

FLASHARRAY//X10

Enterprise-grade all-flash storage for the IT generalist

SUMMARY

Imagine a worry-free storage platform that changes your focus from IT management to growing your business. A data-centric architecture with all the reliability and advanced data services of enterprise-class storage, but in a self-managing package that behaves like SaaS and the cloud, without ever requiring downtime or data migrations. If your attention is needed at all, a mobile app lets you know. That storage is here today – it's FlashArray//X10.

ENTERPRISE DATA SERVICES

built-in, for all workloads

NON-DISRUPTIVE EVERYTHING

enables maintenance and upgrades with no performance impact

UNPARALLELED SUPPORT

Pure1 predictive analytics and support helps keep you at full performance, 24/7

HIGHEST SECURITY STANDARDS

including built-in, always-on encryption

PROVEN 99.9999% AVAILABILITY

inclusive of maintenance and generational upgrades

10:1 TOTAL EFFICIENCY

is always on, delivering lower TCO

NVME-READY

and upgradable online to any //X

NO MANUAL REQUIRED

and 30-minute install – anyone could manage this

FLASHARRAY//X10 IS EFFORTLESS, EFFICIENT & EVERGREEN™

Always-On, Always-Fast, Always-Secure Enjoy consistent all-flash speed with proven 99.9999% availability and 100% performance through upgrades, maintenance, and failures. Encryption, business continuity, and disaster recovery are built-in.

Self-Managing & Plug-n-Play Free yourself from tuning, tiering, pools, performance troubleshooting, planned downtime, or forklift upgrades. Get up and running fast with a simple 30-minute install, then enjoy automatic protection via RAID-HA.

Cloud-Connected Monitor your array from any device with Pure1®. Get proactive and personalized support, and remove downtime risk with predictive analytics, powered by Pure1 Meta™.

Complete Consolidation Run lean with proven 10:1 total efficiency across the FlashArray family install base – typically 2x better than the competition – saving you space, power, cooling, and \$\$\$. Consolidate all your workloads safely with built-in QoS and consistent mixed workload performance even through failures and upgrades.

All Array Data Services Built-In and Included There's nothing else to buy or install – enjoy the savings and protection of always-on deduplication, compression, encryption, active/active stretch synchronous replication, and QoS – with no performance penalty or per volume configuration overhead.

Future-Proof As your storage needs grow, you can upgrade non-disruptively to any other FlashArray//X without performance impact or data migration. We built the entire FlashArray family to provide future-proof peace of mind.



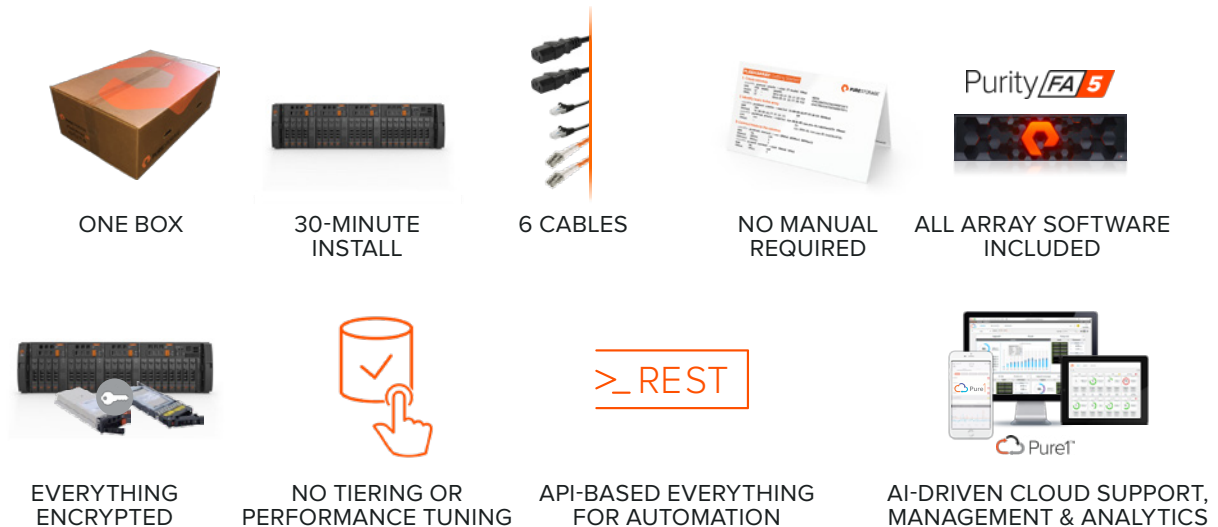
"I hardly ever have to look at the Pure system from a management perspective. It just runs."

— **TERRY YOUNG**, SENIOR NETWORK AND SYSTEMS ADMINISTRATOR



SIMPLICITY BY DESIGN MAKES YOUR STORAGE MANAGEMENT A BREEZE

FlashArray//X delivers effortless storage. The hardware, software, and cloud management experience are co-designed to make everything just work – no manual required! Just a few of the ways we make it effortless:



BUILT TO ACCELERATE AND INTEGRATE AS YOU GROW

Integrate & automate FlashArray//X10 wherever you need it, via REST, CLI, or PowerShell. Start with a few apps and grow your data center capabilities as needed – FlashArray//X is tested and certified to work with all your critical applications and cloud infrastructure.

