

PeerPaper™ Report 2025

Based on real user reviews of the Pure Storage® Platform

Why Enterprises are Switching to the Pure Storage® Platform



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Introduction

Legacy storage systems present significant challenges, especially as organizations transition to modern, scalable, and flexible solutions. These older systems often struggle with scalability, requiring manual effort and costly hardware replacements to accommodate growing data needs—making them ill-suited for the exponential growth of modern data. Legacy architectures are not optimized for current workloads, such as cloud applications, big data analytics, or artificial intelligence, leading to slower data access and processing times. Their outdated design limits integration with modern technologies, creating data silos and complicating organizational data sharing. Security and compliance further exacerbate the problem, as older systems often lack regular updates to counter evolving cyber threats and may not include advanced features like encryption at rest or robust access controls.

Pure Storage stands out in the market by addressing the challenges of legacy storage systems with features tailored to the needs of modern enterprises. It enables organizations to unify all data storage on a single, as-a-service platform that is easy to deploy, manage, and scale.

By leveraging flash memory across its product line, Pure Storage delivers exceptional performance and low latency compared to traditional disk-based systems. Its integrated hardware and software include built-in redundancy, ensuring continuous availability and minimizing downtime. Security is a cornerstone of the platform, with built-in encryption, ransomware protection, and compliance features that safeguard data and meet regulatory requirements.

Pure Storage's Evergreen lifecycle model enhances scalability and longevity through modular, non-disruptive upgrades, reducing the need for frequent equipment replacements and ensuring a future-proof investment.

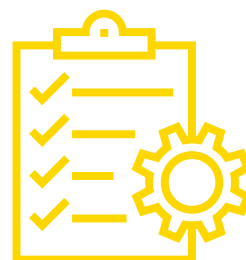


Joerg U.
Sales Director at
systemzwo group



“The standout features for us in Pure FlashArray//X are its robust DDoS protection, seamless transparent failover, and failback capabilities ensuring high availability.”

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**Simplified
Management**

Use Cases

Pure Storage offers tailored solutions for a wide range of workloads, from virtualization environments to mission-critical applications. Its all-flash architecture delivers high performance and reliability, making it a suitable choice for Virtual Desktop Infrastructure (VDI), server virtualization, enterprise databases, and big data analytics.

With low latency, scalable design, and robust data management features, Pure Storage helps organizations modernize their IT infrastructure while maintaining operational efficiency and resilience.

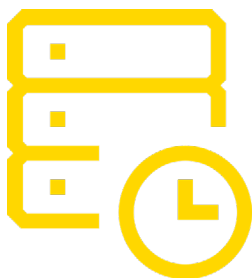
Virtualization Environments

Virtualization helps optimize resources by abstracting underlying hardware. The tradeoff is management complexity of underlying infrastructure. Storage resources are easier to manage while storage hardware still needs to be maintained. Multi-vendor environments can easily contribute cost-efficient storage resources while creating complex infrastructure, which are harder to manage.

Pure Storage reduces the amount of time needed for troubleshooting storage problems, and simplifies the process of setting up and managing storage. Most importantly, it eliminates the problem of storage going down and being inaccessible.



**Reduces
Troubleshooting
Time**



Low Latency and High IOPS

Pure Storage is particularly well-suited for virtualization, offering consistent, high-performance storage that meets the demands of Virtual Desktop Infrastructure (VDI), server virtualization, and database virtualization. Its advanced features—such as inline deduplication, compression, and low-latency operation—enhance resource utilization and reduce costs for large-scale virtualized environments.

Additionally, Pure Storage supports hybrid and multi-cloud deployments, enabling seamless data mobility and centralized management across diverse infrastructures. Integration with tools like VMware vSphere and Portworx further simplifies virtualization management, while Pure1 delivers AI-driven insights for optimal performance and scalability.

This user, a System and Network Administrator at a large tech vendor, explains the importance of reliability as the basis for virtualization:

"The high availability of the product [FlashArray//X] is the most valuable feature. We have two Pure Storages. They are in a high-available setup. If one fails, the other will take over. With all the virtual machines on the storage, we need a reliable solution. The product is reliable."



Vladimir B.
Solution Architect at
Storage One



“Our customers primarily use Pure Storage for virtualization, whether it is VMware or Hyper-V. They choose Pure Storage for its high-performance, low-latency, and reliable all-flash arrays.”

