

## SOLUTION BRIEF

# Activate Modern Analytics

Power better decisions faster with Pure Storage®.

Modern analytics applications have emerged to support the global shift toward digital transformation. This new generation of applications allows you to gather new insights from your rapidly increasing data assets. But bringing these crucial insights to decision-makers in real-time requires a new architecture for analytics data. The key: Eliminate delays from legacy batch-analytics systems.

For most organizations, this data is locked in silos, warehouses, and lakes, slowing insights, restricting innovation, and complicating IT operations. Pure's modern data experience helps you accelerate decision making while protecting your investments with adaptable architectures and easing adoption with innovative simplicity.

## Made for Real-Time Analytics

Distributed direct-attached storage (DDAS) architecture was designed for static, predictable data. While DDAS was sufficient for batched, sequential workloads, it led to complex application silos that lack the agility and real-time performance required by modern applications and machine learning. In the modern era of analytics, you must architect infrastructure for the unknown to deliver real-time performance with cloud-like agility for any unstructured data.

Pure Storage powers modern analytics applications with a modern architecture that allows you to make better decisions, faster. High-performance systems from Pure help you accelerate insights and increase staff productivity through faster data search, indexing, and analysis. Scalable, high-throughput systems speed performance at any scale for complex queries and searches of large sets of historical data.

Protect your analytics investments with a storage infrastructure that enables you to adapt to modern cloud architectures and scale for multiple workloads and variable data patterns. Pure streamlines complex operations by providing simple-to-use, disaggregated storage infrastructure with self-driving management functionality that eases capacity planning. Additionally, Pure features 100% performance through maintenance operations, capacity expansion, and software upgrades.



### Accelerate Insights

- Speed search and query with high performance all-flash.
- Ingest data faster with high throughput for real-time analytics.



### Unlock More Data

- Run modern apps with cloud-optimized fast-object storage.
- Adapt to any workload with “tuned for everything” systems.



### Work Smart

- Enable self-driving storage with an AI-powered, data-storage management engine.
- Achieve 100% performance through maintenance operations.
- Benefit from innovative disaggregated scale-out architecture.

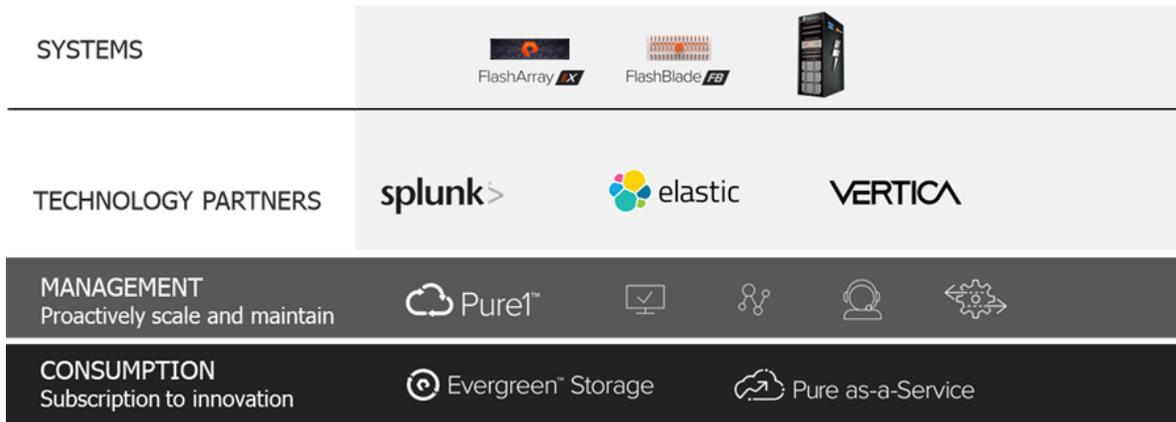


Figure 1. Benefit from a modern data experience for analytics with Pure Storage solutions.

## A Modern Data Experience for Analytics

Data is the most valuable asset in modern enterprises. And data analytics is the key to unlocking critical insights for your organization. Pure offers a modern data experience to enable your IT organization to maximize the value of your data assets through analytics. In addition to high-performance systems, Pure tools and support simplify operations so you can stay focused on identifying ways to innovate and drive your business forward. AI-driven support allows Pure’s support teams to proactively identify and resolve issues before they become outages. A customer experience NPS score of 93 puts Pure in the top 1% of all businesses. Additionally, pay-as-you-go billing options provide you with the flexibility to scale up and down so that you can consume IT resources to fit your business needs.

Pure’s modern data experience for analytics provides multiple benefits, including:

- Pure’s focus on speed is evident in the design of platforms that offer you the ability to derive business value from your data more quickly. Supporting every analytics tool from ingest to visualization helps you gain real-time results at any scale, for both structured and unstructured data.
- Combine the control and efficiency of on-premises solutions with cloud-like economics. Pure FlashBlade™ fast-object storage allows you to run cloud applications with consistency and performance not possible from alternative solutions.
- With an emphasis on simplicity, Pure products disaggregate compute from storage to provide an efficient platform for hosting multiple analytics applications, concurrently supporting large user populations, easily scaling with data growth, and allowing you to eliminate the complexity of siloed approaches.
- The Pure Evergreen™ subscription model simplifies purchasing and upgrades, freeing budget for areas critical for analytics (such as compute). locally or in the cloud.

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