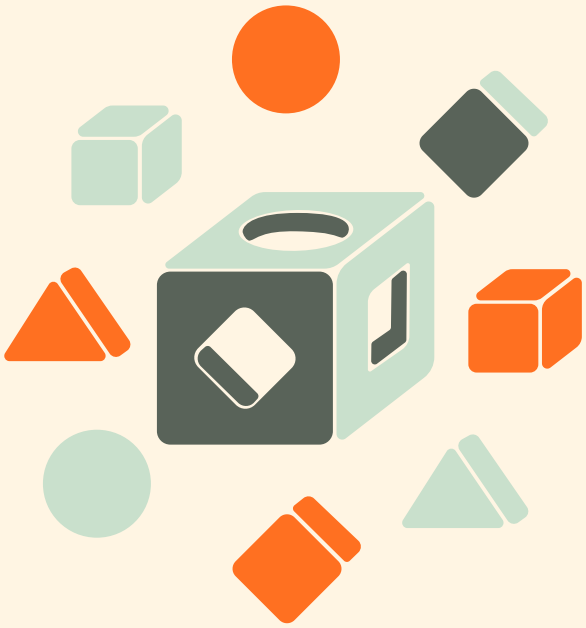
Everpure™



How HPE Holds Your Data Back

Organizations in every industry are seeing greater demand for high-performance workloads—from generative AI to data analytics and beyond—fueled by growing volumes of data.

These changes offer tremendous possibilities, but they also introduce increasing vulnerabilities. Your data is your most valuable asset, which means powering business-critical operations and maintaining data security and access are more important than ever. To meet the needs of modern workloads and data sets, your infrastructure has to change. You need an intelligent, automated, and scalable storage platform that empowers you to adapt and evolve quickly.

Traditional systems can't do that

Legacy storage solutions were built to support a simpler world in which data held a less critical role. Many legacy HPE storage systems—such as 3PAR and StoreVirtual—were built for a pre-cloud era and simply weren't designed to support the agility or scale that modern, cloud-native workloads require. These outdated architectures often force IT teams to juggle disjointed tools across multiple platforms and vendors, leading to operational silos, increased complexity, and greater risk exposure. Even HPE has acknowledged these challenges with the launch of Alletra and GreenLake for Block Storage—clear signs that traditional approaches no longer meet the demands of today's data environments.

That's exactly what you get with HPE. HPE may claim its latest offerings are innovative, but they're fundamentally built on legacy principles. It bolts together multiple software and hardware solutions, creating an inconsistent experience with complicated upgrades and myriad management tools. HPE has many products, but no unified platform.

Everpure™ takes a dramatically different approach. We purpose-built the Everpure Platform to meet the needs of tomorrow, not yesterday. Our platform adapts and scales with you, delivering reliable simplicity, agility, and flexibility for your most demanding workloads. Your experience stays the same across every deployment, whether on premises, in the cloud, or both. Management is consistent and upgrades are seamless and nondisruptive (forklift upgrades are a thing of the past).

Our fully integrated platform is designed to improve operational efficiency and accelerate outcomes across all your workloads. Next-generation capabilities like DirectFlash®, Pure1®, and Evergreen® work together to remove friction, increase visibility, and support continuous modernization. HPE focuses on adding capabilities to legacy infrastructures, but that path leads nowhere. Everpure is building an end-to-end platform to power your workloads and your data for a changing future.

You have a choice. You can stick with legacy infrastructure because it's comfortable, or you can take a future-proof approach designed to elevate your operations today and tomorrow.

Here are five reasons Everpure is your answer for modern workloads.

1 You can evolve continuously with Everpure or stagnate with HPE

In a legacy storage infrastructure, growing datastores can mean growing vulnerability. The more your data sprawls, the more attack vectors become available to bad actors. But you can't afford downtime, with costs reaching as high as $9,000 per minute.[1] You need robust service level agreements (SLAs) and the ability to scale and upgrade as your services and your requirements expand.

Everpure sets the standard by 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 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.

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 contractually enforced, financially backed SLAs across six critical dimensions:

1. 99.9999% availability[2]

Infrastructure is guaranteed to remain online and accessible, 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

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

5. Capacity buffer

We maintain 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 to ensure business agility.

High availability and reliability are supported 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.

HPE falls short in its attempt to deliver continuous evolution with its Storage Future-Ready Program (previously Timeless Program), which claims to offer in-place upgrades and all-inclusive software subscriptions.[4] However, having launched this in 2025, the program is unproven. Previous iterations were discontinued alongside the arrays they served, with no data-in-place upgrade options. This left customers with two poor options: stay with legacy technology or perform a disruptive forklift upgrade.

Today, the Storage Future-Ready Program is available only on Alletra Storage MP B10000. Limiting this program to a single type of Alletra array that does not support unified block and file storage exacerbates all the problems of legacy data silos. Customers who can't afford to upgrade every array are forced into a fragmented infrastructure, managing different arrays from different generations with different types of data. If they do choose to upgrade, they introduce operational risk and disruption with every migration or expansion.