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Vladimir Blazek, Solution Architect at tech services company Storage One, emphasises the need for a reliable, high-performance solution when considering the virtualization feature:

“Our customers primarily use Pure Storage for virtualization, whether it is VMware or Hyper-V. They choose Pure Storage for its high-performance, low-latency, and reliable all-flash arrays, which are essential for efficiently running virtualized workloads, including critical applications, databases, and virtual machines.”

Database and Application Performance

When it comes to databases and other mission-critical applications, Pure Storage’s high performance, reliability, and scalability make it an ideal solution for supporting all types of workloads. This includes non-mission critical, tier 2, and operational workloads as well as high-level applications and mission-critical software. Its all-flash architecture ensures low latency and high IOPS, enabling faster query response times and improved application performance for databases like Oracle, Microsoft SQL Server, and NoSQL platforms.



Itamar G.
SAP Services Manager
at Think about IT



“I’m a Pure Storage fan because I think this solution offers great performance. It provides fast access, is user-friendly and it’s easy for us to support this product.”

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With seamless integration across multiple environments, Pure Storage provides a robust foundation for enterprise resource planning (ERP), customer relationship management (CRM), and other essential applications.

Head of Presales Team at Apronics, Mark W., found the performance he was looking for in Pure Storage:

“What we had previously wasn’t quite working for us. Pure Storage FlashArray gives us the required availability and sufficient performance. We use secure snapshots for malware protection. We consume less physical storage because of the solution’s deduplication and compression.”

Itamar G., SAP Services Manager at Think about IT, values the speed and performance of Pure Storage, as well as the advanced security features:

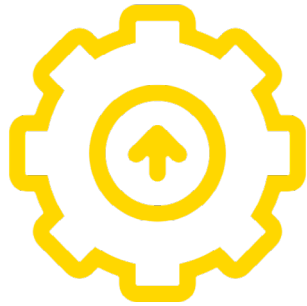
“I’m a Pure Storage fan because I think this solution offers great performance. It provides fast access, is user-friendly and it’s easy for us to support this product. The product is also very powerful with high-speed duplication which makes it easier to manage things. I understand that there is a new version of system operation that includes a self-protect configuration to avoid getting hacked. It’s crucial for us here in Brazil where we need to be safe.”

In summary, Pure Storage’s high-performance, low-latency, and reliable all-flash solutions provide a solid foundation for virtualization and mission-critical workloads, ensuring organizations can efficiently and confidently run their applications and virtual environments.

5 Key Advantages of the Pure Storage Platform

The Pure Storage platform stands out as a transformative solution for modern data storage, addressing the limitations of traditional systems while delivering high performance, simplicity, and scalability. Designed to meet the demands of virtualization environments, mission-critical applications, and rapidly growing data needs, Pure Storage is based on all-flash architecture to provide unmatched speed, reliability, and ease of use. With a focus on reducing complexity, enhancing security, and future-proofing infrastructure, Pure Storage offers organizations a comprehensive and adaptable solution that ensures optimal future-proof performance.





Easy to Upgrade

Let's take a closer look at 5 of the key benefits of the Pure Storage platform:

Performance Leap

Pure Storage's all-flash architecture offers notable advantages over traditional storage systems, delivering superior performance, reliability, and efficiency while addressing the complexities and limitations of legacy technologies.

Francisco S., Senior Storage Administrator for a large tech vendor, was looking for a faster, simpler data management solution:

"I used IBM v7000, Infinidat, and Dell Data Domain for various clients. FlashArray has advantages in terms of user-friendliness, speed, and compression... Moving to FlashArray was a game-changer."

Red H., Project Manager at tech services company Logicalis, needed a long-term solution. Pure Storage stood out both because of its ease of use compared to other solutions, and its simple scalability:

"We have always used NetApp FA Series. When compared with Pure Storage FlashBlade, I would recommend Pure Storage FlashBlade. It's easier to set up, easy to expand capacity, and very easy to upgrade."

The use of all-flash architecture appealed to Joerg U., Sales Director at Systemzwo Group, as it offers greater reliability and ease of use:

"I would recommend Pure FlashArray//X for its reliability and simplicity, especially for larger solutions. In comparison to Dell, we prefer Pure for its user-friendliness."

These insights demonstrate how Pure Storage's all-flash architecture delivers a significant leap in performance, scalability, and simplicity, making it a preferred choice for organizations seeking reliable, high-performing storage solutions.

Simplified Management

Pure Storage includes a user-friendly interface and streamlined management, Pure Fusion, which significantly reduces administrative overheads compared to traditional storage systems and competitor platforms. Pure Fusion is natively integrated into our storage solutions, streamlining data storage management by automating provisioning and scaling. It creates a self-managing storage platform that delivers cloud-like scalability while ensuring administrators maintain full control. By simplifying storage operations, Pure Fusion enhances efficiency and reduces manual intervention.



