DATA SHEET

Pure Storage Pure//E Family

Join the new //Era of unstructured data.

Economical
The Pure//E family features compelling acquisition cost with long-term savings created with lower space, energy, resources, and operational costs.

Effortless
Experience seamless management, workload optimization, and improvements, all while scaling without complexity.

Environmental
Get the industry-leading platform that protects against rising power costs, data center sprawl, and e-waste.

Everlasting
Gain long-term sustainability, longer reliability, and the advantages of DirectFlash® and Pure Storage® Evergreen® subscriptions.
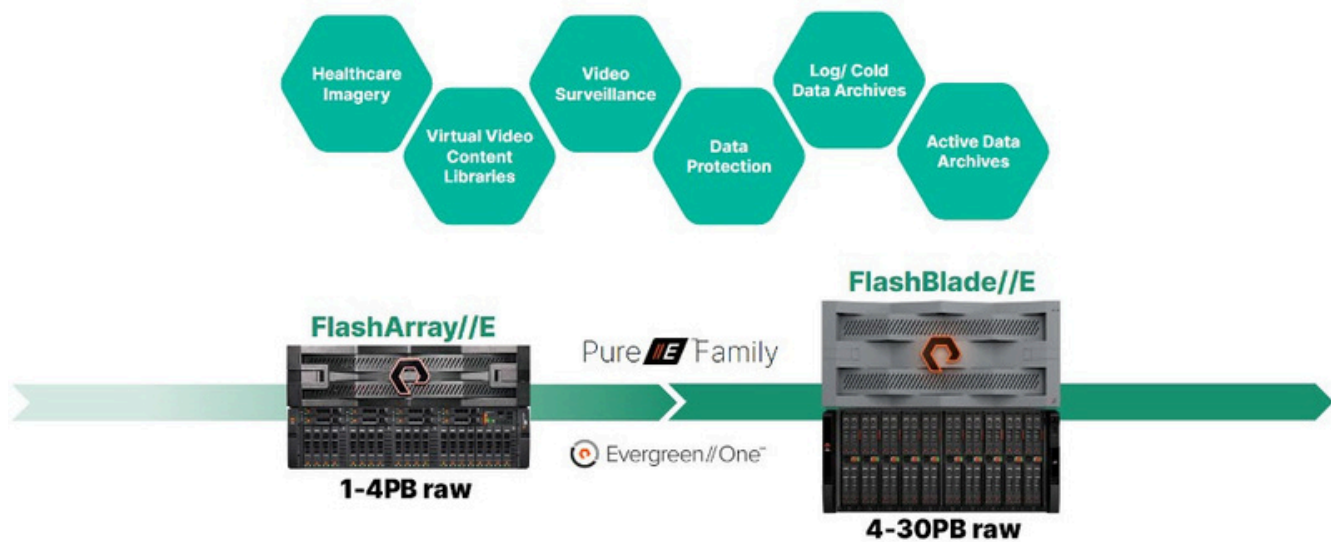
The rapid increase in digital transformation and IT modernization continue to drive unprecedented growth of digital information. In fact, it is estimated that large enterprises will grow their unstructured data more than ten times by 2030. Caught in the midst of this massive surge, organizations are struggling to scale their legacy storage environments while managing budgets, complexity, data center footprints, and energy usage. Organizations need an efficient, effortless, and everlasting solution to maximize capacity and accommodate rapid unstructured data growth.

Introducing the Pure//E Family

The Pure//E™ family from Pure Storage® is an all-flash, capacity-optimized unstructured data storage platform comprised of FlashArray//E™ for 1 to 4PB of data and FlashBlade//E™ for 4PB and up. The Pure//E family is designed to tackle massive unstructured data growth and management head-on. It's a modern storage ecosystem that delivers an experience without compromise: simple manageability, massive scalability, unparalleled density, and environmental sustainability—all at an acquisition price comparable to disk-based solutions with lower long-term cost of ownership.

With predictable performance, energy efficiency, and simplicity at its core, the Pure//E family is the ideal unified solution for unstructured content repositories, workload backup targets, virtual computing, AI, and many other use cases across a multitude of industry verticals. Both FlashArray//E and FlashBlade//E offer radically more energy-efficient, cost-effective storage in a system that gets better over time. The Pure//E family is the last storage platform you'll ever need to address the constantly changing demands of modern applications.

