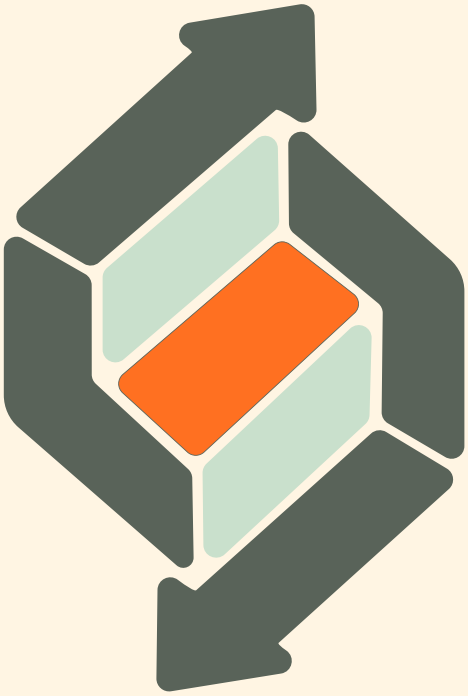
Everpure™



Your Data Deserves Better Than NetApp

High-performance workloads are increasing across every industry, and as a result, data growth has become exponential. The demands placed on infrastructure have shifted dramatically. Today, organizations need intelligent, scalable, and automated storage that adapts quickly.

Unfortunately, legacy systems are no longer up to the task. They cannot provide the control, flexibility, and governance required to support modern business. They often force IT teams to stitch together multiple tools from different vendors, creating siloed environments and growing operational complexity.

This is exactly where NetApp falls short.

NetApp positions its Fabric-Attached Storage (FAS), All-Flash FAS (AFF), and All-Flash SAN Array (ASA) storage arrays as cutting-edge technology, but they're fundamentally traditional arrays. Taking a legacy approach to storage, NetApp has built its systems using a bolt-on architecture with disparate operating system and software options, adding capabilities over time rather than embracing a truly new design. This can lead to inconsistent performance, disruptive upgrades, complex licensing structures, and multiple management tools that make for a frustrating customer experience.

Everpure™ takes a radically different approach. From the beginning, we built our technology for this new reality. We designed a true platform that adapts, simplifies, and scales as our customers grow. This means a consistent experience across every deployment, whether on premises, in the cloud, or both. It means seamless upgrades without downtime or risk and freedom from forklift replacements and fragmented management.

At the same time, industry analysts agree that organizations must move away from purchasing traditional storage infrastructure.[1] The smarter path is to invest in integrated storage platforms that support diverse workloads, improve operational efficiency, and accelerate business outcomes. The Everpure Platform delivers exactly that.

Because we control our innovation end to end, we can deliver next-gen capabilities like DirectFlash®, Pure1®, and Evergreen® without compromise. These technologies work together to remove friction, increase visibility, and support continuous modernization. While NetApp remains anchored in a past built on legacy software principles, Everpure is focused on building the data platform to power what comes next.

You have a choice. You can keep patching together various systems and hope they keep up, or you can move forward with a partner who is ready for tomorrow. Everpure is that partner. Need five reasons to be convinced?

1 Everpure enables seamless continuity

Downtime is a catastrophe for the modern enterprise. Productivity grinds to a halt, services go dark, and customers get angry. Avoiding downtime and maintaining your service level agreements (SLAs) are essential not only for IT reliability, but for broader business continuity and growth.

Everpure is one of the only providers delivering a full suite of SLA-backed guarantees that cover every layer of the storage experience. At the heart of these guarantees is Everpure Evergreen, which underpins both Evergreen//Forever™ and Evergreen//One™. Evergreen//Forever ensures that storage infrastructure remains continuously modern through data-in-place, nondisruptive software and hardware upgrades. Compatibility is guaranteed across generations so systems can evolve incrementally without forced refreshes, data migrations, or rebuying capacity. Evergreen//Forever directly supports uptime, performance, and operational continuity—core SLA concerns for any business.

But Evergreen//One, our storage-as-a-service (STaaS) offering, elevates this to an entirely new level. It is one of the industry's first STaaS solutions that offers financially backed SLAs across six critical dimensions:

1. 99.9999% availability[2]

Infrastructure is guaranteed to remain online and accessible—even during maintenance and upgrades—with measurable uptime targets that support even the most demanding SLAs.

