

Today's IT environment is marked by a seismic shift, driven by the integration of AI into core business processes and the rapid adoption of services-first IT. This has led to an explosion of new data types and an unprecedented scale of data distribution.

54%

of IT budget to be spent on AI efforts[1]

50%

adopting a service-first storage approach[2]

Traditional storage solutions, built on static and isolated architectures, are ill-equipped to handle the complexity and dynamism of innovation. Traditional storage is limiting and can impose heavy financial and operational burdens on organizations.

To face these challenges effectively, organizations need to rethink their data storage strategies. The focus must shift from merely storing and managing data to enabling data access in a flexible, efficient, and future-proof way. This involves moving away from the cycle of constant hardware upgrades and system replacements that typify traditional data storage solutions. Instead, a new paradigm emphasizing scalability, adaptability, and continuous improvement is essential to meet the demands of modern enterprise workloads.

Introducing the Pure Storage Platform

The Pure Storage platform stands out as a revolutionary solution amid today's monumental shift in IT—a shift reminiscent of the transformations brought about by virtualization and cloud computing. Today, as organizations increasingly adopt AI and move towards consumption-based IT models, the Pure Storage platform offers a timely solution that combines agility, reliability, and simplicity in a single unified system. This platform is not just about enhancing storage capabilities; it's about transforming IT infrastructures to foster competitive advantage, customer intimacy, and operational agility in a fast-paced AI world.
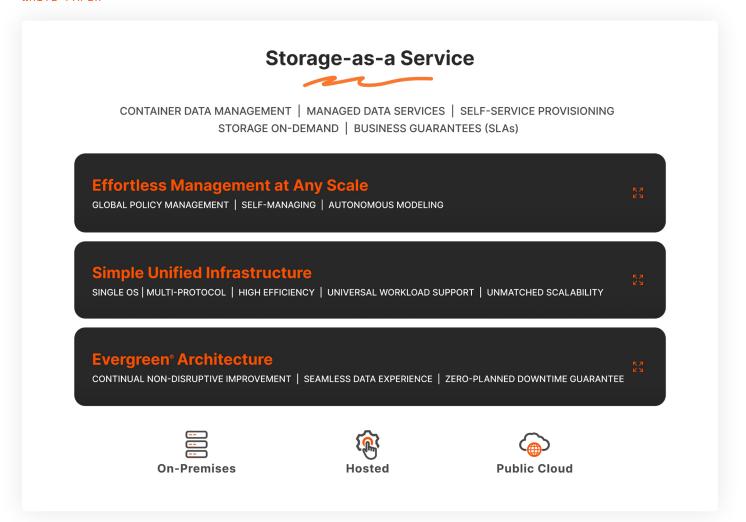
The Pure Storage platform addresses key challenges in modern IT environments, empowering organizations to transform without the burden of legacy systems via:

- **Complexity reduction:** Management is simplified by consolidating diverse data storage across on-premises, cloud, and hybrid environments into a single as-a-service platform. This enables a more agile IT operation, freeing resources to focus on innovation rather than maintenance.

- **Reliability assurance:** Our platform guarantees 99.9999% uptime, ensuring continuous data availability. This reliability is critical for maintaining uninterrupted business operations, particularly during system updates or unforeseen disruptions.

- **Risk mitigation:** Designed for adaptability, the platform anticipates future technological shifts, reducing the need for frequent, costly replacements. This stability minimizes planning uncertainties and enables long-term strategic decisions that are crucial for navigating a rapidly changing tech landscape.

- **Cost efficiency:** By optimizing the physical infrastructure and energy consumption, the platform not only lowers direct operational costs but also enables a significant reallocation of budgets towards strategic growth initiatives rather than capital expenditures on hardware.

As organizations navigate the complexities introduced by AI and the new data management landscape, this strategic approach helps organizations step away from the constraints of outdated systems, offering a pathway to enhanced agility and sustained competitive advantage in the digital era.

The Pure Storage Platform Unique Advantage

Over a decade ago, Pure Storage set out to redefine the way storage is architected. Turning away from the traditional layered aggregation approach, we envisioned a platform based on a single pool of storage, adaptable to any storage type and customer requirement. Today, this vision has materialized into a seamlessly integrated storage platform that effortlessly supports both traditional and modern workloads, catering to any storage need, anywhere.

Storage-as-a Service

CONTAINER DATA MANAGEMENT | MANAGED DATA SERVICES | SELF-SERVICE PROVISIONING
STORAGE ON-DEMAND | BUSINESS GUARANTEES (SLAs)

Effortless Management at Any Scale
GLOBAL POLICY MANAGEMENT | SELF-MANAGING | AUTONOMOUS MODELING

Simple Unified Infrastructure
SINGLE OS | MULTI-PROTOCOL | HIGH EFFICIENCY | UNIVERSAL WORKLOAD SUPPORT | UNMATCHED SCALABILITY

Evergreen® Architecture
CONTINUAL NON-DISRUPTIVE IMPROVEMENT | SEAMLESS DATA EXPERIENCE | ZERO-PLANNED DOWNTIME GUARANTEE

On-Premises   **Hosted**   **Public Cloud**

What makes the Pure Storage Platform unique?

- **Evergreen® Architecture:** At the core of our innovation is the Evergreen architecture, designed to grow and evolve with your business, eliminating the need for costly hardware replacements as your needs change.

- **Hybrid Flexibility:** Our platform allows for smooth deployment whether on-premises with cutting-edge, all-flash systems or in the cloud across major providers like Azure, GCP, and AWS. This flexibility ensures that you can operate efficiently in any environment.

- **Unified Infrastructure:** The platform's unified infrastructure simplifies operations with a common operating system that supports all storage protocols. This unified approach allows for a single global pool of storage, streamlining management and enhancing efficiency.

- **Efficiency and Savings:** Leading the industry in density and power efficiency, our storage solutions offer significant cost savings on cooling, power, and e-waste management, making your operations both eco-friendly and economically advantageous.

- **Simplified Management:** A single management plane across the platform integrates global policy management with predictive modeling. This intelligent system proactively manages your storage needs, allowing for a hands-off approach that anticipates and reacts to your requirements.

- **Cloud-like Ease:** Designed to operate as effortlessly as the cloud, the platform provides on-demand self-service storage with automated management that adjusts in real time to meet the demands of your workloads and user needs.

These innovations position the Pure Storage Platform as not just a tool, but a transformative element within your IT infrastructure, enabling you to lead in efficiency and innovation.

Conclusion

The Pure Storage platform empowers companies to meet the challenges of the new landscape of data management, especially AI, offering a resilient, scalable, and cost-effective solution designed for the modern digital era. For organizations looking to reduce complexity, enhance reliability, manage risk, and control costs, the Pure Storage platform provides a compelling answer, enabling storage teams to lead their organizations through the challenges of today's fast-evolving business environment with confidence and strategic foresight.

1 VansonBourne-The Innovation Race Results: Top Issues and Concerns Revealed.

2 Gartner-Market Guide for Infrastructure Consumption Services.

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