BUSINESS APPLICATIONS



VIRTUALIZATION, CONTAINERS, AND CLOUD INFRASTRUCTURE



DEVOPS & AUTOMATION



DESKTOP VIRTUALIZATION



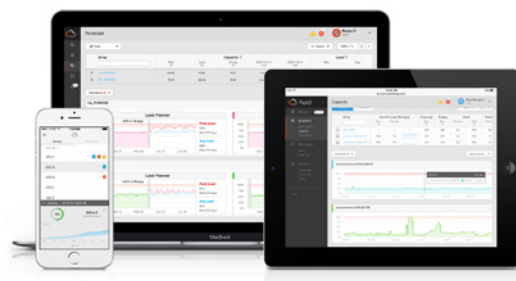
DATA CENTER INFRASTRUCTURE





SAAS-BASED MANAGEMENT AND PREDICTIVE SUPPORT HAS YOU COVERED

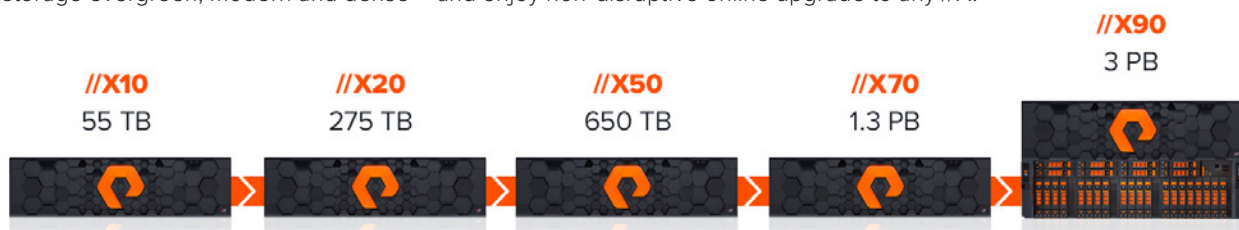
With Pure1, you can manage and analyze your storage from anywhere, and with any device, just by logging in. Like SaaS, Pure1 makes new releases and improvements instantly available – and delivers notifications to your smartphone in the unlikely event your attention is needed.



Pure1 Meta™ is the AI engine within Pure1, providing intelligence to help better manage, automate, and support storage. Meta can model and characterize the behavior and interactions of a particular workload – it's able to analyze and simulate how workloads on your FlashArray will interact with each other, how they will grow over time in terms of capacity and performance, and whether a new workload will fit on the array. Meta also continuously scans connected arrays against “issue fingerprints” to detect and alert Pure1 Support to proactively resolve issues before they occur.

Evergreen™ Storage

FlashArray operates like SaaS and the cloud. Deploy it once and enjoy a subscription to continuous innovation as you expand and improve performance, capacity, density, and/or features for 10 years or more – all without downtime, performance impact, or data migrations. Our “Right Size” capacity guarantee ensures you get started knowing you’ll have the effective capacity you need, and our Capacity Consolidation program keeps your storage modern and dense as you expand. With Evergreen Storage, you don’t have to re-buy TBs you already own. Keep your storage evergreen, modern and dense – and enjoy non-disruptive online upgrade to any //X.



//X10 TECHNICAL SPECIFICATIONS

CAPACITY	CONNECTIVITY	PHYSICAL
Up to 55 TB effective capacity*	16/32 Gb/s Fibre Channel (NVMe-oF Ready)	3U
Up to 20 TB raw capacity**	10/25 Gb/s Ethernet iSCSI	490 – 600 Watts (nominal – peak)
Upgradable non-disruptively to any other //X and up to PB scale	1 Gb/s Management & Replication ports	95 lbs (43.1 kg) fully loaded
		5.12" x 18.94" x 29.72" chassis

Stated //X specifications are applicable to //X R2 versions.

* Effective capacity assumes HA, RAID, and metadata overhead, GB-to-GiB conversion, and includes the benefit of data reduction with always-on inline deduplication, compression, and pattern removal. Average data reduction is calculated at 5-to-1 and does not include thin provisioning.

** //X10 does not accept Pure Storage DirectFlash Shelf or SAS-based expansion shelf. These shelves can be added after online upgrade to //X20 or higher array.

*** Why does Pure Storage quote 32K, not 4K IOPS? The industry commonly markets 4K IOPS benchmarks to inflate performance numbers, but multiple real world workloads consolidating on a single array average closer to 32K. FlashArray adapts automatically to 512B-32KB IO for superior performance, scalability, and data reduction.



VISIT [PURESTORAGE.COM](https://purestorage.com) TO LEARN MORE

© 2018 Pure Storage, Inc. All rights reserved. Pure Storage, Purity, Pure1, Evergreen, and the P logo are trademarks or registered trademarks of Pure Storage, Inc. All other names may be trademarks of their respective owners. ps_ds3p_entry-level-storage_01