2. Performance

Workloads are delivered with predictable, guaranteed performance, measured in latency and IOPS depending on the service tier.

3. Zero planned downtime

Upgrades and expansions are performed nondisruptively, with no scheduled maintenance windows that interrupt service.

4. Energy efficiency

Everpure guarantees watts-per-terabyte efficiency targets and even pays the power bill for systems under Evergreen//One, reducing environmental impact and operational cost.

5. Capacity buffer

Everpure maintains a reserve of on-demand capacity (typically 25%[3]) so you can grow instantly without planning delays or capacity breaches.

6. Deployment speed

Storage is provisioned quickly, with service level targets for deployment time frames, ensuring business agility.

These SLAs are not aspirational—they are contractually enforced. NetApp offers no true equivalent to Evergreen. Its Storage Lifecycle Program (SLP) has a history of complex add-on licensing, disruptive generational upgrades, and complicated migration requirements. Data-in-place upgrade options are lacking. Last-generation controller upgrades, for example, require a professional services–led aggregate relocation process. These traditional upgrade approaches add risk, cost, and downtime. Even a planned maintenance window can be incredibly disruptive to business-critical services, not to mention customer SLAs.

The difference between NetApp and Everpure is even more pronounced at the architectural level. Our stateless, modular design eliminates the need for redundant array of independent disks (RAID) rebuilds, manual rebalancing, or deep system tuning during upgrades. Administrators can maintain system performance while making real-time changes, ensuring consistent service delivery under pressure. NetApp's traditional architectures, on the other hand, can introduce operational risk with every refresh or expansion.

Put simply

NetApp offers traditional storage architectures with traditional storage upgrades that can cost your business time and money. With Evergreen//One, Everpure takes a modern approach that meets you where you are. You get guaranteed outcomes, operational transparency, and modernization without the burden of owning and managing hardware life cycles. If your business depends on uptime, energy savings, and the ability to scale fast, Everpure is one of the only vendors offering SLA-backed guarantees that truly support your business end to end.

2 Redefine performance with Everpure DirectFlash, and leave legacy SSDs behind

NetApp, like many traditional storage providers, offers storage arrays featuring commodity solid-state drives (SSDs). By choosing off-the-shelf SSDs, they're limiting performance at the architectural level. Embedded controllers mean that each drive manages data independently, resulting in fragmented performance, higher latency, and inefficient resource utilization. A legacy flash translation layer further increases latency, reduces efficiency, and disrupts performance—all of which can quickly snowball from minor inconvenience to major losses in productivity.

By relying on commodity SSDs, NetApp is also opening itself up to supply chain challenges. SSDs made in China may be subject to tariffs,[4] making costs unpredictable. Even worse, increasingly frequent breakdowns in the global supply chain mean you may not be able to get the SSDs you need as you attempt to scale up. But all of these problems grow with your environment. Your infrastructure expands, your workloads become more complex, and inflexible commodity SSDs start to break down.

Everpure takes a fundamentally different approach. Our DirectFlash Modules eliminate the flash translation layer entirely. Instead of relying on embedded controller logic inside each drive, Everpure centralizes all flash management in software through the Purity operating environment. This design allows for precise control over data placement, smarter wear leveling, lower write amplification, and more consistent low-latency performance across the array.

The benefits of this approach are measurable. Everpure DirectFlash architecture consumes up to 54% less power per terabyte than competing SSD-based platforms.[5] It is significantly more reliable, with a failure rate of just 0.15%—one-sixth that of commodity SSDs.[6] It delivers higher storage density and more efficient use of rack space because fixed drive sizes do not restrict it. All critical flash operations, from performance tuning to garbage collection and failure recovery, are handled in software, giving administrators complete visibility and control without relying on disparate, drive-level decision-making. And because we use our own proprietary DirectFlash Modules, we maintain greater control over our core storage technology.

Everpure DirectFlash delivers system-wide intelligence and real-time adaptability through a single, integrated software stack. There are no controller silos, no bottlenecks created by legacy SSD limitations, and no compromises on performance or efficiency. The Everpure Platform gives you the flash performance you expect with the simplicity and control you need to keep your infrastructure lean and future-ready.

Put simply

DirectFlash Modules from Everpure are purpose-built to outperform and outlast commodity SSDs. They fail up to four times less frequently, extend media lifespan through advanced software-managed flash optimization, and reduce power and rack space requirements.[7] With centralized control over flash, Everpure delivers a faster, more reliable, and more efficient platform that helps you reduce cost and complexity while staying ahead of your growing data demands.