HPE SLAs are equally fragmented. The Storage Future-Ready Program offers guarantees for cyber resilience, energy efficiency, and data loss and downtime, but again, that program applies only to HPE Alletra Storage MP B10000. HPE GreenLake for Block Storage offers service level objectives for performance, but no SLAs and no guarantees for power or rack efficiency. For business-critical workloads, where every element of your storage infrastructure must function optimally, this lack of consistent SLAs across HPE's portfolio is a warning sign.

Traditional upgrade cycles are for traditional solutions, and you deserve better. You need a platform that can grow with your business for years into the future, supporting the strictest SLAs and increasingly complex workloads. The Everpure approach prioritizes true scalability.

Put simply

With Evergreen//One, Everpure gives you the peace of mind that as your needs grow, your storage will scale quickly and easily alongside you. We promise more than performance; financially enforced SLAs guarantee availability, performance, energy efficiency, and deployment speed. HPE, in contrast, does not offer comprehensive SLAs for power and rack efficiency, and its approach to continuous upgrades is limited and unproven. Modernize your infrastructure with the Everpure Platform to get guaranteed uptime, seamless scalability, and easy expansion.

2 Everpure DirectFlash delivers future-ready performance, while HPE lives in the past

Now more than ever, compute-intensive workloads—particularly generative AI and modern applications—demand lower latencies and higher throughput. Everpure takes a new approach to match this need. The Everpure Platform incorporates DirectFlash Modules that eliminate the traditional flash translation layer and embedded controller logic. Instead, we centralize all flash management through the Purity operating environment. This unique approach to design and management 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. The DirectFlash architecture consumes up to 54% less power per terabyte than competing solid-state drive (SSD)-based platforms.[5] It is significantly more reliable, with an annual 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.

HPE, in contrast, powers its arrays with commodity SSDs that include embedded controllers and a legacy flash translation layer. Because HPE relies on industry-standard, off-the-shelf SSDs rather than designing its own flash modules, it has limited visibility and control over how the flash media behaves at the system level. This lack of tight integration restricts the platform's ability to optimize garbage collection, wear leveling, and I/O scheduling in coordination with the rest of the storage stack. As a result, performance can become inconsistent under heavy or mixed workloads, and scalability is constrained compared to architectures built around vertically integrated flash management.

HPE's reliance on third-party SSD vendors also introduces supply chain dependencies and reduces long-term architectural flexibility. Customers face unpredictable latency, inconsistent performance, and increased risk of stranded capacity due to limited drive interoperability. These issues escalate as environments scale and workloads intensify.

In contrast, 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

Everpure DirectFlash Modules 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, we deliver a faster, more reliable, and more efficient platform that helps you reduce cost and complexity while staying ahead of your growing data demands.

3 Everpure unifies AIOps for an AI-driven world, while HPE keeps tools siloed

AI-driven operations have become essential. For a resilient and scalable IT infrastructure, you need to use AI to intelligently enhance all aspects of automation, analytics, and management. We purpose-built Pure1 to serve these needs. As a cloud-native AIOps platform, Pure1 gives you a single unified control plane to manage all your data with intelligence and ease. You don't have to deal with multiple tools or hidden fees—everything is in one place.

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 for storage, 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.

HPE does not have a unified AIOps platform, but instead markets two AIOps tools: Data Services Cloud Console (DSCC), which offers data management services via HPE GreenLake, and HPE InfoSight, which provides AI-powered data collection, analysis, and recommendation (InfoSight is also incorporated into DSCC). These AIOps solutions exist alongside a variety of other infrastructure and operations management tools (for example, HPE OneView, HPE Aruba Networking Central, and OpsRamp).

Each of these solutions has its own interface and works in a different context. While some have integrated, adding compatibility after the fact can't hide that they were all developed independently. HPE's fragmented, siloed approach forces customers to learn multiple interfaces, increases manual work, and makes for inconsistent user experiences. The addition of new, fragmented AIOps tools to HPE's traditional infrastructure further underscores that it wasn't built for the age of AI.

Pure1 enhances the modern storage platform by unifying operations, not complicating them. It enables a platform-native approach to AIOps that empowers IT teams, simplifies infrastructure management, and supports continuous innovation. With Everpure, you gain a platform designed for an AI-forward world; as you expand your AI initiatives, Everpure stays right there with you.

Put simply

Pure1 elevates and simplifies storage management in a single interface. Instead of burdening busy IT teams with more new management tools, Pure1 brings AIOps to the same interface you use to manage your entire storage platform. This unified approach empowers you to spend less time on everyday management and more time on strategic priorities.

4 Everpure is a true partner with a proven history of customer satisfaction

Everpure is trusted by some of the world's most successful organizations, including PNC Bank, Rivian, and Comcast. These industry leaders don't choose Everpure for the performance or features of a single product. They stay because we are committed to them as a true partner, delivering unmatched support and innovation over multiyear journeys. PNC Bank relies on Everpure to keep critical banking services running for clients and employees. "Our main philosophy was to simplify things," said Scott Gottesman, Lead Solution Architect at PNC Bank. "... With [Everpure], we're at 100% uptime over a three-year period."[8]

These customer experiences are the standard for Everpure. There's a reason you read reviews before you buy: No matter how good the product looks, you need to know how real customers have experienced the technology. And real customers prefer Everpure. On the verified user review platform Gartner®[9] Peer Insights™, Everpure is rated higher than HPE, with 98% of reviewers recommending us.[10] Our customers trust us because we put them first. With Everpure, you get more than strong performance—you gain a long-term partnership focused on reliability, innovation, and exceptional service.

