



Digital Transformation for **Data Growth**

Achieve Power, Space and Operational Savings
When Modernizing Your IT Infrastructure



Introduction

Helping our customers achieve business and IT objectives is a core principle at Pure Storage.

Organizations have shared with us their challenges as they assess their IT landscape to meet the needs of the business.

Two Competing Challenges Facing IT As They Modernize

1 Driving Capital Savings and Operational Efficiencies for IT

Specifically, what infrastructure, best practices, implementations, and consumption models can be put in place to help streamline and make it easier for IT teams to stay agile and deliver for their organizations.

To be clear, gaining operational efficiency does not equate to “how can we do more/the same with less IT staff.” It’s about reducing the effort required to complete tasks, thus freeing up existing IT resources and making it possible to redirect staff to more strategic, higher-value projects that tangibly benefit the business.

2 Focus On Sustainability to Minimize Energy Consumption and Environmental Impact

Enterprises are challenged to both maintain infrastructures that stay ahead of their IT needs and have minimal impact on the environment. In data storage, this effort often focuses on minimizing power consumption, cooling, and space requirements. This has the added benefit of lowering operational running costs, data center and real-estate sprawl.

At Pure, our **Evergreen™ storage architecture** and **Evergreen subscriptions** portfolio have enabled organizations to realize tangible, measurable benefits for both of these not-easy-to-achieve objectives.



Table of Contents

This Ebook Has Two Sections:

- 1. The first covers real-world examples of how Pure Storage is helping global organizations like yours achieve their IT agility goals while realizing tangible operational and energy efficiencies.
- 2. The second gives more details on how our Evergreen architecture and energy efficient designs enable our customers' success.

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Digital Transformation Success Stories



San Luis Obispo County, California

Government Agency

Pure Storage helped this local government, located in one of California's most picturesque regions, modernize its IT infrastructure to better serve its residents and businesses—even while lowering their operational costs and meeting sustainability goals.

The county's ever-expanding, hard-to-manage storage infrastructure was falling behind in performance and support, resulting in a multi-drive failure. To prevent a repeat, SLO County chose Pure Storage to support all public-facing applications and internal systems across its 27 departments. Today, the county delivers uninterrupted services to citizens and supports a secure, hybrid workforce of 2,800 employees.

With a near 3:1 compression rate, SLO County can run a lean, cost-effective data center, and advance its sustainability goals. "We've reduced our footprint by 75% and power consumption by 59%," says Gary Hicklin, IT Supervisor. "Pure has played a big role in helping us achieve these results."

In addition, SLO County has completed several non-disruptive upgrades via Pure Storage Evergreen//Forever™. The team also has better visibility into data growth via Pure1®, which enables them to add and manage workloads from a single source. "With Pure, we spend about 90% less time on administration," says System Administrators Scott Sarmiento. "We just set it and forget it."

"We're in the business of not being seen," says Hicklin. "Pure helps us deliver high-quality services while flying under the radar."



Key Takeaways

- **Reduced storage footprint by 75%, cut power use by 59% for more cost savings and progress toward sustainability goals**
- **Freed time to enhance services as new storage cut storage admin tasks by 90%**
- **Mitigated data security risks while shifting quickly to hybrid workforce**

