

Elevate Data Center Sustainability

with Pure Storage®
and Intel



Electricity is the largest ongoing cost for most modern data centers.¹

Storage uses

18%

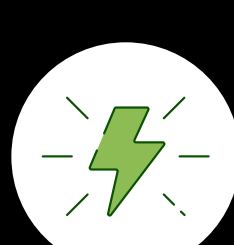
of the energy consumed in today's data centers.²

But it could use up to

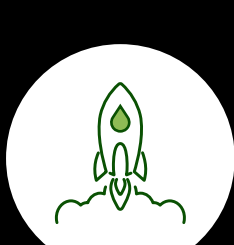
40%

of data center energy budgets by 2030.³

Why the increase?



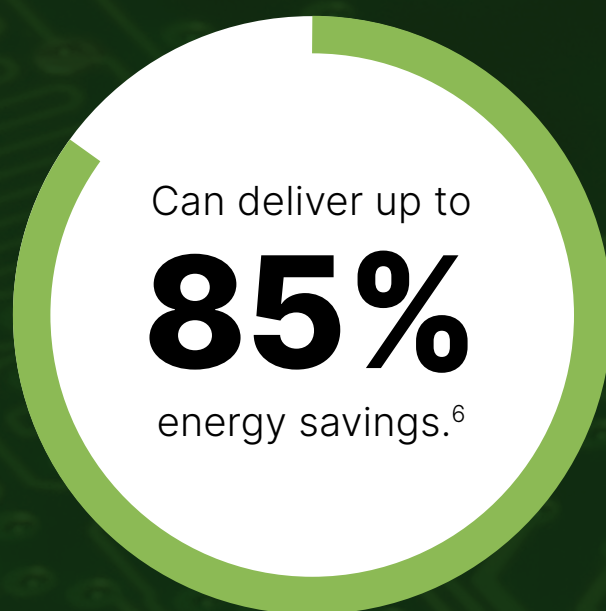
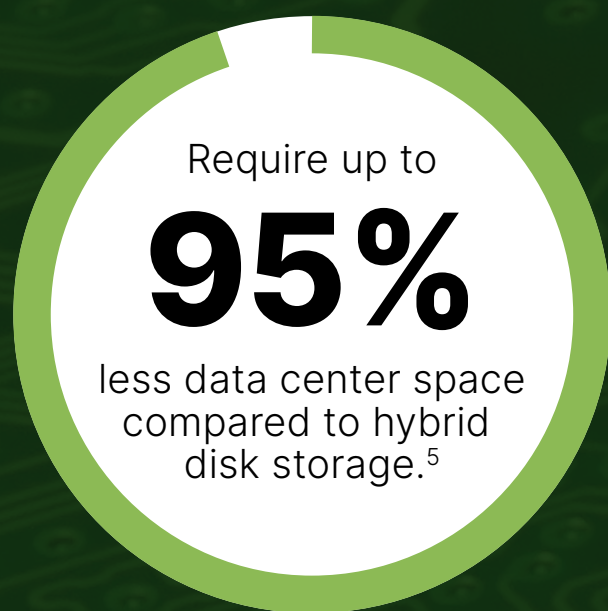
AI workloads consume massive amounts of energy.



The amount of data created over the next three years will be more than all the data created over the past 30 years.⁴

Start Your Greener Future Today with Pure Storage and Intel

Pure Storage all-flash solutions:



In addition, Pure Storage all-flash solutions can provide **up to 40% more performance** for the **same energy usage**.⁵



Pure Storage takes advantage of advanced features in Intel Xeon Scalable processors to help you do more with less.

- **Intel Advanced Vector Extensions 512 (Intel AVX-512):**
Accelerates complex operations
- **Intel Crypto New Instructions (Intel Crypto-NI):**
Accelerates cryptographic operations

Together, Pure Storage and Intel optimize data deduplication and compression while improving storage capacity utilization.

Energy Savings in Action

Virgin Media O2 achieved a **90% reduction in data center floor space** and a **96% reduction in power consumption**.⁷

The county of San Luis Obispo reduced its **[physical] footprint by 75%** and its **[total] power consumption by 59%**.⁸

Taiwan's Ministry of Economic Affairs **reduced rack space by more than 99%** and **reduced energy requirements by up to 84%**.⁹

A win for your organization and a win for the planet.

Ready to do more with less? Take the first steps right here:

Pure Storage

Intel

¹ Pure Storage, "How Modern Storage Can Offset Power Utilization in the Data Center," August 2023. <https://blog.purestorage.com/perspectives/how-modern-storage-can-offset-power-utilization-in-the-data-center/>

² Gartner, "How to Make the Data Center Eco-Friendly," December 2022. www.gartner.com/en/newsroom/press-releases/2022-12-06-how-to-make-the-data-center-eco-friendly

³ Pure Storage, "Efficient IT Infrastructure Saves More Than Just Energy Costs," May 2023. purestorage.com/content/dam/pdf/en/white-papers/wp-efficient-it-infrastructure-saves-more-than-just-energy-costs.pdf

⁴ Alertify, "IDC: Next 3 Years To Surpass 30 Years In Data Creation," November 2023. <https://alertify.eu/data-created/>

⁵ FlashArray//X™ R4 compared to competing all-flash arrays. Source: Pure Storage, "Meet the World's Most Powerful AND Efficient Storage," June 2023. <https://blog.purestorage.com/purely-technical/xcr4-technical/>

⁶ FlashArray//X and FlashArray//C™ R4 models compared to previous-generation FlashArray solutions. Source: Pure Storage, "Meet the World's Most Powerful AND Efficient Storage," June 2023. <https://blog.purestorage.com/purely-technical/xcr4-technical/>

⁷ Pure Storage, "Virgin Media O2 Aims for Zero Emissions with Pure Storage," June 2023. [www.purestorage.com/docs/html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-virgin-media-o2.pdf](https://purestorage.com/docs/html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-virgin-media-o2.pdf)

⁸ Pure Storage, "San Luis Obispo County Embraces Service with Pride," July 2022. [www.purestorage.com/content/dam/pdf/en/case-studies/cs-san-luis-obispo.pdf](https://purestorage.com/content/dam/pdf/en/case-studies/cs-san-luis-obispo.pdf)

⁹ Pure Storage, "Delivering Modern Government Services Built on Data," June 2023. www.purestorage.com/customers/moea.html