Everpure

Why you need an 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. Most technology leaders can describe their AI ambitions in detail. Far fewer can describe their data's actual readiness with the same confidence, and the gap shows: 60% of AI projects will be abandoned through 2026 for lack of AI-ready data,[1] and 95% of organizations running GenAI in production have seen zero measurable return.[2]

Legacy storage was never built to answer that question. It was built to serve applications, one silo at a time. Every application your business runs has its own data definitions, protection rules, and governance logic baked in, so "customer" means one thing in your CRM and something else in your ERP. AI, which needs to reason across it all, gets stuck at the seams.

The Enterprise Data Cloud (EDC), powered by the Everpure™ Platform, fixes that. It makes data, not the application, the authoritative layer, and it delivers a unified, intelligent 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.

That approach produces the same three failures everywhere it runs.

Duplicate definitions

Every system keeps its own copy of the truth, reconciled manually.

Unmanageable at scale

More systems, architectures, and management planes mean higher costs and less control the bigger the estate gets.

Fragmented context

AI reasons across broken pieces of data and hallucinates because of it.

Data primacy fixes it by making data the authoritative layer instead of the application, with one set of data objects instead of five conflicting copies, and policy enforced at the source instead of bolted on after. You get one platform that scales without a redesign.

Unify

Data lives in one consistent, silo-free layer instead of scattered copies.

Govern

The data environment runs on policy instead of manual effort.

Understand

Data is discovered, classified, and mapped, so AI can reason over it accurately instead of guessing.

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.

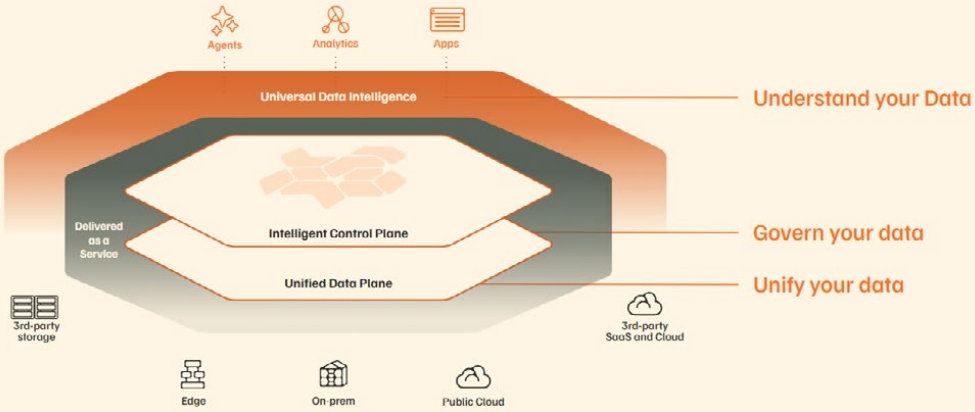
Where legacy infrastructure manages arrays, the EDC manages data. It knows how workloads use data, automatically applies global policies, and governs placement, protection, and lifecycle decisions without anyone having to ask.

> "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. Cross-environment copies drop by up to 90%, and data movement cycles drop by 50% to 70% because there's nothing left to manually synchronize. Evergreen® Architecture keeps that foundation strong as it grows: nondisruptive upgrades to hardware, software, and capacity mean the layer above it never needs to be rebuilt or migrated.



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 IOPS, bandwidth, and capacity change, automatically matching workload needs. Manual runbooks become continuous, policy-enforced operations that reduce configuration drift and manual tasks by 70–80%.[3]

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. Its semantic knowledge graph maps relationships among datasets, workloads, and policies, not just where files sit, so every automated decision has the context to be right. That's 98.6% out-of-the-box classification accuracy across 1.7 billion entities, the difference between a model that reasons accurately and one that guesses.

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.

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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.[4] 99.9999% uptime guarantee.

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[5]

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[6] 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**

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.gartner.com/en/newsroom/press-releases/2025-02-26-lack-of-ai-ready-data-puts-ai-projects-at-risk
2 | https://mlq.ai/media/quarterly_decks/v0.1_State_of_AI_in_Business_2025_Report.pdf
3 | https://www.everpuredata.com/products/automation-orchestration.html
4 | 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
5 | https://blog.everpuredata.com/purely-technical/20x-faster-inference-first-kv-cache-for-s3-and-nfs/
6 | https://www.everpuredata.com/company/newsroom/press-releases/pure-delivers-advancements-with-next-gen-flasharray-x-and-c.html

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