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Admiral Group, UK

Financial Services Company

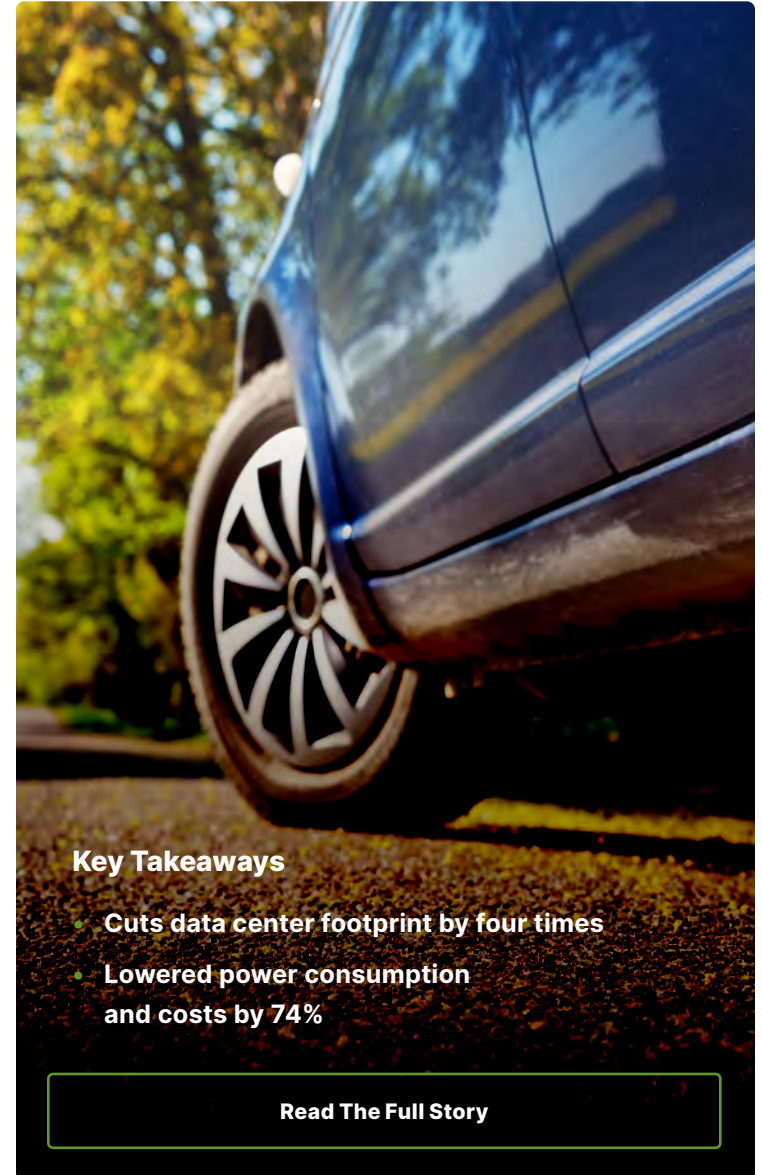
With seven million global customers, Admiral chose Pure Storage as the storage solution for their critical business applications.

With a modern storage infrastructure, Admiral is on its way to realizing its Admiral 2.0 vision of a digital-first, data-driven organization.

Every Admiral workload is running across various classes of storage Technology from Pure—from enterprise-scale Citrix VDI environments and VMware vVols to archival data and file shares that reside on FlashArray//C™. Storage capacity is way up, thanks to deduplication and compression. And, at present, Admiral is using less than half of its new storage space, leaving plenty of room for growth.

Admiral will save more than 50% on traditional forklift upgrades thanks to an Evergreen//Forever subscription that has already supported several investment-protected, non-disruptive upgrades and reduced the TCO for on-premises storage.

“Pure gives us a scalable, reliable platform for our most critical business applications,” says Chris Bevan, Head of Platform Services. “We’ve got a seamless infrastructure that underpins everything we do—and will do long into the future.”



Key Takeaways

- **Cuts data center footprint by four times**
- **Lowered power consumption and costs by 74%**

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TrialStat, North America/Europe

Healthcare Research Solutions

TrialStat looked to Pure Storage to accelerate clinical data analysis and help researchers advance studies.

Clinical trial researchers collect and analyze huge quantities of data on the safety and efficacy of new pharmaceuticals, vaccines, and medical devices. TrialStat simplifies this data management with a Unified eClinical Suite of electronic data capture (EDC) and analytics.

“When researchers can view real-time data to analyze results, studies move more quickly,” says Chris Hamelin, President at TrialStat.

