

# The Enterprise Data Cloud

Stop managing storage, and start managing data.

AI has raised the stakes for enterprise infrastructure. The question is no longer how much storage you have, but whether your data is consistently available, understood, and governed across your environment. Legacy storage was never designed to work that way. It was built to serve applications, one silo at a time.

That's the problem. Every application your business runs has its own data definitions, protection rules, and governance logic baked in. The result is an enterprise where data means different things in different systems, and AI, which needs to reason across all of it, gets stuck at the seams.

The Enterprise Data Cloud (EDC), powered by the Everpure™ Platform, fixes that. It delivers a unified, intelligent data management layer across your entire environment so data is ready, governed, and available when the business needs it.

## The problem with application-centric infrastructure

Enterprise IT spent decades building infrastructure around applications. Each system (ERP, CRM, HCM, and analytics) brought its own data model, governance rules, and storage requirements. Infrastructure followed: block storage here, object storage there, backup systems layered on top, and analytics pipelines stitched together to reconstruct meaning that was broken at the source.

The result is silos at every layer: application, semantic, infrastructure, and governance. AI exposes all of them at once.

### Fragmented data

Data lives in too many places with too many owners and no unified access model, consistent governance, or single version of the truth.

### Manual operations at scale

Protection, placement, compliance, and lifecycle decisions get made system by system, drift and errors accumulate, and the overhead grows with every workload you add.

### Broken semantics

Every application defines data in its own way. "Customer" in your CRM isn't the same as "customer" in your ERP. AI can't reason across systems that don't speak the same language.

### Security gaps under pressure

Siloed platforms mean inconsistent protection. Detection is slow and recovery is uncertain. Your resilience is only as good as your weakest silo.



#### Unified data

Data is unified in one consistent, silo-free layer.



#### Automated control

Data environments run on policies instead of manual effort.



#### AI-ready foundation

Data is governed, protected, and ready for AI.

## Meet the Enterprise Data Cloud

The EDC isn't more storage. It's a new model for managing data, built on the Everpure Platform, that spans on-premises, hybrid, and public cloud environments with consistent intelligence and control.

Where legacy infrastructure manages arrays, the EDC manages data. It knows how workloads use data, automatically applies global policies, and governs placement, protection, and lifecycle decisions without anyone having to ask.

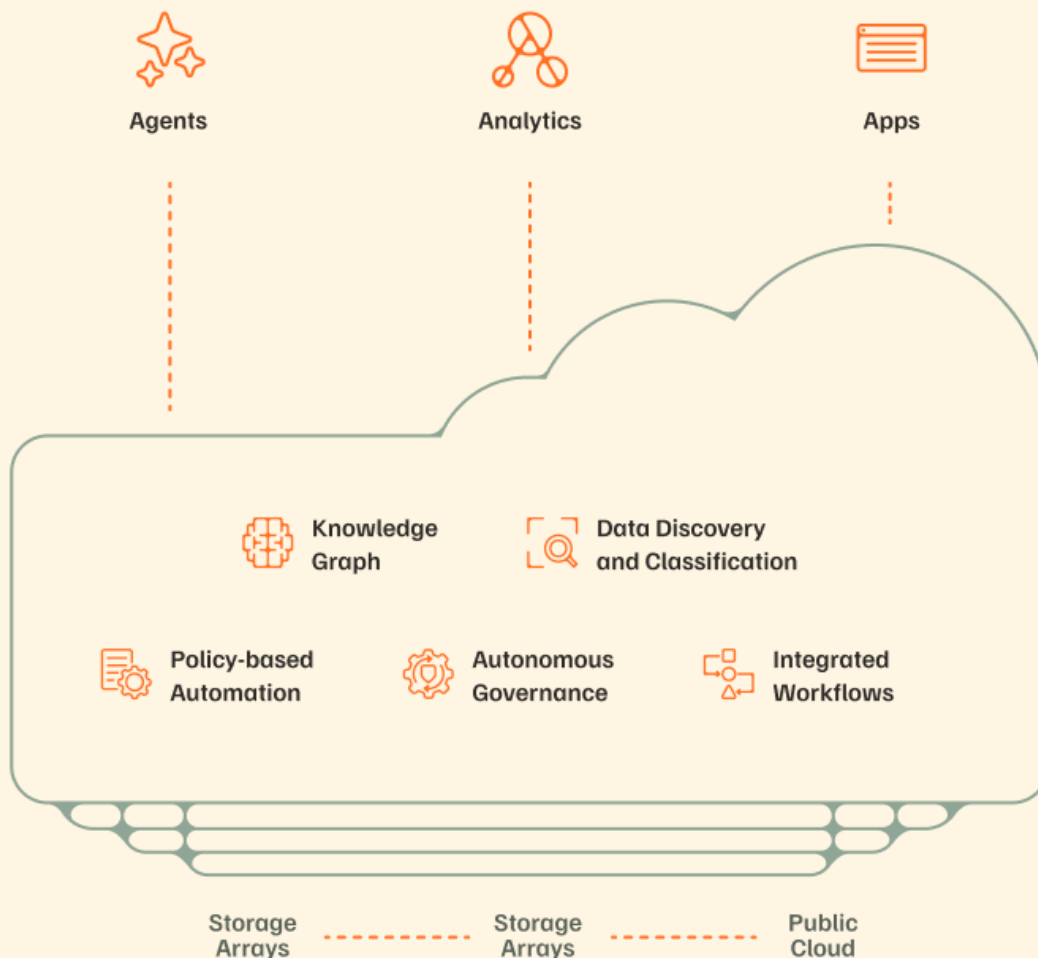
“The EDC provides you a future where your data is always under software control, always available, more secure, and maximizes its value for your organization.”

