

Modern Solution For

Limitless Scale and Multi-Array Management



Pure Storage® with FlashArray™ delivers next-level performance at scale in a high-capacity, dense 5U storage platform that's built for resiliency. Designed to work with the cloud-like operating model of Pure Fusion™, FlashArray//XL powers your largest apps and databases effortlessly.

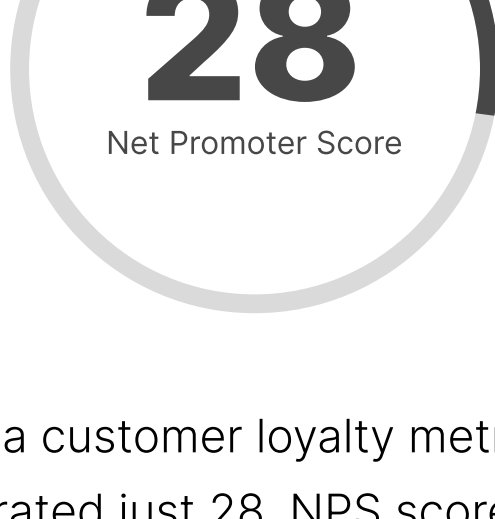
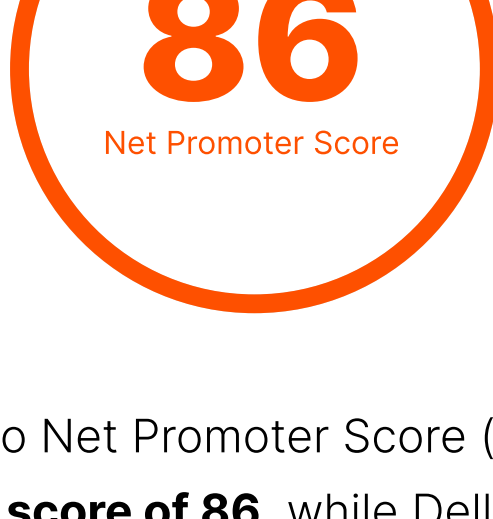
Check out the reasons why you should make the move from Dell EMC to Pure.

1

High Net Promoter Score

Pure Storage

Dell EMC



According to Net Promoter Score (NPS), a customer loyalty metric, Pure Storage achieved a score of 86, while Dell EMC rated just 28. NPS score measures customers' willingness to both return for another purchase and make a recommendation to others.

2

Peace of Mind

Evergreen™ Storage sets the standard for confidence in storage purchases—now and in the future.



Truly non-disruptive, data-in-place modular upgrades



Right-size guarantee



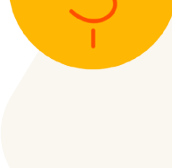
Anytime 100% trade-in credit

>8,500
controller upgrades without disruption

3

Lower Total Cost of Ownership

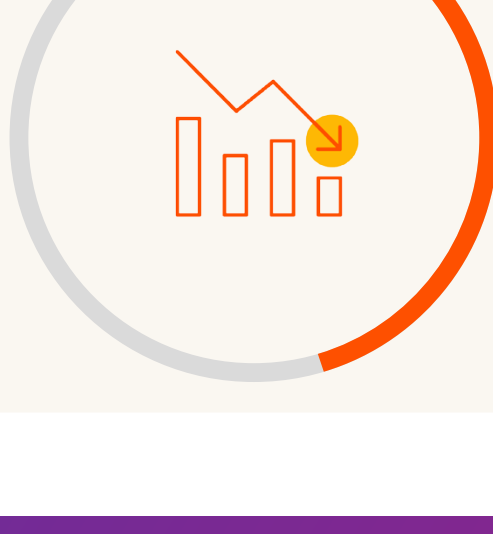
Pure's Evergreen Storage ownership model provides a radically better experience at a lower total cost of ownership (TCO). Optimal value comes from maintaining a modern storage solution through Pure's included non-disruptive, data-in-place controller upgrades.