If a single trial includes tens of thousands of pages of data, cutting access time by even a small amount can have a big impact. “Loading a page of data on Pure is 300 times faster than on our old storage,” says Christopher Kata, Director of Sales and Marketing at TrialStat. “What used to take 2 to 3 seconds now takes just .01 seconds. In a study with 900 patients, each with 30 pages of data, that saves researchers almost 19 hours each time they access the data.”

“With Pure and the Evergreen Storage subscription, it’s amazing,” says Hamelin. “When it was time for an upgrade, we simply showed up, opened the door, and Pure completed the upgrade without a minute of downtime.”

“Many data management companies don’t name their technology partners,” says Hamelin. “We are proud to say that our solutions run on Pure Storage because it gives us and our customers a strategic advantage by speeding access to real-time clinical trial data.”



Key Takeaways

- **11:1 data dedupe frees storage capacity for product development and lowers operational costs**
- **Sped trial analysis with data sets compiled and downloaded in 10-20 seconds versus 24 hours**

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Mercedes-AMG Petronas

Motorsport

Focused on analyzing data to maintain its winning formula, not on managing it.

For the Mercedes-AMG Petronas Formula One Team, speed matters, and not just on the track. Behind the scenes is an IT engine that collects, stores, and analyzes more than a billion data points and many terabytes of data generated by the car itself—as well as every other aspect of the business, from social media to lean manufacturing.

“Pure’s architecture makes it very easy to provision storage and provide storage based services in the data center with the least amount of input but the most amount of control.” Michael Taylor, IT Director, Mercedes AMG Petronas Formula One Team

“We want to be knowledge-driven, so we must reduce operational friction and seamlessly use data as an enabler to make effective decisions,” says Taylor. “Pure’s architecture makes it very easy to provision storage and provide storage-based services in the data center with the least amount of input but the most amount of control.”

“The performance of Pure Storage was an immediate standout for us, but the simplicity of the offer made them absolutely different from the competition,” says Taylor. “They were taking the F1 approach to storage.”



Key Takeaways

- **3PB of data managed by a single storage administrator**
- **Reduced operational friction to support knowledge-driven culture**
- **Up to 90% faster access to application data, including track-side files**

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Eloquent Technologies, UK

IT Managed Services

Legal and financial services companies rely on Eloquent for managed IT services, and Eloquent relies on Pure.

Eloquent Technologies is built on three pillars that keep clients coming back: consistency, security, and scalability. Launched after the 2008 financial crisis, the company is known for its progressive managed services and commitment to customer success. Clients trust the company with their mission-critical data and workloads. In exchange, they expect the highest standard of speed, reliability, and security.

Eloquent now helps clients migrate to the cloud, a major growth opportunity that hinges on its ability to support fluctuating storage and workload requirements.

Eloquent's Pure Storage Evergreen subscription ensures it can upgrade controllers automatically without having to buy new storage—all with zero downtime.

"We're no longer held back or locked into old hardware when we switch controllers," says Michael Bradshaw, Head of Cloud and Infrastructure. "It's been one win after another with Pure, and best of all, we get to pay every benefit forward to our clients."

"Pure is a high-performance storage foundation that directly benefits our clients," says Bradshaw. "They get more speed, more power, and more flexibility."



Key Takeaways

- **Improved scalability with data deduplication compression rates of 27:1**
- **Reduced client's antivirus scan times from 30 hours to just five hours**

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ConsMin, Australia

Mining

Innovation leads the way for this essential industry.

