

Economic Validation Report Summary

FED/SLED IT Storage Efficiency Savings with Pure

Validating and Modeling the Economic Advantage of Improved Efficiency of Pure Storage over Alternative Solutions

September 2019

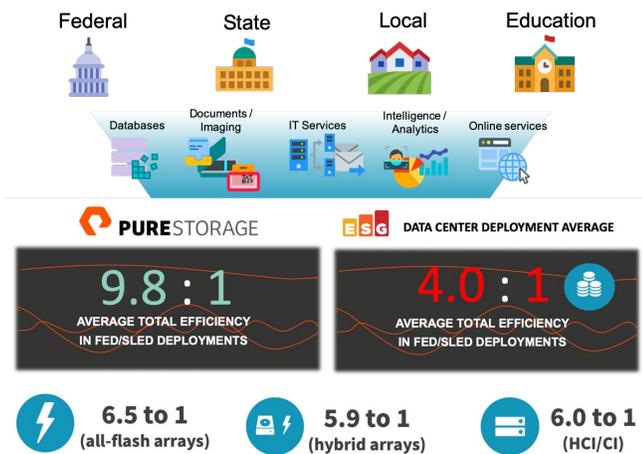
ESG was recently commissioned by Pure Storage to validate the effectiveness of its storage efficiency technology when deployed in FED/SLED IT environments compared against alternative storage solutions and technologies using a combination of ESG’s research and economic validation services.

[Read the full FED/SLED IT report](#)

FED/SLED IT Storage Efficiency Advantage Validated Across Federal, State, Local, and Education Deployments

Pure Storage arrays provide some of the highest-performing data reduction technologies available. Pure Storage provides “always-on” data reduction for all workloads that includes the highest-efficiency global inline deduplication and compression, pattern detection and removal (including zeros), copy reduction, and post-process compression. In addition, thin provisioning can be utilized. In addition, Pure provides a Right-Size Guarantee (RSG) to ensure minimum effective capacity needs are met on new deployments, which can be extended with any capacity increase.

ESG validated the total efficiency advantage provided by Pure Storage systems deployed in FED/SLED IT environments compared against real-world deployments of alternative all-flash arrays, hybrid storage arrays, HCI/CI storage, and the average efficiency across all storage in the data centers of FED/SLED organizations. ESG validated total efficiency of Pure Storage systems by comparing telemetry data reported by real-world Pure FED/SLED deployments to the results of an ESG research study comprised of thousands of non-Pure customers who reported the efficiency achieved by their current solutions in FED/SLED environments.



? Why This Matters

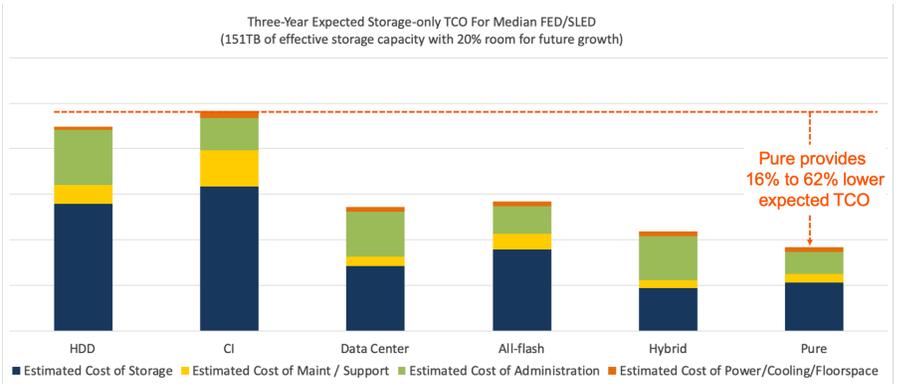
The FED/SLED vertical is extremely large and covers a wide range of organizations consisting of both leaders and laggards when it comes to information technology. An expanding need to store massive amounts of collected data, support mobile applications, digitize assets, and support new initiatives in the field of artificial intelligence have led to an expansion of storage requirements. As a very cost-sensitive and collective purchasing power, FED/SLED organizations would be wise to invest in technology that provides them the lowest TCO, and not simply the lowest cost of acquisition.

ESG has validated through market research that Pure Storage solutions provide 1.5X to 2.5X greater total storage efficiency (deduplication, compression, and thin provisioning savings) than the alternative all-flash, hybrid, and CI/HCI systems that are currently deployed in FED/SLED environments. ESG’s economic models confirm that Pure Storage systems provide expected three-year TCO savings of 16% to 62% versus these alternative storage technologies in FED/SLED environments. With Pure Storage systems, federal, state, local, and education admins can help get the most out of their storage investment while modernizing their data center and delivering quality service to the organization.

ESG Economic Validation Highlights

ESG Lab validated the total storage efficiency of Pure Storage systems currently deployed in FED/SLED IT environments and compared it to the total storage efficiency of storage technologies deployed at existing FED/SLED IT deployments.

- Pure Storage provided up to 1.7X greater total storage efficiency compared to currently deployed all-flash arrays, hybrid storage arrays, and HCI/CI systems.
- When compared to storage across the entire FED/SLED data center, consisting of traditional systems mixed with all of the above technologies, Pure Storage provided up to 2.5X greater storage efficiency.



- ESG leveraged our knowledge of the industry and products to create TCO models comparing the expected total cost of ownership over a three-year period for each of the storage technologies using the median deployment size observed for the FED/SLED organizations that we studied. Pure Storage provided the lowest expected total cost of ownership to satisfy the capacity requirement.
- ESG’s TCO models predicted that, of all of the listed technologies, Pure Storage provided the lowest storage TCO \$/GB, providing the greatest value per GB stored, with an expected savings of 16% to 62%.

Issues to Consider

The results of our study are based on a “blended” analysis of TCO and reported efficiencies across real-world deployments. A blended TCO gives a good indication of how the solution compares to the status quo of other deployed and/or available technologies. This blended analysis should not be used in place of a detailed 1:1 normalized analysis that ESG recommends any organization perform when evaluating a technology or making any buying decision.



The Bigger Truth

Storage capacity may sound like a ubiquitous term, but it is anything but. IT organizations should always understand the context of the “GB” of capacity that they are deploying (raw, usable, or effective capacity), as well as the cost basis. It is critical that they make investments in storage technologies that provide them with the lowest total cost of ownership per GB (TCO \$/GB), and not just the lowest \$/GB.

ESG validated data provided by thousands of real-world FED/SLED deployments that showed that Pure Storage solutions deliver 1.5X to 2.5X greater total storage efficiency than the alternative all-flash, hybrid, and CI/HCI systems that are currently deployed in today’s FED/SLED data centers. ESG used this data to help model the expected TCO for the median storage requirements of the FED/SLED environments that were studied, and found that Pure provided the lowest expected TCO \$/GB when compared to the status quo of each of the listed storage technologies, making it an excellent option for consolidation of storage for your next-generation FED/SLED data center.

[Read the full FED/SLED IT report](#)

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