Intelligent Data Management with Pure1

Pure1 is the Intelligent Control Plane of the Enterprise Data Cloud.

Pure1® is the AI-driven operations and observability platform of the Everpure™ Intelligent Control Plane. Built in from day one alongside the Purity operating system, it continuously ingests telemetry from every array, applies policy in real time, and turns raw data into recommendations your team can act on. Fleet telemetry, AIOps insights, capacity planning, protection posture, and subscription life cycle are unified in one experience so your team can see the fleet clearly, plan with confidence, and manage Evergreen® subscriptions without leaving the platform.

Pure1 maps to how infrastructure teams actually work. A continuous life cycle (observe, assess, and act) runs automatically from the moment an alert fires to the moment an upgrade completes. Observe gives you full-stack visibility across your infrastructure, subscriptions, and data in real time. Assess turns that telemetry into AI-powered insights, scored risk, and workload intelligence. Act closes the loop through self-service workflows, automation, and in-product procurement. Together, they keep your storage estate healthy, secure, and always ahead of what comes next.

Observe

Unified monitoring for infrastructure, subscriptions, and data

Pure1 provides fleet control at your fingertips, unifying every appliance, subscription, workload, and data set into a real-time experience accessible from a browser or the Pure1 mobile app, with no agents or visibility gaps.

Monitoring and observability: Pure1 collects telemetry from every array every 30 seconds, analyzing patterns across the worldwide installed base. Fleet health checks surface health signals and anomalies in one coordinated view so administrators spot systemic issues before they become incidents.

Asset management and appliance genealogy: Pure1 provides a complete inventory of every appliance across your fleet with health status, firmware version, and full lifecycle state, alongside a full hardware lineage and software version history for every array in a single auditable view. Teams always know what they have, where it stands, and exactly where it has been.

VM Analytics: Pure1 surfaces latency, bandwidth, and IOPS for volumes and virtual machines (VMs) across VMware File System (VMFS), Virtual Volumes (vVols), vSAN, and Network File System (NFS). Pure1 VM Analytics reports show top VMs by CPU, top hosts by memory, and top datastores by capacity so teams can pinpoint bottlenecks and confirm with data that storage is not the constraint.

Observe

- Unified fleet, data, and subscription view
- Real-time health, capacity, and performance
- No agents or integration projects

Assess

- AI Copilot to answer fleet questions instantly
- Proactive recommendations to surface risks early
- Built-in cyber, data, and sustainability assessments

Act

- Automated workflows with templates and connectors
- Self-service control of upgrades, IAM, and SafeMode™
- Subscription purchase and management in Pure1