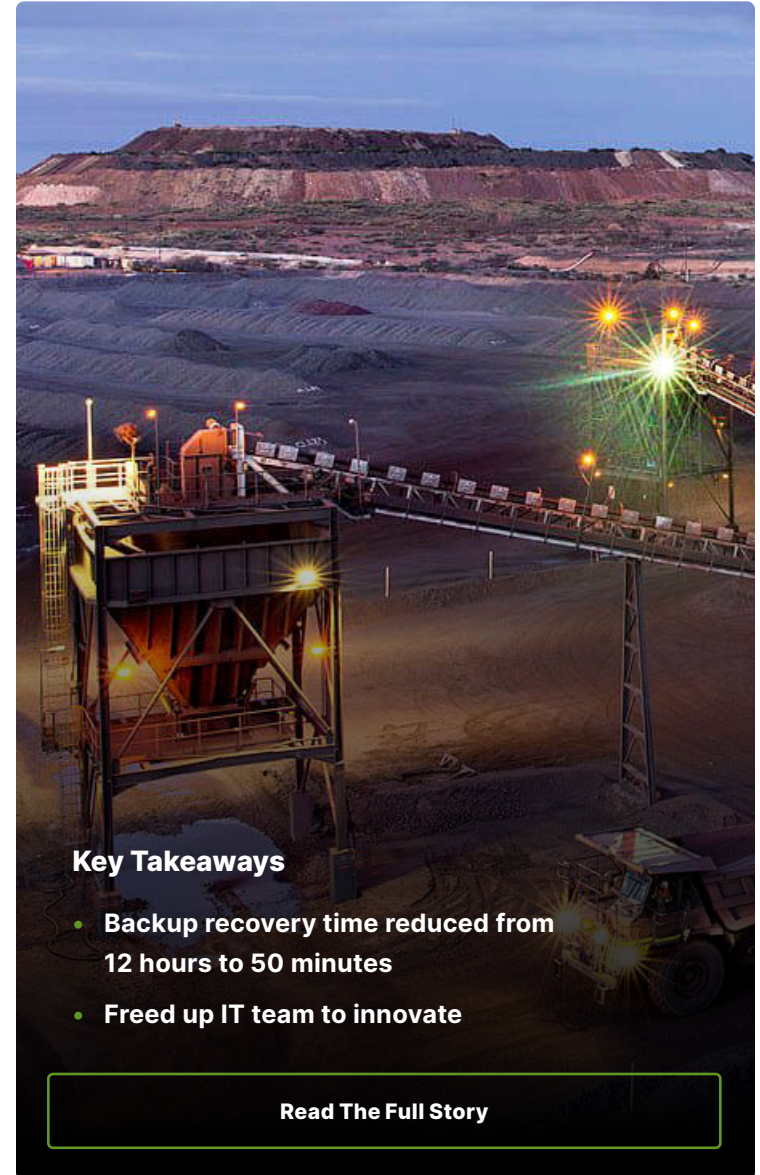
ConsMin Australia's goal is simple. Supply more manganese to critical businesses, safely. It ships roughly 1.2 million tons of high-grade ore each year, making it a crucial supplier to the Western Hemisphere's steel industry.

With data demands and cybersecurity risks rising, Principal ICT at ConsMin Australia Erle Metcalf knew it was time to expand its data management.

The ConsMin Australia ICT team also has a simple goal: Remove time, complexity, and risk from its operations. "I run my team on three pillars," says Metcalf. "Simplicity, scalability, and least administrative effort."

"Pure not only exceeded our performance requirements, it freed up my team to do what they do best: innovate." Metcalf.

The complete Pure stack, built on the scalable Pure1 platform, brings new layers of speed, simplicity, and safety to ConsMin Australia's IT operations.



Key Takeaways

- Backup recovery time reduced from 12 hours to 50 minutes
- Freed up IT team to innovate

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City National Bank, Florida

Financial Services

Time is literally money for City National Bank, and Pure Storage helps them optimize both.

To drive efficiencies and deliver the robust services savvy consumers expect, CIO Ariel Carrion is spearheading a move to a centralized storage solution to replace legacy systems from the bank's acquisitions and moving workloads to the cloud for added flexibility.

Pure supports all the bank's production workloads, including compliance data that meets Bank Secrecy Act requirements. Pure Storage SafeMode™ provides resilience against ransomware attacks.

Evergreen//One™ "gives us the flexibility to pivot as needed, while being reliable, secure, and easy to manage," says Kris O'Brien, Vice President and IT operations Manager at City National Bank.