3 Choose integrated AIOps with Everpure, or stay disjointed with NetApp

In today's AI-driven landscape, you must adopt AI in your IT operations to stay relevant. Savvy IT teams are bringing intelligence and automation to all elements of their infrastructure, from management to analytics to decision support. Pure1 can help. With Pure1, you gain a single, unified control plane for all elements of storage management. There are no hidden costs, confusing interfaces, or bolt-ons—just one easy, cloud-native AIOps platform purpose-built for an AI world.

Pure1 combines real-time telemetry, capacity forecasting, energy optimization, and automated planning into one integrated system. It analyzes thousands of global environments to deliver predictive insights that help organizations reduce risk, improve uptime, and align IT operations with business demands. Administrators benefit from complete visibility, AI-guided decision-making, and real-time feedback without toggling between disconnected tools.

Automation is embedded in the core experience. Pure1 handles policy-based management, proactive alerts, automated tasks, and secure infrastructure monitoring. It minimizes the potential for human error, accelerates root cause analysis, and enforces operational consistency across all arrays. With Everpure AI Copilot, Pure1 allows teams to ask questions in natural language and receive immediate, actionable responses. This turns siloed knowledge into shared intelligence and enables faster resolution without the guesswork.

Your work isn't so simple with NetApp. NetApp is constantly shifting their approach to management tools, adding new products and rebranding existing ones.[8] Their latest tool is BlueXP, which they market as a single control plane for multicloud infrastructures.[9] Active IQ, an AIOps tool, is marketed as part of BlueXP[10] but also has its own separate support pages and documentation, while Data Infrastructure Insights exists as yet another interface IT must learn.

Many of these tools have changed names multiple times (for example, Data Infrastructure Insights was previously Cloud Insights and Active IQ Unified Manager was formerly OnCommand Unified Manager). But repackaging the same technology doesn't necessarily improve it. If anything, it has the potential to confuse and frustrate customers who simply want to use the tools they know. Ironically, the only consistency is fragmentation.

Pure1 was designed to unify operations, not complicate them. It enables a platform-native approach to AIOps that empowers IT teams, simplifies infrastructure management, and supports continuous innovation.

Put simply

Pure1 gives you intelligent storage management without the burden of complexity. While NetApp forces customers to juggle multiple disconnected tools, Pure1 delivers AI, automation, and insights in a single intuitive interface. This frees administrators to focus on strategic priorities, eliminate repetitive tasks, and confidently move faster.

4 Invest in Everpure, a partner that invests in you

Everpure is the partner of choice for some of the world's leading brands, including SiriusXM, Ford, and ServiceNow. These organizations choose Everpure year after year because of the performance, scalability, reliability, and unmatched support that we offer. With Everpure, they're not buying hardware; they're investing in a true partnership. "We often set out with moonshot projects," says John Nelson of ServiceNow, "and the next thing we know, [Everpure] is right there with us on the shuttle."[11]

We center everything we do around our customers' needs. Our Net Promoter Score (NPS), the gold standard in measuring customer satisfaction, currently stands at 84 (a score of 70 is considered exceptional[12]). This level of customer satisfaction is nothing new for Everpure, though. We've sustained a score of 80 or higher for over a decade.[13] Our high NPS year over year reflects a consistent focus on our customers and a willingness to commit to public accountability.

Many companies say that their customers are happy. Fewer can support that statement with third-party data. Though NetApp agrees in its own marketing material that the NPS is a helpful metric,[14] they do not report their own NPS. Instead, they cite results of a customer survey they've administered themselves.[15] Everpure scores higher than NetApp on every metric available on Gartner®[16] Peer Insights™, a site collecting verified user reviews of enterprise products.[17] Scalability, ease of deployment, performance, quality of technical support… you name it, Everpure beats NetApp. The difference is stark.

When you're researching a potential new investment, it can be difficult to tell the difference between two products on paper. The real differentiator is the everyday experience you'll have—not just with that product but with the partner who's providing it. Everpure openly shares an independently validated NPS and has done so for over a decade, sustaining a high level of customer satisfaction. NetApp doesn't do the same.

