THE FLASH REVOLUTION IS RIGHT NOW

Discover how customers are taking a radical leap forward with flash

PURESTORAGE

THE WORLD CHANGES...IN A FLASH

Datacenter unrest has been brewing... virtualization consolidates mixed application workloads and places new demands on storage. Cloud creates new expectations for agility, economics, and performance. While servers and networks continue to get faster, following Moore's Law, mechanical disk is limited by fundamental rotational physics and has become the bottleneck, slowing datacenter performance and efficiency. Flash is the answer!

While others pursued early flash failures, Pure Storage re-imagined storage and asked what if: Flash could be everyday storage? Storage was fundamentally simpler? We could build a better storage company?

In 2009, Pure Storage pioneered the All-Flash Array and sparked the Flash Revolution with a product that is 10x faster, 10x more power & space efficient, 10x simpler, more reliable, and costs less than performance disk arrays. The revolution caught on and Pure Storage customers are demonstrating globally how flash can help businesses take a radical leap forward.

**Rise up and unleash the power of flash for your business.
Join the flash revolution!**

FLASH OVERTHROWS DISK WITH:

10x THE EFFICIENCY
10x THE RESILIENCY
10x THE PERFORMANCE

FACT:

Legacy disk-based storage architectures can't deliver the massive performance and agility that virtualization and cloud require.

THIS REVOLUTION IS ROCKING GENERATIONS

Pure Storage helps leading audio brand, Skullcandy, stay ahead of the curve in a fast-moving market, by enabling real-time decision-making.

Skullcandy

FAST FACTS

- Skullcandy is an original audio brand that reflects the collision of music, fashion and action sports lifestyles
- Skullcandy depends heavily on data analysis to make intelligent business decisions in a fast-moving market

THE ASK

To achieve real-time access to critical customer and business data.

THE CHALLENGES

Limited time and budgets for managing and maintaining a spinning disk-based system.

THE SOLUTION

With Pure Storage FlashArray Storage Solutions, Skullcandy have radically improved the speed and reliability of their data analytics, allowing the company to track customer and supply chain status in real-time—with a level of granularity that was not possible with their legacy storage array.

THE RESULTS

- Reduced latency—from 5000ms to below 1ms
- Huge performance gain with throughput rates past 20GB
- Storage management overhead eliminated, lower maintenance and licensing costs

THIS REVOLUTION IS FEEDING PEOPLE

Pure Storage gives French based retailer, Picard, rapid insight into their sales and inventory data.

picard

> ## "THE FLASHARRAY'S DATA REDUCTION, COUPLED WITH THE SPEED BENEFIT, MADE PURE STORAGE THE ONLY VIABLE SOLUTION."
>
> Ismael Simoes, CTO Picard.

FAST FACTS

- Picard's 900+ European outlets generate a huge amount of transactional sales data daily, which is captured and processed in their data warehouse using a SAP ERP and SAP BI
- Installation is included
- Picard depends on this to power the forecasting and analytics it needs for proper stock control

THE ASK

Solve the problem of poor user experience for managing the supply chain, by drastically improving the slow response times from the storage array at the heart of the company's Oracle cluster environment.

THE CHALLENGES

Because Picard's warehouse was built on a clustered Oracle environment, it needed a SAN. Single-server solutions wouldn't work—it had to be a straight replacement for the existing HDD-based 3PAR array.

THE SOLUTION

Upgrading the existing array with flash was considered, but putting 1 or 2 TB into an existing HDD array is a huge investment. Fusion-io was also out of the question, because it was specific to the server supporting it. So two Pure Storage FlashArray 420s were installed and then coupled with compression and deduplication.

THE RESULTS

- 4:1 data reduction
- Quicker insight to supply chain and critical areas of the business
- Footprint reduction by 5x
- After installation, no more calls to Picard's help desk about performance problems

THIS REVOLUTION IS BREWING EFFICIENCY

Pure Storage FlashArray helps craft brewer, Sierra Nevada, dramatically reduce latency and shrink data footprint.

SIERRA NEVADA®

FAST FACTS

- Sierra Nevada Brewing Co., based in Chico, California, is one of America's first craft breweries
- The company recently added a second brewery in North Carolina, and expanded its data servers from 7 to 25 over the past several years

THE ASK

End the slowdowns in performance that prevented employees getting fast access to information and enable workers access to virtual desktops.

THE CHALLENGES

The right storage solution would also have to facilitate VDI, SQL Server-based applications, additional VMs and a growing Microsoft Exchange farm.

THE SOLUTION

With its consistent I/O latency for read and write, and brilliant performance, Pure Storage FlashArray was deployed—without the need for complex tiering policies, caching, disk or RAID type configuration.

THE RESULTS

- Latency down from 300 ms to under 1 ms
- With data deduplication, compression and pattern removal, Sierra Nevada's data footprint could now store about 35 terabytes of data in 7.5 terabytes of capacity
- >$200,000 savings in hardware costs, over 90% reduction in heating and cooling costs over spinning disks

At no additional cost to hardware or services, Sierra Nevada used Forever Flash to move from the previous generation FA-320 to a FA-420; nearly doubling performance and enabling new features like FlashProtect, offered in Purity 4.0.

THE FLASH REVOLUTION IS RIGHT NOW JOIN US!

All flash storage is what we do. We've become the natural choice for accelerating the next-generation data center. Pure Storage is changing the speed limit for business with a disruptive technology that's leading the flash revolution.

A leader in the 2014 Gartner Magic Quadrant for Solid-State Arrays.

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