Charles Giancarlo, CEO, Everpure

## What the EDC delivers

### One virtualized cloud of data

The EDC provides one logical data environment spanning every location—on-premises, hybrid, and cloud. Data behaves consistently everywhere. This means no more fragmentation or sprawling copies and the ability to scale to multi-petabyte estates without adding management domains or having to start over.



### Autonomous, policy-driven control

Define intent once, and the EDC does the rest: provisioning, protecting, governing, and optimizing your entire data estate in real time. Policies adapt to workload behavior as it changes. Manual runbooks become continuous, policy-enforced operations that reduce configuration drift and manual tasks by 70–80%.<sup>1</sup>

### Continuous data intelligence

The EDC continuously discovers, classifies, and contextualizes data across every environment: structured, unstructured, cloud, on-premises, software-as-a-service, and mainframe. It builds a semantic knowledge graph that maps relationships among datasets, workloads, and policies so every automated decision has the context it needs to be right. It's not a point-in-time scan, but a living picture of your entire data estate.

### Uniform security and resilience

Consistent cyber resilience is provided across the whole EDC, with continuous monitoring, SafeMode™ Snapshots, always-on encryption, and policy-based security. When something goes wrong, clean infrastructure is back in 24 hours, backed by a first-of-its-kind SLA guarantee.

### Always current, delivered as a service

With Evergreen//One™, storage is a fully managed service. It is always modern and always available, allowing you to scale without disruptive upgrades, migration projects, or planned downtime. Nondisruptive, in-place updates keep the whole fleet current. 97% of systems sold in the last six years are still in service and fully up to date.

#### Where does the EDC take you?

There are three outcomes every IT leader is held accountable for, and the EDC actually moves the needle on all of them.



##### Reduce risk

Continuous protection, policy-enforced governance, and clean recovery keep your data secure and resilient, backed by guaranteed SLAs.

**10x faster recovery.<sup>2</sup> 99.9999% uptime. Guaranteed.**



##### Move faster

Automated provisioning, on-demand workload mobility, and AI scalability let you scale without rebuilding your environment.

**Instant workload migration and 20x faster AI processing<sup>3</sup>**



##### Cut the overhead

Automated lifecycle decisions and higher fleet utilization mean less cost, less manual work, and less wasted capacity.

**74% lower TCO compared to legacy storage<sup>4</sup> and 85% fleet utilization**

## Your prescriptive path to an EDC

Start with a short assessment to identify your current maturity and top priority. Get a personalized blueprint that includes prescriptive guidance on what to do next, sequenced to your environment and built around the results your business needs.

The EDC success blueprint tells you exactly where you stand today across each outcome area, which capabilities to prioritize first, and what technology, process, and governance changes will move the needle. There's no vague guidance or generic best practices.

Every recommendation is specific to your environment, and every milestone is tied to a measurable result. And the blueprint grows with you, from your first priority all the way to a fully realized EDC.

“It opened the door to executive-level dialogue. The assessment creates a business-first reason to connect technology decisions to measurable outcomes.”

Cloud Executive, Global Enterprise

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Begin with an EDC assessment and leave with a plan that's actually yours.

**Get Started With Your Enterprise Data Cloud Success Blueprint**

1 | <https://www.everpuredata.com/products/automation-orchestration.html>

2 | <https://investor.everpuredata.com/news-and-events/press-releases/press-release-details/2024/With-Pure-Storage-MPI-Reduces-Data-Center-Footprint-by-95-Achieves-10x-Faster-Time-to-Recovery/default.aspx>

3 | <https://blog.everpuredata.com/purely-technical/20x-faster-inference-first-kv-cache-for-s3-and-nfs/>

4 | <https://www.everpuredata.com/company/newsroom/press-releases/pure-delivers-advancements-with-next-gen-flasharray-x-and-c.html>

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