Put simply

Customers trust Everpure. Ford, Comcast, and NASA, among other industry leaders, have stuck with Everpure for more than high performance or exceptional availability. These companies need long-term partnerships, and Everpure has delivered. While Everpure maintains a consistent NPS of 80 or higher, NetApp does not disclose their NPS, even as they admit that it's a valuable metric.[18] Unprecedented times call for an exceptional partner.

5 Unify your storage and leave complex, fragmented systems behind

The NetApp portfolio is one of individual products—it's not a platform. While each product has unique features, the NetApp portfolio is based on legacy principles. A lack of cohesive management exacerbates the problem of traditional data silos. Performance, especially block performance, is inconsistent from one product to another. NetApp claims to offer unified storage, with a promise to let customers store data anywhere. Let's explore why NetApp, with its disparate collection of hardware and software tools, comes up short compared to Everpure.

NetApp has a wide range of storage offerings—AFF, ASA, and FAS systems, as well as other legacy systems—as separate "storage platforms,"[19] with each one including different product configurations and types. This disjointed set of solutions, models, and media types results in portfolio sprawl that can leave customers confused. As an attempt to answer operating system and hardware compatibility questions, NetApp offers the Hardware Universe (HWU) tool and Interoperability Matrix Tool (IMT).[20] But with an 85-page user guide for the HWU alone,[21] we have to ask: How straightforward can these tools actually be?

When it comes to software, NetApp offers BlueXP for management (life cycle and monitoring), Active IQ for analytics and support, and ONTAP as their operating system. BlueXP claims to provide a unified management experience across environments, but it features disjointed AIOps interfaces and a separate analytics and support portal and interface. And while ONTAP is poised as a "unified data storage operating system,"[22] the recent introduction of ONTAP One highlights exactly why it isn't. Available only on select systems,[23] ONTAP One bundles the disparate tools and features of ONTAP into a single license. Other variations include ONTAP One Base and ONTAP One for SAN, with different features included in their bundles. But not all ONTAP One offerings are compatible with all NetApp hardware solutions or cloud services. Instead of empowering IT toward innovation, NetApp's hardware and software puzzle pieces can leave teams scratching their heads or blocked by incompatibilities.

Everpure designed its storage from the ground up to function as a true platform. The Everpure Platform provides a unified software layer across block, file, and object services, with Pure1 serving as a single control plane. You gain consistent automation; data-in-place, nondisruptive upgrades; and real-time observability across environments. Regardless of how and where you deploy—on premises, in the cloud, at the edge, or any combination—you get the same experience because all elements are fully compatible with each other (no guessing games or compatibility matrixes required).

The unified Everpure architecture simplifies management, improves performance, and reduces risk. If your storage needs increase, scaling to bring on additional resources is simple. Upgrading through Evergreen lets you stay current without service disruptions.

Put simply

The difference is clear: Everpure offers a single, integrated storage platform purpose-built to meet the requirements of modern data infrastructures, while NetApp offers a set of storage products that function independently. If your business depends on a consistent, scalable, and intelligent foundation for data, Everpure delivers what NetApp cannot: a platform that works like one.

Conclusion: Meet your future with Everpure

NetApp built its business in a different era. Today's demands for scale, automation, and platform-level simplicity have exposed the limits of legacy design. NetApp's fragmented architecture, reliance on commodity components, and disconnected management tools can leave customers with complexity, inefficiency, and operational risk. Even their approach to upgrades and customer satisfaction reflects a mindset stuck in the past.

Everpure was built for the future. From our DirectFlash architecture to our Pure1 AIOps platform, every aspect of the Everpure Platform is designed to eliminate friction, enable scale, and deliver continuous innovation. We offer data-in-place, nondisruptive upgrades; real-time intelligence; software-defined control; and a fully integrated platform experience that supports both cloud and on-premises deployments with equal simplicity.

The results speak for themselves: lower power consumption, higher reliability, simpler operations, and an NPS of 84, backed by more than a decade of customer success. In contrast, NetApp obscures its NPS and falls behind Everpure on every metric of customer satisfaction.

If your business is ready to move forward with a storage partner that brings clarity, simplicity, and long-term value, the choice is clear. Everpure is not just a better alternative—it is the platform modern IT leaders trust to power what comes next.

Explore the Everpure Platform

1 | Gartner Research, "Stop Buying Storage, Embrace Platforms Instead," January 2025.
2 | https://www.purestorage.com/content/dam/pdf/en/datasheets/ds-pure-storage-purity.pdf
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