

Pure//Launch Blog December Edition

At Pure Storage, we know our customers' needs are changing all the time. There are always new challenges to solve and new barriers to break through. That's why the [Pure Storage platform](#) is never done evolving. Because our customers need (and deserve) a platform that gets better over time with new innovations that make their lives easier.

December 2024 Recap

We're excited to share our most recent updates for December 2024:

Fast-track Large-scale AI Initiatives

To take advantage of AI in your enterprise, you need an infrastructure that provides the proven performance, agility, and efficiency required to support your requirements today while preparing you for the future. We're here to deliver that infrastructure.

Pure Storage® [FlashBlade//S™](#) has been named a certified Ethernet storage solution for NVIDIA DGX SuperPOD delivering a turnkey solution designed for large-scale enterprise AI, research, and HPC. Together with NVIDIA, we're providing AI-ready infrastructure by combining our industry-leading, high-performance, efficient Ethernet data storage with NVIDIA's accelerated compute, networking, and AI software for best-in-class performance, power, and space density.

[*Read how we're making your infrastructure enterprise AI-ready.*](#)

Accelerate Worker Productivity with GenAI Pod

Generative AI (GenAI) is one of the fastest, most effective ways to boost worker productivity with the potential to transform and redefine how businesses operate. Pure Storage GenAI Pod provides a powerful turnkey solution that integrates all of the necessary components to facilitate the simple on-prem deployment of AI/ML systems. This includes the hardware, cluster management software, MLOps platform, and the pre-trained foundational models that power real-world GenAI deployments, including modern retrieval-augmented generation (RAG) pipelines that go beyond the language modality (video surveillance, for example).

GenAI Pods provide pre-defined stack configurations and sizes based on different use case parameters, including things like size of the model, number of parallel

users, etc. They're optimized, making it easy, performant, and cost-effective for your organization to stand up the right configuration for your needs.

[*Read how we're accelerating deployment of GenAI infrastructure and tools.*](#)

Make Your Data Center Operate like the Cloud

We know enterprises are being hamstrung by legacy infrastructure. Rigid, siloed, and static, these systems lack the flexibility and agility necessary to support new applications, integrate with cloud systems, or scale efficiently. There's a better way.

At Amazon's AWS re:Invent earlier this month, we announced [*Pure Storage FlashArray™ for AWS Outposts*](#): a fully managed service that integrates enterprise-grade block data storage from Pure Storage with industry-leading cloud services from Amazon Web Services (AWS). This means customers can attach block data volumes backed by Pure Storage FlashArray to Amazon Elastic Compute Cloud (Amazon EC2) instances on Outposts, directly through the AWS Management Console, for a seamless hybrid cloud experience.

Combining the Pure Storage platform's best-in-class storage and enterprise-grade data protection with AWS's industry-leading cloud services delivers unmatched simplicity, reliability, performance, and efficiency to virtually any on-prem or edge location.

[*Register for a preview.*](#)

[*Read the solution brief.*](#)

Unified Storage Management across Your Fleet

New in Purity//FA 6.8.1, [*Pure Fusion™*](#) for FlashArray Block is here and available free of cost for FlashArray customers via a simple software update, delivering a multi-array storage platform. Pure Fusion transforms Purity into a native, federated storage platform that includes features such as:

- **Fleet management**, which securely connects arrays together via management ports to non-disruptively configure existing arrays, with data in place, into a Pure Fusion fleet
- **Remote storage provisioning**, which enables storage admins to discover, create, and manage block storage resources remotely on any array from any array using GUI, CLI, or API

- **A new multi-array provisioning GUI**, which empowers admins to place volumes anywhere in the fleet in one step, easily selecting the host, pod, volume group, or array you want to provision the volume on

Other upgrades in Purity//FA 6.8.1 include:

- **PGroup snapshot retention** is no longer limited to 400 days and enables customers to leverage platforms such as [FlashArray//E™](#) for new, long-term data archival.
- **Quality of service (QoS) rate limits on NVMe-oF** join existing iSCSI QoS rate limits to provide customers the ability to set bandwidth and IOPS limits per volume or volume group for all front-end protocols, ensuring maximum performance for a given workload.

[*Discover autonomous storage delivery and management.*](#)

Optimize Storage Spend and Increase Operational Flexibility

Imagine handling IT procurement the way you handle your favorite streaming service: You pay for access now and decide what to consume later. That's what Universal Credits deliver.

With this flexible purchasing model, customers can buy a pool of credits upfront that can then be redeemed for various Pure Storage services on demand, as you need them. Whether you need [Evergreen//One™ storage as a service](#), [Pure Storage Cloud](#), or [Portworx®](#) (coming soon), this model dramatically simplifies your IT operations so you can activate services without negotiating new contracts. Universal Credits can be purchased from the Pure1® Catalog page and consumption can be initiated using the Service Activation form.

As a bonus, any unused credits can be rolled over through a contract extension, providing both financial flexibility and peace of mind that your investment will continue to deliver value.

[*Learn more about Universal Credits.*](#)

[*Try Universal Credits now \(Pure1 login required\).*](#)

Streamlined Customer Support

We're excited to announce some big enhancements in our [Pure1](#) customer support

experience. The new Pure Support Center introduces a host of new features designed to make customer support faster, easier, and even more effective than ever before. Updates include:

- New centralized case management tools for a complete view of all your cases, giving you 360-degree visibility into all things support
- Predictive suggestions and relevant articles from our knowledge base documentation, surfaced during case creation, providing insights and potentially resolving issues without the need to create a case, enabling faster and more efficient issue resolution
- In-app documentation viewing abilities to keep context and maintain focus

[*Check out the Pure Support Center \(Pure1 login required\).*](#)

Get More from Your Storage

We mean it when we say that our storage gets better over time. Case in point, enhancements to [FlashBlade®](#) delivered via Purity//FB 4.5.2 include:

- **[Zero Move Tiering \(ZMT\)](#)** arrives in this release, providing the TCO economic benefit of data tiering while eliminating the complicated and costly overhead needed to manage multiple systems for the same results.
- **FlashBlade//S100** is the new, AI-ready with GPUDirect support entry point to the [FlashBlade//S](#) family, targeting enterprise use cases, including compliance, content sharing, image repositories, IoT edge, and ROBO applications.
- **Heterogeneous capacity expansions** on FlashBlade give organizations the opportunity to scale their storage in a way that matches their growth requirements—whether it's small, incremental steps or major leaps—without sacrificing reliability or efficiency. Organizations have the flexibility to easily adapt based on data growth projections and evolving storage needs.

Also, Purity//FB 4.5.2 delivers additional exciting capabilities such as 150TB DirectFlash® Module (DFM) support on [FlashBlade//E™](#), multi-tenancy, always-on quality of service, self-service diagnostics, and Object Lock replication.

[*Make your files immortal with Real-time Enterprise File.*](#)

Enhanced Security for Multi-tenant Kubernetes Deployments

Container data management is critical to any organization managing modern applications on Kubernetes, and Portworx is leading the way with enhanced security and controls for managing data in multi-tenant Kubernetes environments. For FlashArray customers, [Portworx Enterprise 3.2](#) introduces key integrations to deliver a full-stack, secular multi-tenancy environment, while [Portworx Backup 2.8](#) delivers enhanced controls, visibility, and security through a new super admin role with wider visibility and controls over Kubernetes backup operations.

[Try the leading container data management solution at our virtual Hands-on Lab.](#)