Experience-based data supports this level of customer commitment. Everpure has received a Net Promoter Score (NPS) of 80 or higher for the last decade, with a score of 84 in 2025.[11] NPS, a globally recognized standard in measuring customer satisfaction, is an externally audited and validated metric that directly reflects customer loyalty. For context, a score of 70 or above is exceptional, and the average NPS across the technology industry is just 35.[12] Our score—and willingness to discuss it—reflects a long-standing commitment to customer success and a willingness to be held publicly accountable.

In contrast, HPE doesn't disclose its NPS. This lack of transparency is a recent development, but it's not surprising when you consider that its NPS has declined over time—from 56 in 2016[13] to 47 in 2022.[14] When you make a significant technology investment, you want a partner committed to transparency and improvement over time. While HPE has simply stopped publishing this industry-standard customer satisfaction metric, we openly share our third-party-validated NPS and have met or exceeded our own standard for over 10 years.

Put simply

Everpure has consistently delivered an exceptional NPS of 80 or above, more than double the industry average of 35. This quantified customer satisfaction metric is backed by real customer experiences, with organizations relying on Everpure for long-term partnerships. HPE doesn't report its NPS, and estimates available don't look good. If you're looking for a consistent partner year over year, the choice is clear.

5 The disjointed HPE portfolio stands no chance against the Everpure Platform

To effectively utilize your data, you need a storage platform with built-in automation and unified management, one that prioritizes simplicity and clarity. HPE has an extensive portfolio but no single comprehensive platform. Its offerings are like a data center that has grown haphazardly over time: some old solutions and some new, but all of it disjointed. HPE Alletra and HPE SimpliVity are unique bundles of storage and software products that require distinct deployment, management, and upgrade processes. HPE GreenLake for hybrid cloud is an attempt to provide a more unified platform experience, but without the ability to integrate data from legacy sources, it falls short.

Nowhere is this fractured approach more apparent than in HPE management interfaces. Depending on the products you rely on, you may need to use DSCC, InfoSight, OneView, Aruba Networking Central, OpsRamp, or other tools for AIOps, infrastructure and operations management, and analytics. While HPE markets an all-inclusive software subscription alongside HPE Timeless Controller Refresh,[15] it charges extra for data encryption on Alletra Storage MP B10000[16] and HPE Data Ops Manager, a management and monitoring tool delivered via DSCC. Without a global management framework, there's no way to ensure operational consistency across teams and products. This fractured approach increases the risk of missed insights, security breaches, and wasted time.

A true platform should have built-in automation, unified management, and simple scaling and upgrades. HPE can't hit those marks, but Everpure can. The Everpure Platform delivers a unified software layer across block, file, and object services with a single control plane through Pure1. It supports consistent automation, nondisruptive upgrades, and real-time observability across environments. Whether you deploy on premises, in the cloud, or at the edge, the experience remains the same.

HPE doesn't have a platform; instead, it offers a portfolio of hardware and software tools with all the attendant fragmentation. In contrast, Everpure architecture eases management, speeds performance, and lowers risk. All elements of the platform are compatible with each other, making the user experience consistent and seamless. When you need upgrades or additional resources, scaling is simple. To enable continuous modernization with no disruption, Evergreen//Forever offers nondisruptive upgrades with compatibility guaranteed across generations.

Put simply

Everpure gives you a single, unified platform while HPE offers individual, isolated products. It's the difference between buying a meal at a restaurant and ingredients at the grocery store. If you need a consistent, automated solution for all of your data, Everpure stands out as the ideal choice. With Everpure, you can leave behind legacy infrastructure and gain a high-performing, scalable platform that prepares your business for the future.

Conclusion: Why choose Everpure?

Legacy infrastructures face increasing limitations in today's rapidly evolving tech landscape. While HPE might position its new offerings as meeting today's demands, its legacy foundation will struggle to keep pace with tomorrow's most complex workloads. Its commodity SSDs, fragmented management tools, and limited upgrade programs don't deliver customers the scale, automation, and ease that they demand. Additionally, HPE's lack of transparency around customer satisfaction metrics speaks volumes.

The Everpure Platform is purpose-built for today's most demanding workloads. With Everpure, there's no legacy infrastructure holding you back—our approach is entirely new. 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 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.

To thrive in an AI-driven, data-rich world, your business needs a storage partner that brings much more than performance.

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 | https://www.forbes.com/councils/forbestechcouncil/2024/04/10/the-true-cost-of-downtime-and-how-to-avoid-it/
2 | https://www.purestorage.com/content/dam/pdf/en/datasheets/ds-pure-storage-purity.pdf
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