The Enterprise’s New Cloud: Where Data Went Wrong and How Storage Can Fix It

We hardly notice how easy it’s become to manage our digital data. From photos and videos to documents and apps, we can add storage or organize our data with a simple click or command, seamlessly across our devices, without having to think about how or where it is stored—knowing full well that we can get to it whenever we need it.

The system takes care of the rest.

Not too long ago, that wasn’t the case. You managed data one device at a time—buying external drives or juggling thumb drives, copying files manually. You spent your time on the tedious steps of storing and moving your data. It was time-consuming, inconsistent, inefficient, and risky.

Today, you put your personal data in the cloud, and it’s effortlessly accessible in real time. This is something we have all come to expect in our consumer lives.

But data storage in the enterprise hasn’t kept pace.

And falling behind has never been riskier or more costly.

The Enterprise’s Data Problem

As enterprises race to deploy AI, success and failure is no longer just about software innovation—it’s about data. How that data is managed and utilized is now a strategic differentiator or risk. And the enterprise storage status quo is out of step. Enterprises have been hampered by:

Fragmentation. Data still lives behind walls—bound to specific applications, environments, or storage arrays. IT teams manage thousands of individual systems—missing the forest for the trees—leading to complexity and underutilization.

Data blindness. Data sprawls across the estate. CIOs can’t see where data is, how it’s used, or who owns it. Lack of visibility both limits data efficacy and creates considerable compliance and security risks—especially in open, API-driven SaaS environments.

Manual workflows. Skilled administrators spend too much time managing

storage silos instead of extracting value from data. Manual workflows drive up human error and lead to brittle IT postures.

Strategic limits. Infrastructure becomes a bottleneck, not a business enabler, escalating the costs and efforts to modernize outdated systems.

The bottom line is that legacy storage is not cloud-like, not agile, and it’s not strategic.

We’re about to change that.

What the Cloud and Consumer Tech Got Right

Consumer technology and public cloud providers solved these problems years ago. They decoupled what the user wanted or intended from all the specifics of delivering that. They freed users from the limitations of finite hardware by abstracting, virtualizing, and automating access and management.

From smartphones to smart homes, cloud-backed systems now deliver instant, intuitive experiences. These systems share three traits:

- **Declarative:** You tell the system the outcome you want, and it figures out how.
- **Automated:** The system executes tasks based on set policies, not manual steps.
- **Self-tuning:** It adjusts itself to usage needs or changing conditions.

This approach doesn’t just benefit users—it frees the operators of these environments to focus on delivering better services and creating more value. It creates efficiencies, scalability, and strategic agility for users and service providers alike.

It’s time for enterprise storage to follow suit.

Enter Pure Storage

Enterprises deserve the same efficiency, automation, and control. They need to operate with the same principles that the cloud does.

While there have been incomplete past attempts to address this, Pure Storage has assembled the platform that can now enable this.

Our DNA is rooted in taking those same consumer and cloud lessons to improve enterprise storage. Our direct-to-flash software approach created the foundation for an independent architecture that was easy, performant, reliable, and Evergreen—always modern, always current.

It is the basis of an all-flash service for all of the enterprise's storage needs—across all protocols and price-performance tiers, from AI to archive.

We built the first truly enterprise-grade platform—a single consistent operating environment built on our Evergreen architecture for all workloads to deliver any storage resource as a service. At the heart of this autonomous platform is Pure Fusion™, unifying storage as a pool of adaptable resources.

Now we are taking it a step further, and the enterprise will help complete this story.

The Enterprise Data Cloud

The platform will enable organizations to redefine themselves with a new, intelligent data architecture.

It will help enterprises unify data across their estate into a virtualized cloud, governed by an intelligent control plane—to manage and secure their data easily, and deliver it as a service. This is the Enterprise Data Cloud (EDC): a new storage and data management cloud architecture—built by the enterprise, enabled by Pure Storage.

The Pure Storage platform will power three transformations that will define the EDC:

- **Storage automation.** Managing thousands of arrays as a single, unified system. Every Pure Storage capability will interact with a cloud of arrays, and any service can integrate with it as one, programmatically.
- **IT operations transformation.** Shifting from manual steps to declarative workflows. Set the intent, and the system delivers it. It creates compliance and simplicity while complexity and errors disappear.
- **Data set management.** Gaining total visibility into where data lives, how it's used, and who owns it, bringing control and transparency that mirror consumer simplicity.

This EDC architecture will finally help organizations trade the compromises and

risks of legacy silos for the clarity and control of the cloud.

Everything we're announcing at Pure//Accelerate® and delivering through Pure Fusion is extending our platform and EDC vision and the platform's ability to enhance our differentiated, custom storage capabilities.

- Advancing declarative storage operations with multiple, automated, policy-driven features in Pure Fusion, ready to support every workload and workflow.
- New custom storage products that continue to differentiate Pure Storage in everything from ultra-performant databases to scale-out architectures to bringing block, file, and object capabilities to FlashArray™.
- Expanding SLAs to help customers move beyond generic service tiers and tune performance to the needs of the infrastructure, and new platform-enabled intelligent security partnerships.

The Future of Storage

For 15 years, we've turned aspiration into reality for customers, expanding how we deliver performance, simplicity, ease, and reliability.

A decade of exceptional Net Promoter Scores and consistent Gartner® Magic Quadrant™ leadership show the trust customers place in Pure Storage and our ability to deliver on our vision.

With the Enterprise Data Cloud supported by the Pure Storage platform, we're bringing the best of consumer and cloud to the enterprise.

It is an opportunity for the enterprise to bring storage out of the basement and into the boardroom—to trade rigidity and risk for agility and intelligence, from managing storage to extracting data value.

Welcome to the revolutionary future of storage and data management.

Welcome to the Enterprise Data Cloud.