

## SOLUTION BRIEF

# Activate Modern Analytics

Unleash the value of your data through modern analytics and AI.

A complex web of modern analytics applications and new sources of data combine to make possible the insights that drive bold new customer experiences and dramatically increase operational productivity. This innovation allows you to operationalize new insights from your rapidly evolving and increasing data assets. But bringing these crucial insights to decision-makers in real-time requires agile data solutions for storing and delivering analytics data in a way that works for innovators. The key: uncomplicating the journey to modern analytics.

## Made for Real-Time Analytics

The continued, awe-inspiring growth of data provides innovative opportunities for modern data analytics. Every day, IT organizations across the globe help create previously impossible customer experiences, operational efficiency, product innovation, and digital asset security by advancing their analytic capabilities. But the management of this data also poses several challenges. Today's IT organizations must bring together structured and unstructured data, which is often found sprawled across siloed sources of rapidly evolving archives, applications, and proprietary protocols.

IT teams find themselves increasingly stretched as they work to make this data easily accessible to the analytics applications that drive valuable new insights. To keep up with their data storage requirements, it becomes imperative for IT organizations to reduce complexity by eliminating redundant infrastructure and operations that complicate data access. They require consistent performance that doesn't drop off at big data scale, enabling more impactful searches and that ability to work with larger volumes of historical data for new insights, often in real-time. And they need a flexible platform that supports rapid delivery of new applications and new data profiles. All this needs to be in a solution that doesn't consume excessive space and power.



### Simplicity

- Easy to install, easy to upgrade, easy to use platforms
- Benefit from innovative disaggregated scale-out architecture.



### Performance

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



### Agility

- Run modern apps with cloud-optimized fast-object storage.
- Efficiently scale for capacity or performance intensive workloads.

## SOLUTION BRIEF

Legacy approaches to storing analytics data can limit flexibility and agility. Distributed direct-attached storage (DDAS) architectures, for example, were 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. Alternatively, traditional scale-up storage solutions also provide challenges for administrators that want efficient, granular, and linear scale for performance and capacity for their rapidly growing datasets.

Pure Storage® helps you unleash the value of your data through modern analytics and AI, and the benefits are self-evident. By uncomplicating data storage, IT organizations can deliver breakthroughs to decision makers hungry for the real-time insights that drive true business advantage. We simplify the management of data storage with platforms that are easy to install, easy to upgrade, and easy to operate. Simplifying storage is an important step, but we also offer benefits that can enhance the performance and agility that drive breakthroughs with data analytics. Disaggregated scale-out architectures that are designed for innovators help IT operations easily consolidate infrastructure and silos and remove performance bottlenecks. Consistent, predictable performance at scale and high speed ingest makes more data available for real-time analytics, and real-time analytics means that an organization can make better—not just faster—business decisions.

For IT organizations, a product and service experience that is evergreen by nature efficiently scales for capacity or performance to match changing workloads and data requirements, which means less time spent implementing new system changes and more time focusing on insights. Organizations needing to manage workload changes from batch to real-time, sequential or random I/O, small or large file size, and native object support can do so by simplifying their data storage from legacy infrastructure to a single unified fast file and object platform with Pure FlashBlade®, which enables cloud-optimized agile delivery with modern data. Additionally, fast-object capabilities from FlashBlade allow modern cloud applications to be deployed with the control and efficiency of on-premises solutions and cloud-like economics of Evergreen™ with a single, scalable storage resource. All of which helps to amplify and protect your investment in the new data sets and applications that drive your business.

