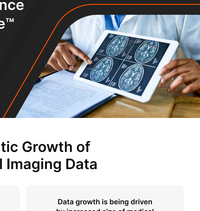
PURESTORAGE®

Gain Financial Flexibility & Improve Performance with Evergreen//One™ for Medical Imaging



Dramatic Growth of Medical Imaging Data

Medical imaging data has been digital since mid 1990's

47%
Growth of healthcare data per year

90%
Of which comes from medical imaging[1]

Data growth is being driven by increased size of medical images from 2005 to 2024[2]

	Oldest Average Size	Latest Average Size
CR	5MB (2016)	30 MB (2024)
CT	100MB (2005)	600 MB-1 GB (2020)
MRI	350 MB (2013)	500MB-1GB (2024)
Mammogram	50 MB (2005)	1GB (2020)

Understanding the Data Storage Problem You Don't Know You Have

Data storage being purchased so infrequently camouflages the financial pain

Difficulty showing amount of money investing in storage

Patients living longer creating more medical imaging data

Imaging data performance is quickly changing with both AI and Clinical users accessing larger data sets

Incremental storage purchases require cost and resource drain of continuous migration from old storage to new

Storage cost is getting cheaper, but rapid data growth is offsetting savings

Medical Imaging Data Storage Challenges

Financial

- Estimating annual storage cost hard to predict due to variability of study size and performance changes
- Data retention requirements leave most organizations storing images forever for legal purposes
- Ongoing storage costs can eventually exceed your initial study reimbursement
- Periodic need to disruptively resize, expand, repurchase, or upgrade to faster storage

Performance

- Downtime impacting clinical outcomes, treatment delays, lost revenue from postponed procedures
- Slow systems delaying clinical diagnosis, fostering clinical and patient frustrations, lowering patient satisfaction scores
- Introducing AI to assist the physicians diagnosis leads to costly storage performance upgrades

Medical Imaging Data Storage Decision Paths

CapEx

Pros

- Offers asset ownership
- Potential long-term ROI
- If predicted and budgeted perfectly, may be less expensive
- Can provide a buffer against economic downturns

Cons

- Risk of asset obsolescence
- New imaging technology can 4x study size
- Often requires investment in new equipment reducing expected ROI
- Demands significant capital resources, straining cash flow and liquidity
- Hampers allocation of funds to other critical needs
- Risk of underutilization of assets from incorrect forecasting, or worse-under sizing future performance demand

OPEX

Pros

- Ability to adjust quickly in changing market
- Not tied to owning the asset
- Greater control over cash flow
- Easier to scale operations up or down
- Keeps company up-to-date with latest technology

Cons

- Significant portion of revenue must be allocated to maintaining operations
- Short term operational expense can limit ability to invest in projects that could drive long-term growth and innovation
- Long term data retention leads to constant increases in storage spend

Evergreen//One for Medical Imaging

- Pay once per study, with a fixed price per study, for up to 10-years
- No hidden costs or fees, even if your average study size doubles
- Tailored PACS/VNA storage solution, with enough capacity and performance, guaranteed
- Pure managed and SLA-driven
- Six 9's of Up-Time, with Non-disruptive hardware and software upgrades

Benefits of Evergreen//One for Medical Imaging

Financial Flexibility

- Predictable price per study for entire contract period
- Renew the contract at the end of the term, or convert billing of historical data to the best price/TB rate
- Eliminates the risk of under or overbuying storage, or under sizing for workflow or performance changes

Operations Efficiency

- Streamlines imaging workflows
- Reduces burden of managing infrastructure
- Eliminates maintenance downtime to ensure business continuity

Accelerated Performance

- Meets rapidly changing performance targets
- Support both human and AI data demands seamlessly
- Increased performance at scale

Improved Sustainability

- Reduces environmental footprint
- Significantly lowers energy consumption
- Avoids overprovisioning and reduces hardware e-waste

Increased Patient Data Security

- Advanced, built-in security features like SafeMode for DICOM data
- Minimizes cyber vulnerabilities and ensures regulatory security compliance
- In the event of an attack, rapidly recover data in hours, not days or weeks

Pure Storage Evergreen//One for Medical Imaging Solution

Autonomous data platform with guaranteed performance and a fixed price per study

Delivers up to
46%
Savings over traditional CapEx purchase

Up to
4×
Faster study ingest, eliminating storage queues

Up to
37%
Faster study open, fastest time to first and last image

SLA-driven infrastructure

Combines cloud-like flexibility with security and performance of all-flash, sustainable infrastructure

Evergreen//One™

Benefits of Pure Evergreen//One for Medical Imaging

- Results ready for doctor faster to reduce time effective patient care
- Stabilizes medical imaging workflow
- 24/7 premium support with proactive monitoring, remote software upgrades, and guided feature adoption
- Strategic planning through a dedicated Customer Success Manager (CSM)
- Price guarantees for the duration of the contract
- Billed over time (monthly, quarterly, yearly), or upfront to align with budget needs
- Low flat price to migrate data from legacy solutions
- Familiar per study billing model with same metric as PACS/VNA vendors

Learn how Pure Storage can help scale your storage needs

Explore solutions

PURESTORAGE®

Sources

1. Your Medical Imaging Data Is Going to Waste – Here's How to Unlock Its Potential, Forbes, January 2024
2. Storage needs for computers in radiology, Computers in Radiology, April 2006
3. The Current Role of Image Compression Standards in Medical Imaging, National Library of Medicine, 2021

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