Partner with a leader

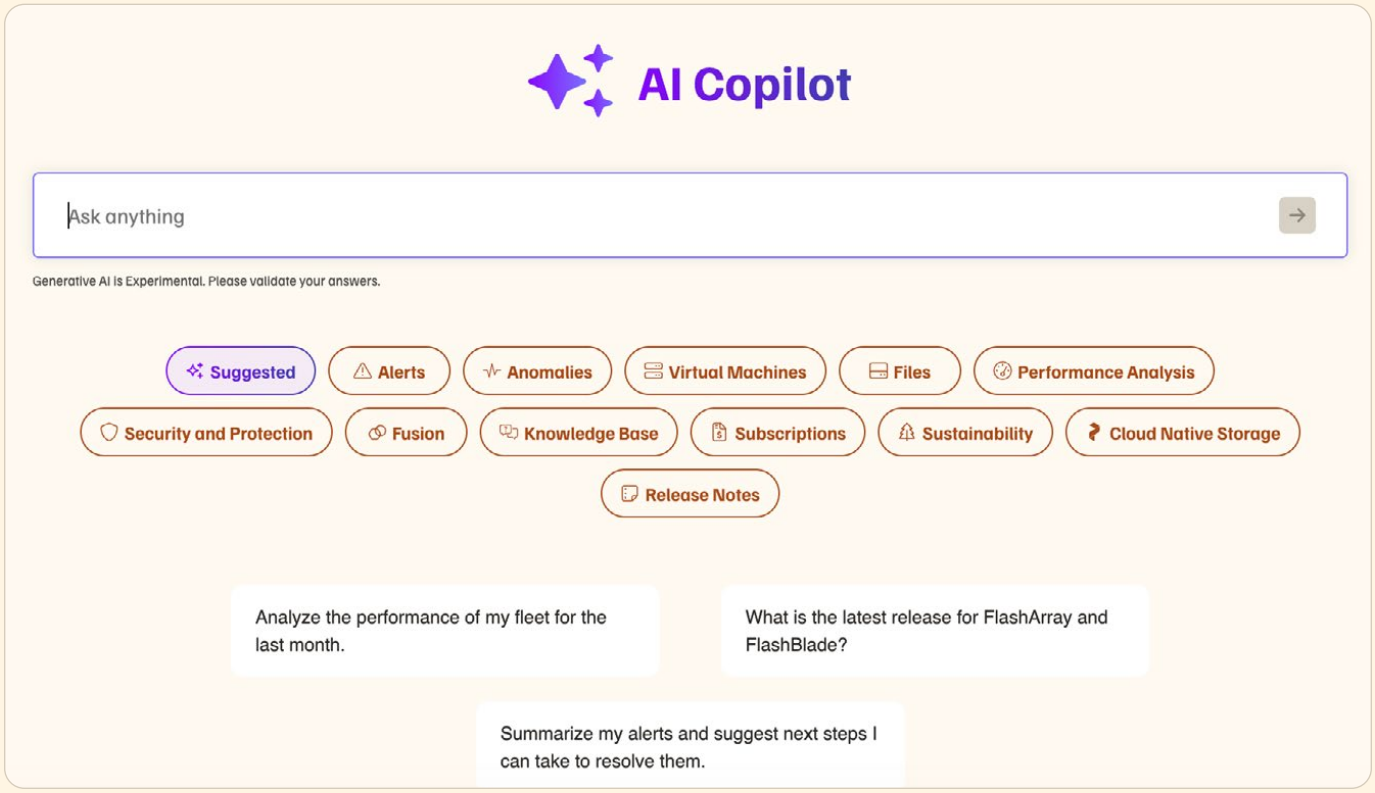
- Named a Leader in the 2025 Gartner® Magic Quadrant™[1] for Primary Storage Platforms
- NPS in the top 1% of all businesses, validated by Satmetrix

Subscription viewer and genealogy: Pure1 provides a unified view of all active subscriptions across Evergreen//One™, Evergreen//Flex™, and Evergreen//Forever™, showing entitlement, usage, and SLA status alongside a complete lifecycle record from initial order through renewals, expansions, and tier changes. Teams always know what they have, what is expiring, and what needs action.

In-product quotes and renewals: Request quotes and manage renewals across Everpure FlashArray™, FlashBlade®, FlashStack®, Portworx®, and Advanced Services directly from inside Pure1.

Application intelligence: Pure1 application intelligence closes the gap between storage and applications by auto-discovering application types directly on the array, delivering file-level analytics and cross-links into the data protection assessment tool with no plug-ins, collectors, or manual tagging required.

AI Copilot: The Pure1 natural language assistant turns fleet telemetry, documentation, and policies into plain-language answers and suggested actions. Integrated into the Support Center and security assessment dashboard, AI Copilot also delivers agentic performance triage, diagnosing root cause and surfacing remediation steps automatically.



Unified data protection catalog: Pure1 unifies snapshots, SafeMode™, replication, and recovery points into a single, fleet-wide catalog with object-level lineage so teams see what is protected, where recovery copies live, and any gaps or recovery point objective exposure before they affect recovery.

Notification Center: Configure personalized notifications by event and alert type, subscribe to all alerts with a single click, and get automatic case creation when an alert fingerprint fires so the right people are informed at the right time.

