Pure Does it Again with Server Virtualization High Marks!

Server Virtualization is a use case found in nearly all enterprises. VMware with vSphere, Microsoft with Hyper-V, and RedHat with KVM, have commoditized the ability to consolidate multiple virtual servers on a single physical server. The result is better efficiency in CPU utilization, much lower capital expenditure (CAPEX), and simplicity of deployment.

But the consolidation of servers, also results in the consolidation of data and data services. As a pioneer of the flash array industry, Pure Storage has brought the same benefits of server virtualization to storage. We deliver efficiency through our industry leading data reduction, simplicity in management, and dramatically lower the total cost of ownership (TCO) of storage through our Evergreen™ subscription to innovation.

Pure is honored and humbled to receive the highest use case scores for the server virtualization use case in Gartner's Critical Capabilities for Solid-State Arrays (see Figure below).



By earning a score of 4.07 out of 5, we met or exceeded the specified requirements for server virtualization.

We believe that our fourth generation NVMe end-to-end architecture in the FlashArray//X and the simplicity of our ActiveCluster multi-site clustering solution, which is included in our Purity Operating Environment, contributed to our leading position.

Our unique Evergreen subscription to innovation is not just a business model, it is part of Pure's engineering DNA. From the very beginning, Pure set out to disrupt the storage industry by delivering a flash array that made economic sense, with an all-inclusive software model, and engineered the ability to do non-disruptive upgrades, with data in-place, and no migrations, and no downtime. The result is simple – no forklift upgrades and data migrations, ever!

So far, we have delivered seven generations of Pure FlashArrays, and customers have been able to move from our first generation, to our current generation, and subsequently to our future generations of products without ever moving their data,

performing a migration, or taking any downtime.

With our Pure1® cloud-based management platform, and our leadership in the integration of machine learning and artificial intelligence (ML/AI) into Pure1, we can alert customers to a potential issue before it even arises. This has not only contributed to the high customer satisfaction, but also contributed to the proven and measured uptime of 99.9999% on a single FlashArray. We continue to innovate with new capabilities in Pure1 with VM Analytics which provides full stack visibility of performance metrics on volumes and VMs. We also continue our deep integrations with VMware, Microsoft, and OpenStack, for instance, to deliver automation, orchestration, and self-service for customers looking to build a cloud-like experience on-premises, and designed hybrid ready when you are.

Again, we are humbled by Gartner's recognition of the efforts the entire Pure family has made to deliver an outstanding product and support. We continue to work tirelessly on maintaining the privileged position we hold.

To find out more, please contact us, and let us show you how you can benefit from our all NVMe powered products and solutions.

Source: Gartner Critical Capabilities for Solid-State Arrays, Valdis Filks, John Monroe, Joseph Unsworth, Santhosh Rao, 6 August, 2018.

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