The Evergreen//One subscription model frees the bank's IT team to focus on more strategic initiatives. In turn, bank employees gain fast, reliable, and secure access to data to provide customers with highly personalized financial offerings.

"We want to be the iconic bank of Florida," says Carrion. "Pure gives us the next-generation platform that we need to keep up with the pace and technology demands of our industry."



Manutan, France

B2B E-commerce

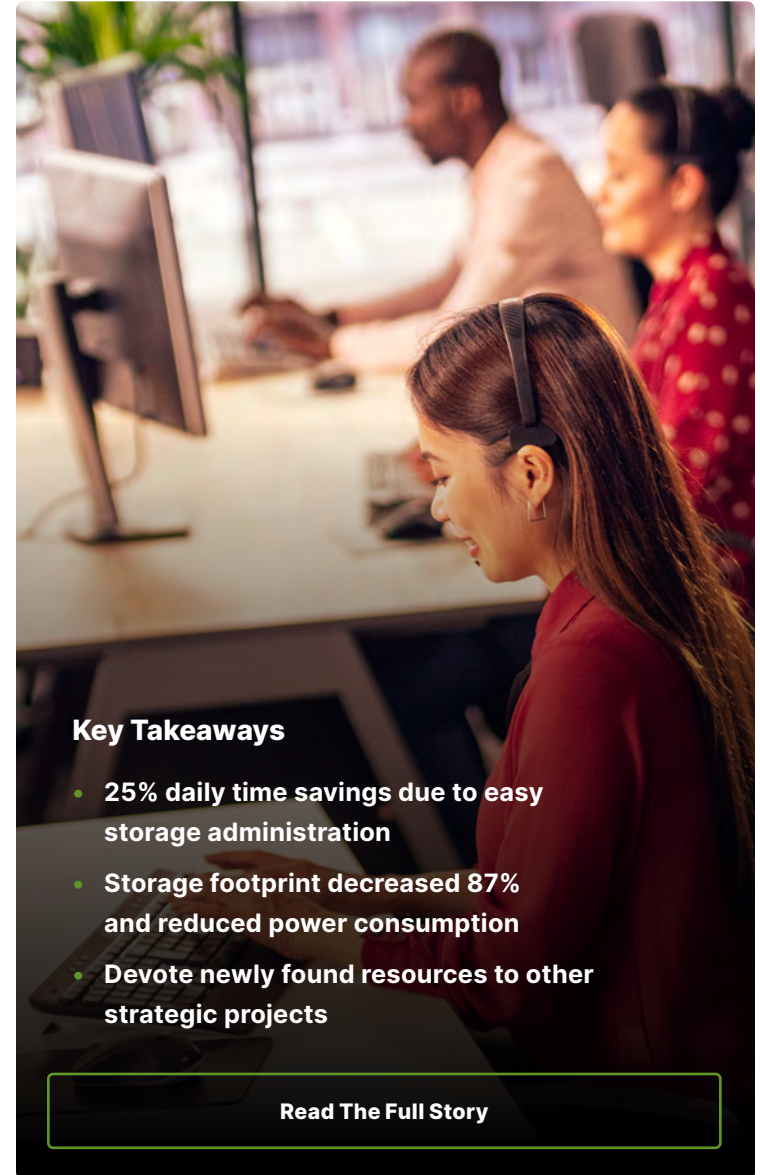
It's a win-win: IT efficiency and customer satisfaction.

European leader in B2B e-commerce Manutan specializes in the distribution of equipment and products for enterprises and local authorities.

Cédric Mariot, Infrastructure Administrator and his team are in charge of maintaining the availability and performance of the IT system for Manutan's 26 subsidiaries and ensuring business continuity for the benefit of its customers.

"Behind the scenes, Pure1 is the nerve center of the solution I use daily to analyze our system. And Evergreen frees us from the painful renewal of hardware every three years," says Mariot.

"Thanks to Pure, storage administration tasks are a distant memory. For me, this represents a 25% time saving on a daily basis that I can now devote to other strategic projects related to customer satisfaction. Moreover, thanks to its technological responsiveness and proactive approach to our needs, Pure allows us to develop new innovative solutions to offer Manutan customers."