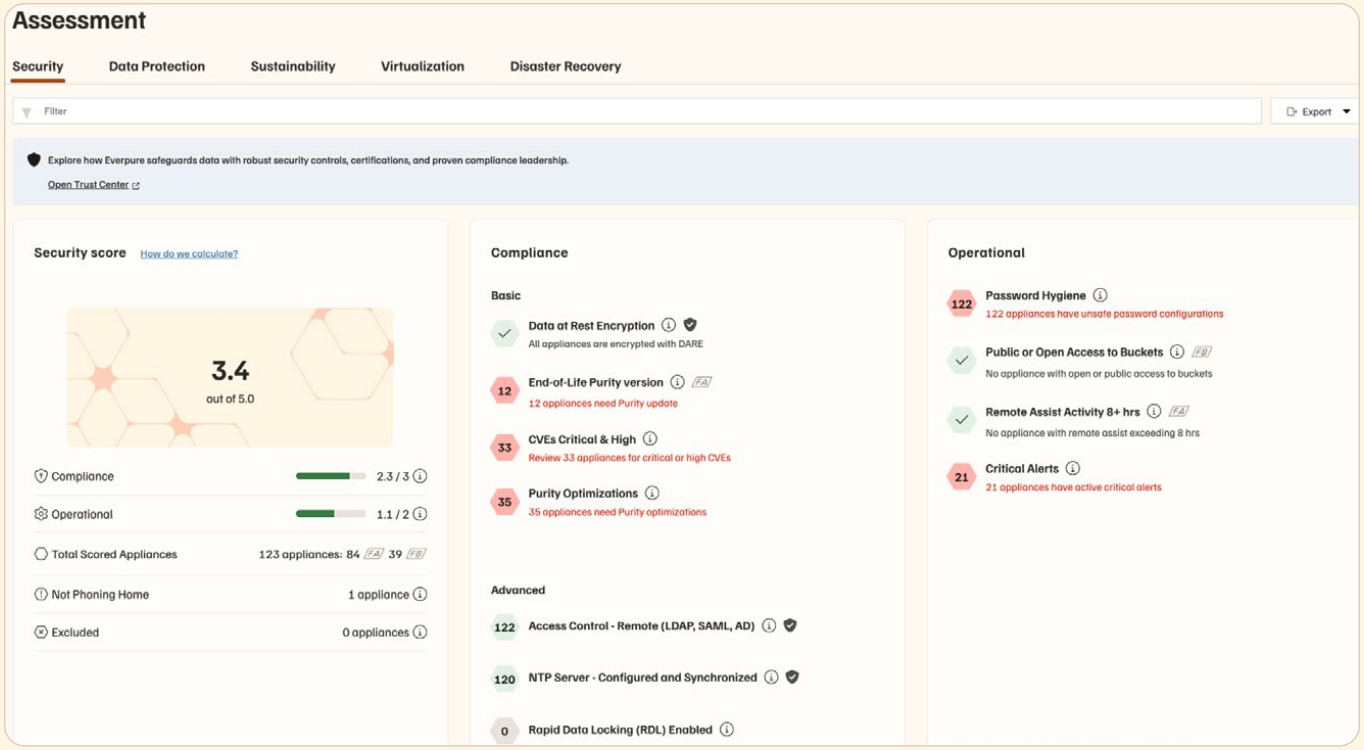
Reporting and public APIs: Generate capacity, performance, and subscription reports on demand. Public APIs connect Pure1 data to any third-party observability toolchain so existing monitoring investments work alongside Pure1 from day one.

Assess

Intelligent insights for smarter decisioning

Pure1 continuously analyzes your environment, identifies best-practice gaps, and surfaces prescriptive guidance so your team moves from reactive to predictive.

Assessments: Built-in cyber resilience, data protection, sustainability, and virtualization assessments give CISOs and infrastructure leaders a scored, actionable view with no custom reporting required. The executive dashboard adds an AI Copilot-led view covering security posture, Evergreen value, and feature adoption. A new PCI-DSS view scores fleet posture against governance framework requirements, surfacing compliance gaps, appliance-level findings, and common vulnerabilities and exposures to speed remediation and audit preparation.