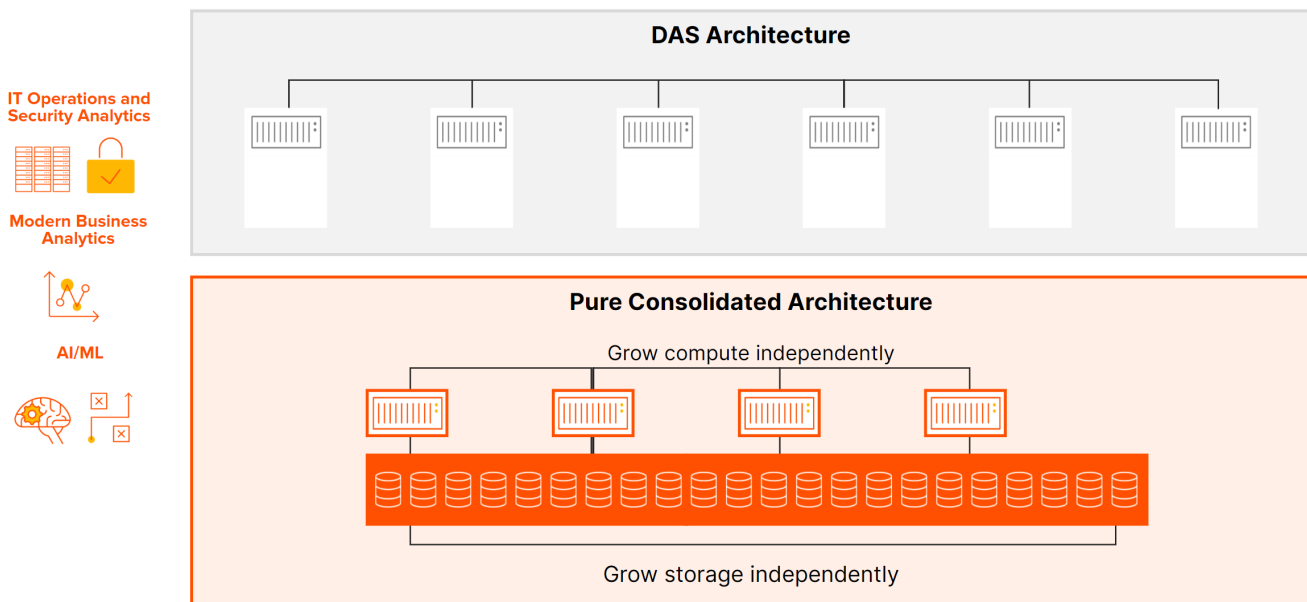


Figure 1: Activate modern analytics with simple, performant, and agile architectures from Pure Storage.

## Uncomplicate the Journey to Modern Analytics

Data is the most valuable asset in modern enterprises. And data analytics is the key to unlocking critical insights for your organization. By providing intuitive experiences, evergreen platforms, and architectures that launch innovation, Pure uncomplicates your journey to modern analytics. This journey opens new possibilities by having a single, scalable storage resource power every analytics tool on a data pipeline from ingest to visualization, to help achieve faster time to insight. These priorities are the driving force behind uncomplicating your data storage:

- **Intuitive experience:** With simplicity at the heart of design, disaggregating compute from storage provides 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. Products are easy to install, easy to upgrade, and easy to use mean less time implementing and more time executing. And cloud-like models provide you with the agility to keep delivering services as data needs evolve. The outcomes we generate have resulted in an NPS score that is which is in the top 1% of B2B businesses.
- **Evergreen by nature:** The Pure Evergreen subscription model simplifies purchasing and upgrades, freeing budget for areas critical for analytics (such as compute), whether handled locally or in the cloud. With Evergreen, you get data infrastructure solutions that keep evolving, stay always-leading, and never go obsolete with upgrades handled on your behalf. 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. All of this helps ensure that you have sustainable and ESG-ready solutions to save space, consume less power, and ensure hardware stays modern without disruption or need to repurchase.
- **Architected for innovators:** IT organizations need to be equipped with the tools that will keep their applications and services on the leading edge of innovation, to ensure a business advantage by making advanced insights possible with more of their modern data. Pure offers all-flash, high-performance platforms that can support every analytics tool from ingest to visualization to help you gain real-time results at any scale, for both structured and unstructured data. Container-ready storage supports modern app development with evolution, growth, and ambition in mind, and Infrastructure-as-Code ensures that as the landscape evolves, innovators can rapidly manage and provision data storage and create robust data services.

## Additional Resources

- Learn how you can enhance your analytics for [security and IT operations](#).
- Explore how to get more value from your data with [Pure](#).
- Take a free [test drive](#) to see how easy it is to scale every tool from ingest to visualization.

[purestorage.com](https://purestorage.com)

800.379.PURE