Joerg U.
Sales Director at
systemzwo group



"I would recommend Pure FlashArray//X for its reliability and simplicity, especially for larger solutions. In comparison to Dell, we prefer Pure for its user-friendliness."

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Nana B.

System Engineer II at a Real Estate/Law Firm with 1,001-5,000 Employees



“When you purchase a Pure Storage FlashArray, you’re not just acquiring storage but also investing in excellent support. With a dedicated support representative assigned to your case, you can expect immediate assistance whenever you log in, day or night.”

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Manjunath R., IT Admin at a large tech services company, explains how Pure Storage fulfilled his organization’s needs better than a previous solution they had used:

“Pure Storage FlashArray includes an ethernet, USB, and management port, enhancing its connectivity options. In contrast, Dell Unity uses a heterogeneous storage environment, combining flash arrays and SAS arrays, which requires manual configuration and assignment based on specific requirements. Pure Storage FlashArray, on the other hand, exclusively employs Pure FlashArray components, eliminating the need for heterogeneous storage and simplifying management.”

Simple management was also a priority for John S., Senior Storage Engineer at Charles Schwab:

“The tool [FlashArray] is simple and easy to use. It has neat features like protection from device removal. Moreover, you can undo the deletes. The solution is easy to work with and not as complicated as CAC, “

Ease of use translates to concrete savings, as Mikael H., IT Manager at healthcare company Regin Dalarna, states:

“The maintenance of the product and sharing out space to the system is much easier and takes less work time today than before. We used to have two people handling the storage for at least sixteen hours a week, two guys, eight hours per person each week. Now, we have three guys taking out the hardware when needed, but we don’t spend much time on it, maybe thirty minutes total for all three guys each week. We’ve gone from sixteen hours to a maximum of half an hour a week to maintain the hardware. That’s why we can easily recommend this product to anyone in need of this kind of storage.”

Ease of use enhances operational efficiency and leads to substantial time and cost savings, making Pure Storage an invaluable solution for organizations seeking simplified storage management.

Reliability and Support

Pure Storage provides reliable infrastructure and dedicated support services designed to keep mission-critical systems operational and address potential issues quickly. By combining proactive monitoring with timely technical assistance, organizations can minimize downtime and maintain optimal performance across diverse workloads. This approach ensures that teams can focus on strategic initiatives rather than troubleshooting, resulting in greater efficiency and reduced operational risk.



**Reduces
Operational Risk**



Mikael H.
IT Manager at Regional
Health Services



“Ease of use is one of the main reasons we use Pure Storage. Dell PowerMAX’s usage is hard. You have to go through long and hard training just to learn how to use it.”

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Simplicity and high-availability of features are built into the solution. Mikael H., IT manager at healthcare company Regin Dalarna, relates his experience of the Pure Storage deployment process:

“Ease of use is one of the main reasons we use Pure Storage. Dell PowerMAX’s usage is hard. You have to go through long and hard training just to learn how to use it. Here, you connect with a Zoom or Teams meeting, and they guide you through what you need to do. They don’t just show you; we, as customers, have to do it ourselves with their guidance.”

This review from a large tech vendor System and Network Administrator, highlights the improved reliability of Pure Storage which made it worthwhile to make the change from a previous solution:

“We used DataCore before. It was a Windows-based solution. We had to restart the servers every month because of Windows updates. Every month, we had to restart the servers manually. It was not very pleasant. Pure Storage is a Linux-based system, and there are not many security issues. We only have two updates about every six months. It is much more reliable.”

Reliable support is essential to ensure that if problems occur, they can be addressed quickly and efficiently. Nana B., System Engineer at a large law firm, is very satisfied with the support offered by Pure Storage:

“When you purchase a Pure Storage FlashArray, you’re not just acquiring storage but also investing in excellent support. With a dedicated support representative assigned to your case, you can expect immediate assistance whenever you log in, day or night.”

Joerg U., Sales Director at Systemzwo Group states that the Pure Storage support is part of what makes it the right solution for his company:

“The standout features for us in Pure FlashArray//X are its robust DDoS protection, seamless transparent failover, and failback capabilities ensuring high availability. These aspects, along with reliability, serviceability, and international support, make it a valuable solution for our customers.”



Reliable Support



Eugene H.
Sales Manager at
Multicomputos PR



“The tool’s [FlashArray//X] valuable features are speed, security, data compression, and reliability. Its data compression feature is the best that we have ever seen.”