Proactive recommendations: The Pure1 AI engine continuously monitors your fleet and automatically surfaces upgrade advisories, capacity forecasts, end-of-life alerts, and configuration best-practice alerts so risks are addressed before they become incidents.

Anomaly detection: This ML-powered detection, trained on large-fleet data, surfaces single-dimensional anomalies such as unexpected data reduction ratio drops and latency spikes, as well as multidimensional anomalies that correlate shifts across metrics and user actions simultaneously. Fleet anomaly detection correlates anomalies across groups of appliances, catching unusual system and user activity such as failed logins, unfamiliar IP addresses, and brute-force attempts that would not clear the detection threshold on any single appliance alone.

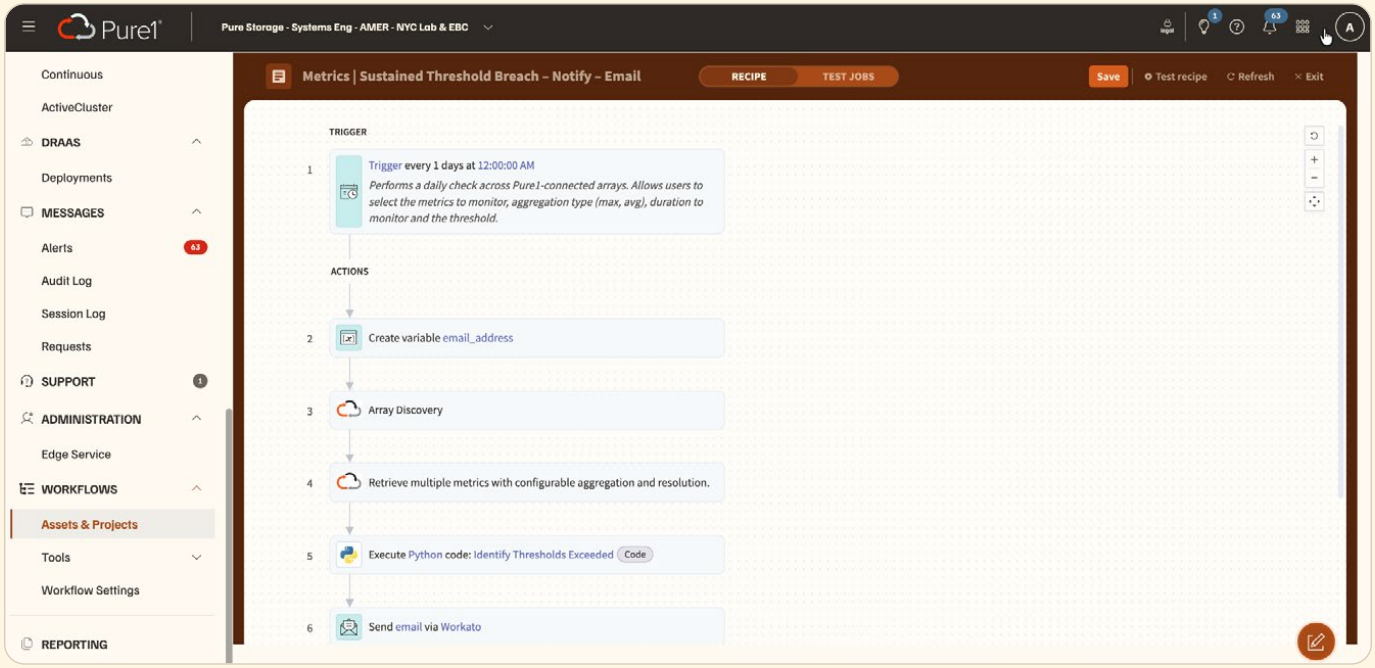
Workload Planner: This capability models capacity and performance using preloaded application profiles. It supports what-if simulations for migrations, scale events, and controller upgrades and recommends upgrades when the current environment cannot accommodate the modeled load.

Act

Guided actions and automation for full control

Pure1 closes the loop from insight to execution through workflows, intelligent automation, policy-based controls, and integrated procurement, reducing manual intervention across the entire storage management life cycle.