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The Pure//E Family for Always-on Data Repositories

Powered by Purity//FA, Purity//FB, and DirectFlash

Designed to maximize efficiency, Purity//FA and Purity//FB power the industry-leading innovative Pure//E all-flash storage solutions. Both enable greater visibility and simpler management across everyday block, file, and object workloads. An integrated combination of both platforms provides the widest protocol choices with native block, NFS, S3, and SMB, and can support *billions* of files and objects in a single system. FlashArray//E is designed to take on business-critical workloads requiring scale up block and file storage, while FlashBlade//E is designed to easily scale out to tens of petabytes, so it can grow with your organization's unstructured data needs. Unique DirectFlash® technology makes this scale possible, offering industry-leading density and efficiency for Pure Storage's all-flash storage systems. When combined with the core architecture, which decouples storage and compute resources, the result is an easy to manage, highly-scalable all-flash solution for everyday unstructured workloads.

Built for the Growing Unstructured Data Challenge

With unbridled data growth at the epicenter of IT's storage challenges, scalable, simple-to-manage unstructured data storage has never been more necessary. The entire Pure//E family provides optimal energy and capacity efficiency at multi-petabyte scale for repository workloads with unstructured data storage that is primed for the workloads of today and the future.
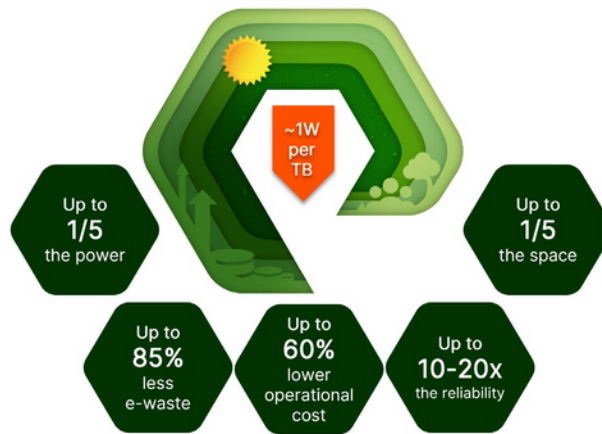
Innovation at Its Core

Increasingly, data is becoming the key source of value for businesses and organizations. No matter the use case—whether it's analytics, data modeling, AI, archiving, or data recovery—customers no longer need to compromise. Pure Storage is innovating where others aren't. The Pure//E family shakes up the status quo for unstructured data workloads that have previously been limited to disk-based solutions and reduces pressure on already strained space, energy, and administrative resources, all at an initial investment like disk-based platforms. Pure Storage products are low-carbon-footprint solutions that help organizations

reach their sustainability goals with their proven track record of delivering the densest and most effective, multi-petabyte unstructured data repository to meet and exceed workload requirements.

Making the Green Data Center a Reality

Today, more than ever, environmental, social, and corporate governance (ESG) initiatives are important, and growing energy costs are an increasing challenge. As a result, space and power constraints are becoming crucial considerations in long-term, economic storage strategies. The simple architectural design in FlashBlade//E uncomplicates the relationship between data storage and a lower carbon footprint. Its scale-out potential is designed to save data center space and streamline energy consumption, power, and cooling—all without adding additional headcount. Designed to complement green data initiatives, the Pure//E family is more efficient with the more data you store, creating a storage solution that has an immediate positive impact on the environment while significantly lowering your long-term TCO

Simplicity Is in Our DNA

At Pure Storage, simplicity is reflected in our hardware, software, and service. We aim to improve and simplify how data is stored, mobilized, and protected to remove infrastructure limitations and embrace data growth. The Purity operating system is the heart of the Pure//E family, which enables it to scale easily. Purposely designed to run on the all-flash hardware found in FlashArray™ and FlashBlade®, the Pure//E family features a rich set of enterprise capabilities including compression, global erasure coding, always-on encryption, SafeMode™ Snapshots, file replication, object replication, and multiple other features.

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Storage That Gets Better over Time

The Pure//E family is designed to accelerate future innovation, making it simpler to bring scalable, power-efficient, and performant systems to market faster to address the evolving demands of modern file and object workloads. Evergreen® Storage eliminates the cost and disruption of forklift upgrades. New software features and capabilities are continually and proactively added, and storage elasticity supports future scalability needs. The Pure//E family is a sustainable, ESG-optimized solution designed to save space, consume less power, be seamlessly and non-disruptively upgraded, thus extending the life of your investment. Welcome to the dawn of the new //Era of unstructured data workloads.

Technical Specifications

FlashArray//E	FlashBlade//E
1-4PB raw	4-30PB raw
Large single namespaces	Extra large single namespaces
Unified block and file	Unified file and object
Block-only, high-DRR	S3 object
Evergreen//One™ //UDR (Minimum commit 500TiBs)	Evergreen//One //UDR (Minimum commit 1.5PiBs)

To find out more visit www.ethostec.net, call 01295 675867 or email info@ethostec.net.

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