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These real-world experiences illustrate how Pure Storage’s reliable architecture and dedicated support work together to maintain high availability, minimize downtime, and keep mission-critical applications running smoothly.

Enhanced Security

Pure Storage addresses modern security requirements by integrating comprehensive safeguards throughout its storage solutions. From built-in encryption and secure snapshots to advanced threat detection, these features help protect sensitive data across on-premises, hybrid, and multi-cloud environments while meeting compliance standards.

Multicomputos PR Sales Manager, Eugene H., included security features in his list of priorities:

“The tool’s [FlashArray//X] valuable features are speed, security, data compression, and reliability. Its data compression feature is the best that we have ever seen. It helps us to save money and resources.” Eugene Hemphill, Sales Manager at Multicomputos PR

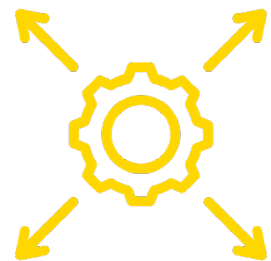
Mark W., Head of Presales Team at Aptronics, explains how enhanced security features, together with improved performance and efficiency, were the reasons for his organization switching to Pure Storage:

“What we had previously wasn’t quite working for us. Pure Storage FlashArray gives us the required availability and sufficient performance. We use the secure snapshots feature for malware protection. We consume less physical storage because of the solution’s deduplication and compression.”

The experiences of industry professionals highlight how Pure Storage’s comprehensive security features, such as secure snapshots and advanced encryption, align with performance and efficiency goals—helping organizations safeguard critical data while responding to modern cybersecurity demands.

Scalability and Future-Proofing

Pure Storage helps organizations meet evolving data demands with a future-proof architecture designed for seamless scalability. Non-disruptive, data-in-place upgrades and flexible capacity expansion allow environments to grow without downtime or compromised performance, ensuring that businesses can adapt as needs change.



**Flexible Capacity
Expansion**



Manjunath R.

IT Admin at a Tech Services Company
with 10,001+ Employees



“By implementing Pure Storage FlashArray, we can remotely access the host server and expand the storage capacity to meet our clients’ needs.”

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Pure Storage stood out from other solutions tried by Paul P., Storage and Backup Architect at tech vendor Concentrix, because of its simple scalability:

“We did evaluate Dell PowerMax and NetApp AFF [...] The reason why we picked Pure Storage was that it was reasonably priced and had better upgrade capacity, as well as better scale-out capacity. It also had better Oracle tools, especially the CAT tool.”

This user, a System and Network Administrator for a large tech vendor, knew from the outset that the solution needed to be future-proof:

“We bought it [FlashArray//X] because we want to be able to use it for about ten years. The vendor offers maintenance contracts where we are guaranteed to be able to upgrade the system, change controllers, and do other things.”

Flexibility and easy scaling was a priority for Manjunath R., IT admin at a large tech services company:

“Our clients were experiencing difficulties running jobs and encountering storage limitations. By implementing Pure Storage FlashArray, we can remotely access the host server and expand the storage capacity to meet our clients’ needs.”

As these user perspectives illustrate, Pure Storage’s flexible architecture, non-disruptive upgrades, and easy expansion capabilities empower organizations to confidently scale their storage environment and stay prepared for future data demands.

Conclusion

Organizations navigating modern data demands are increasingly challenged by the limitations of legacy storage systems. Pure Storage offers a path forward by combining all-flash performance, integrated security, high availability, and streamlined management. User accounts throughout this paper illustrate how these features reduce operational complexity, enhance reliability, and deliver the scalability required to handle today's diverse workloads—whether virtual desktops, mission-critical databases, or big data analytics. By adopting a solution that emphasizes simplicity, proactive support, and non-disruptive upgrades, companies can redirect valuable resources toward strategic initiatives, knowing their infrastructure is both resilient and prepared for future growth.

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About Pure Storage

Pure Storage delivers the industry's most advanced data storage platform to store, manage, and protect the world's data at any scale. With Pure Storage, organizations have ultimate simplicity and flexibility, saving time, money, and energy. From AI to archive, Pure Storage delivers a cloud experience with one unified Storage as-a-Service platform across on premises, cloud, and hosted environments. Our platform is built on our Evergreen architecture that evolves with your business – always getting newer and better with zero planned downtime, guaranteed. Our customers are actively increasing their capacity and processing power while significantly reducing their carbon and energy footprint. It's easy to fall in love with Pure Storage, as evidenced by the highest Net Promoter Score in the industry. For more information, visit www.purestorage.com.