SOLUTION BRIEF

# Leveraging Pure1 for Carbon Footprint Reduction

Squeeze even more efficiency from your already efficient all-flash storage.

The Sustainability Assessment in Pure1 offers a unique opportunity to not only optimize your flash storage but also reduce your carbon footprint. By analyzing scope 2 and scope 3 emissions, Pure1 provides actionable insights that empower you to make environmentally conscious decisions, transforming your data center into a model of efficiency and sustainability.

## The Pure Approach to Sustainable Storage

Pure Storage® delivers an enterprise storage platform that is already 85-95% more efficient than competitive all-flash and spinning disk arrays respectively, delivering significant gains right out of the box. This efficiency is further refined by Pure1® by analyzing your storage in terms of watts per terabyte. By calculating the amount of power consumed to store each terabyte of data, this metric provides a uniform benchmark across FlashArray™ and FlashBlade® storage systems. With Pure1, you'll receive tailored recommendations to further reduce your watts per terabyte, ensuring your storage is as energy-efficient as possible.

In addition, Pure1 provides visibility into your actual power consumption and BTUs per hour for each array and can be aggregated at the data center level. This granularity allows you to monitor energy usage and thermal output across your entire Pure Storage infrastructure, helping you identify inefficiencies and potential cost savings. By leveraging this detailed data, you can fine-tune your operations to ensure that every watt is used effectively, contributing to both sustainability goals and operational efficiency.

## A Greener Outlook on Your Storage

The Sustainability Assessment in Pure1 goes beyond just realtime data by providing annual projections that offer a comprehensive view of your energy consumption and carbon footprint. By analyzing your current utilization, the assessment calculates how many megawatt hours (MWh) your storage infrastructure consumes annually, giving you a clear understanding of your energy usage. This analysis also highlights the energy savings achieved by using highly efficient Pure Storage systems and allowing you to see the tangible benefits of your investment.

**True Visibility**

Monitor your energy usage and cooling needs with actual power and BTU insights across your entire Pure Storage infrastructure.

**Maximize Storage Efficiency**

Tailored recommendations help get the most from your already efficient all-flash storage from Pure Storage.

**Sustainability for a Lifetime**

Track the full lifecycle of your Prue Storage arrays with scope 3 emissions, insights, and relatable benchmarks.

The assessment then translates this energy usage into direct carbon emissions, measured in Kilograms of CO2 equivalent (KGCO2e) using EPA-approved formulas. This provides a precise estimate of your storage related carbon footprint as well as the corresponding CO2 savings achieved with your Pure Storage system. You can factor in the renewable energy your organization uses to develop a more accurate picture of your net carbon emissions. To further contextualize your performance, the assessment enables comparisons of your emissions against similar peer organizations based on array types, workload, and usable capacity. This comparison offers valuable insights into how your sustainability efforts stack up within your peer organizations, guiding your ongoing environmental strategy.

## A Lifetime of Sustainability

Until now, the Sustainability Assessment has primarily concentrated on scope 2 emissions, which are directly related to the energy you purchase for operations. Now, we've broadened our scope to include a lifetime summary of your scope 3 emissions covering the indirect emissions generated throughout the product's lifecycle. From upstream activities such as material production and transportation to assembly, testing, packaging, and eventual disposal. This comprehensive report provides you with a deeper understanding of the environmental footprint of your Pure Storage arrays. Whether for regulatory compliance, corporate responsibility, or maintaining brand reputation, this data is crucial. And thanks to our Evergreen® architecture, the end of life impact of your arrays is minimal, supporting long term sustainability and reducing waste.

To make this scope 3 information even more accessible, we've translated the data into relatable benchmarks such as the equivalent gasoline consumption or the number of tree seedlings required to offset these emissions. Calculated over a ten year lifespan, these benchmarks offer a clear picture of your long term environmental impact. Whether you're managing a global fleet of storage arrays, or focusing on specific data centers, the ability to filter and report on this data ensures you can meet your various reporting requirements across different regions.

## Purely Sustainable Innovation

Our commitment to sustainability is not just about reducing environmental impact: It's about empowering you to drive meaningful change in your organization. With the comprehensive insights provided by the Pure1 Sustainability Assessment, you have the tools to optimize your storage infrastructure, reduce your carbon footprint, and meet your sustainability goals with confidence. Whether you're focused on energy efficiency, regulatory compliance, or corporate responsibility, Pure1 gives you the data and recommendations needed to make informed decisions. Together, we are building a more sustainable future that balances innovation with environmental stewardship, ensuring that your storage solutions not only meet today's demands but also contribute to a greener tomorrow.

## Additional Resources

- Learn more about how Pure Storage is leading the way in greener storage solutions.
- See what else Pure1 can do for you.
- Ready to take the assessment? Log in to Pure1.



©2024 Pure Storage, the Pure Storage P Logo, Evergreen, FlashArray, FlashBlade, Pure1, and the marks in the Pure Storage Trademark List are trademarks or registered trademarks of Pure Storage Inc. in the U.S. and/or other countries. The Trademark List can be found at purestorage.com/trademarks. Other names may be trademarks of their respective owners.

PS2669-01-en 09/24