Key Takeaways

- **25% daily time savings due to easy storage administration**
- **Storage footprint decreased 87% and reduced power consumption**
- **Devote newly found resources to other strategic projects**

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SECTION

Operational Efficiency & Sustainability with Pure



How Pure Storage Delivers Efficiency with Evergreen

Now that you have a solid understanding of what our customers achieved, let's talk about how they achieved it with the underlying Pure Storage technology that is the driver of their operational and energy efficiency success. The following provides a brief overview of our Evergreen architecture and energy-efficient features.

Pure's Day 1 design philosophy is based on three core tenets that help solve the problems legacy storage has forced on organizations:

- Lighten the load for IT teams by uncomplicating their storage, forever—their job is hard enough.
- Provide customers with an easily upgradable, always-modern storage infrastructure, with scalability to meet application and workload requirements.
- Deliver industry-leading storage density and efficiency, to lower customers operating costs and to make their IT more sustainable.

We call this approach our Evergreen architecture, and it was designed to enable continuous upgrades of all components in our storage arrays, without disruption.

FlashArray™ storage controllers and the blades in our FlashBlade//S® arrays can be upgraded when needed to increase performance and throughput. The flash storage itself can be upgraded (and older flash can work with newer controllers/blades and flash modules, too), along with every other part of the array, whether backplane, chassis, cables, software—everything. This ensures that your storage stays modern and delivers the performance you need, without the need to replace or rebuy the system.



The result is zero downtime and uninterrupted access to critical applications and workloads as your Pure Evergreen-architected storage systems are being upgraded. And when combined with an Evergreen subscription, your storage investments are protected, and you can even consume your storage fully as-a-service. That's what Pure delivers to customers—an always-evolving infrastructure with the IT and financial agility required to respond and stay focused on higher-value, strategic business objectives.

This approach has been thoroughly proven over the last 10 years. Pure has delivered over 10,000 controller and blade upgrades to customers, without disruption. As a result of these painless upgrades, 97% of all Pure Storage arrays that are 5+ years old are still in service today.

Proven Approach Over the Last 10 Years

10,000+

Pure has delivered over 10,000 controller and blade upgrades.

97%

Of all Pure arrays that are 5+ years old are still in service today.

Additionally, a holistic design approach focused on sustainability delivers energy efficiency in unique ways:

1. Integrated software and all next-gen hardware components. Pure's DirectFlash® flash storage technology is radically different from the SSD-based architecture that most legacy storage vendors employ. Because their architectures are rooted in the world of hard disks, flash just masquerades as spinning disk, and density is sacrificed for compatibility. DirectFlash combined with the Purity operating software gets the most out of flash technologies like TLC, QLC, and beyond. Thus, Pure is able to deliver much higher storage efficiency and density.
2. Data reduction software. Our industry-leading Purity data reduction software can do a lot for your storage TCO and economics. It also plays a big role in lowering energy use. Pure's global average for user data reduction is around 5:1, and over 10:1 for total efficiency when factors like thin provisioning are included.

All these factors combine to deliver you significant energy and space savings over competing all-flash storage systems. Third-party validated tests prove that Pure arrays use up to 80% less energy than competing all-flash systems. And Pure arrays take up less space in your data center, consuming 10-20% of a component rack versus the multiple full racks required for similarly configured all-flash systems. These savings mean lower operating costs for power, cooling, and space. And these savings help you meet your organization's sustainability goals, as well.



Summary

With Pure Storage Evergreen architecture and sustainability-focused technologies, organizations are not only modernizing their IT infrastructure to be ready for the demands of digital business, they're achieving tangible operational and sustainability goals for their enterprise storage deployments.

For more on how Pure can help you save on energy costs and achieve sustainability goals:

purestorage.com/energy-savings

For more on how Evergreen architecture and subscriptions can help you modernize your IT infrastructure:

purestorage.com/evergreen