Pure delivers six-year lifecycle TCO savings of up to

45%

[*view source]

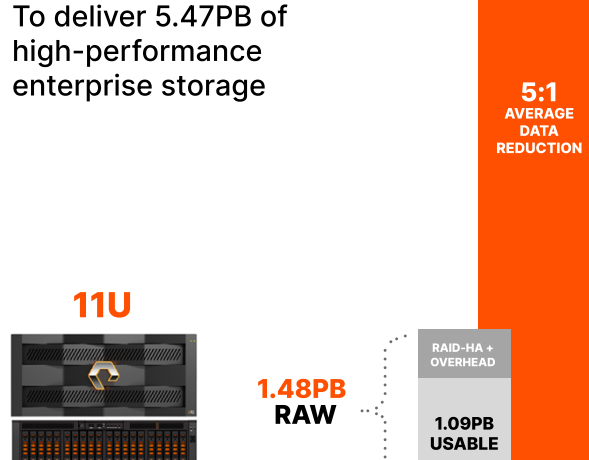


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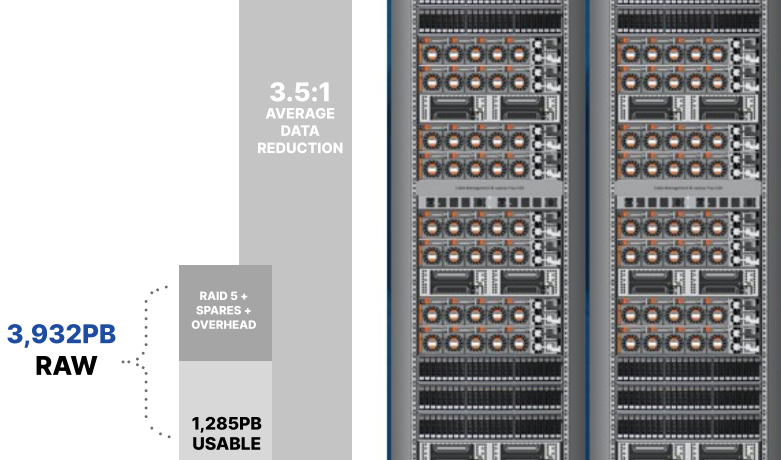
Superior Density

Pure delivers high-density, superior products to maximize your value and minimize your footprint.

Pure FlashArray//XL 170



Dell EMC PowerMax 8000



NOTE: Based upon publicly available data as of September 2021, per the [Dell Technologies PowerMax family spec sheet](#). PowerMax configured as RAID5, using 32 usable drives per brick with max of 8 bricks. PowerMax data reduction based upon average 3.5:1 claim by Dell on page 1 of the [Dell Technologies All-Flash Data Reduction Guarantee Terms and Conditions](#).

5

Efficiency Guarantee

Pure provides the Right Size Guarantee™ tailored to each customer.

Pure Storage

VS

Dell EMC

FlashArray//XL enables an average of 5:1 with only deduplication and compression, or an average of 10:1 with thin provisioning.

The PowerMax Future-Proof Program has a 3.5:1 guarantee.

The 5:1 storage efficiency guarantee is possible with an additional ProSupport contract.

6

Performance and Reliability

FlashArray//XL gives enterprise strength without enterprise complexity. Run everything from massive databases to cloud-native applications at the next level.



70%
more performance
(vs. FlashArray//X90)

as low as
150
µs latency

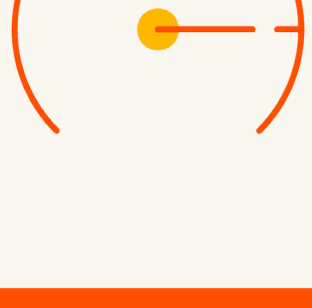
as much as
36
GB/s throughput

Compared to Dell PowerMax, FlashArray Customers Experience

87%
less power consumption

87%
less heat generated

94%
less weight



99.9999%

Thousands of customers rely on Pure and its generational upgrades to deliver six-nines of availability.

7

Built for the Cloud

FlashArray natively integrates with Pure Fusion.

Pure Storage

VS

Dell EMC



Easily provision, manage, and consume enterprise storage with the on-demand provisioning, effortless scale, and simple self-management of the cloud.



Use Fusion's API framework to enable on-demand **Storage-as-Code™**.

With PowerMax, storage infrastructure relies on third-party plug-ins and APIs for container and DevOps automation.

Ready to Move Up?

Accelerate business results, from entry level to enterprise, with FlashArray//XL, the all-flash storage pioneer and leader. Run everything from large databases to next-gen cloud-native applications in both ethernet and fibre channel environments.

More Resources

[Discover FlashArray//XL](#) [Test drive FlashArray](#) [See FlashArray in action](#)

Learn more at:

purestorage.com/flasharray