Workflow Orchestration: This comprehensive orchestration hub allows customers to automate workflows, simplify operations, and deliver seamless orchestration across IT infrastructure, including storage and third-party systems. Prebuilt templates for disaster recovery as a service, Oracle copy and provisioning, and Portworx are available today, with connectors for FlashArray, FlashBlade, Everpure Fusion™, ServiceNow, Slack, and CrowdStrike. Recipes can invoke AI Copilot as an action step, and every run is logged with status and step-level output.



Pure1 MCP Server: This agentic interface gives customer and third-party AI agents access to Pure1 metrics, alerts, and actions using the same APIs powering AI Copilot and Workflow Orchestration. Credentials stay local, and access respects existing permissions.

Pure1 IAM: This capability provides granular access roles, Log Center audit visibility, role-based delegation, self-service SafeMode, and multi-organization support without routing changes through support.

Self-service upgrades and installation: Pure1 runs a health check, validates the upgrade path, and executes pre- and post-checks with paused checkpoints so admins control the pace. Of all eligible Purity upgrades, 60% now run through self-service upgrades at 99% reliability, replacing scheduled support calls with customer-controlled, policy-gated execution. Installation visits can be scheduled directly from Pure1.

Log Center: This unified, searchable audit log captures all user and system actions across Pure1. Log Center gives security and compliance teams a single source of truth for operational accountability, access reviews, and security investigations across every organization and user in your environment.

Support Center: AI Copilot integration and predictive knowledge base suggestions surface during case creation to reduce time to resolution, with automatic case creation when an alert fingerprint fires.

Order tracking: Track orders end to end across your entire Everpure portfolio from inside Pure1, with full visibility into status, entitlement, and delivery without a separate portal or support request.

Focused on customer satisfaction

Everpure delivers a Satmetrix-validated Net Promoter Score (NPS) in the top 1% of all businesses. Pure1 is a core reason why.

Everpure arrays send telemetry home every 30 seconds. Pure1 compares that data against a growing issue fingerprint library built from the worldwide installed base. When it finds a match, Pure1 opens incidents automatically before customers feel the impact. This allows our teams to proactively resolve more than 70% of cases.

Software-as-a-service simplicity: There is no software to install, upgrade, or manage. Continuous improvements are available instantly to every customer.

Proactive support: Our team monitors your arrays at all times, responds in minutes for any Sev1 incident, and provides standing access to Level 2 support. Our goal is to resolve issues and maintain availability with an unmatched, global support experience that is 100% Everpure.

Everpure was built on a simple vision: make storage management effortless. Pure1 is how we deliver on it. By continuously observing your estate, assessing risk with AI-powered intelligence, and acting through automation and self-service, Pure1 shifts your team from reactive firefighting to strategic focus while keeping your data secure, available, and compliant. The result is an infrastructure experience your team actually trusts, backed by the industry's strongest customer satisfaction record.

Additional resources

- Evergreen//One, Evergreen//Flex, and Evergreen//Forever: Compare Evergreen subscriptions to understand the consumption model, SLA commitments, and financial flexibility behind every array Pure1 manages.
- Pure1 REST API: Integrate Pure1 telemetry, alerts, arrays, volumes, and subscription data into your own toolchains, dashboards, and agentic frameworks.
- Pure1 MCP Server: Connect any AI agent or LLM-based framework to Pure1 Manage APIs using the open Model Context Protocol standard.
- Pure1 application intelligence: Learn how Pure1 auto-discovers application types, delivers file-level analytics, and surfaces protection gaps with no plug-ins or manual tagging required.
- Workflow Orchestration demo: See Pure1 Workflow Orchestration in action, including prebuilt recipes, ecosystem connectors, and AI Copilot–triggered automation.
- Purity software: Learn about the software foundation running on every Everpure array, including data services, protocols, ActiveCluster™, SafeMode, and the capabilities that stream telemetry into Pure1.

Turn Observability into Action

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