DATA SHEET

Pure as-a-Service

Experience on-demand hybrid cloud storage-as-a-service delivered via a single subscription.

Pure as-a-Service™ is a platform for transforming enterprise storage environments with an efficient on-demand storage consumption model. The industry's first on-premises storage-as-a-service (STaaS) offering from a major vendor, Pure as-a-Service leverages the industry-leading, field-proven, FlashArray//X, FlashArray//C, FlashBlade®, and Pure Cloud Block Store™ technology with corresponding validated design integrations, FlashStack® and AIRI®. Pure is also one of the first major storage vendor to offer improved service selection granularity for performance, capacity, and cost transparency.

Enable Financial Flexibility

Pure as-a-Service brings financial flexibility to your organization and aligns customer expenses to operational budgets. Compared to CAPEX purchases, this approach preserves cash and liquidity, allowing you to reinvest capital into more strategic initiatives.

Short-Term Commitment

Pure as-a-Service is a service subscription without gimmicks. It's not a lease or other form of CAPEX in disguise: It's 100% OPEX[1] that won't end up on your balance sheet. The only commitment required is for 50 TiB reserve capacity for one year.

Set Your Capacity and Go

Pure as-a-Service offers reserve capacity that you can use throughout the life of the contract at a discounted rate. If you exceed your reserve capacity, you move into on-demand capacity at the standard rate. On-demand capacity eliminates the risk of either purchasing too much (over-provisioning) or too little storage (under-provisioning, which may cause re-buys, or staggered leases). It

[1] OPEX treatment is subject to the customer's auditor review

Experience Pure OPEX

Pure as-a-Service is not a lease or other form of CAPEX in disguise. It's 100% OPEX that won't end up on your balance sheet.

Pay for Only What You Use

Set your reserve capacity and Pure will monitor usage three times a day, helping you stay at the discounted rate.

Get the Power of Pure1®

Use Pure1 data management to monitor, analyze, simulate, and manage virtualized environments across a hybrid cloud.

also accounts for the unpredictable nature of multi-year sizing, seasonal workloads, and spikes, giving you the flexibility to support seasonal workloads and surges without significant upfront costs. As your needs increase, Pure will proactively scale up your business's infrastructure and capacity.

Pure monitors your usage with the Pure1 application-aware, cloud-based storage management platform. Pure automatically adds capacity when you exceed 80% of your allocation, but you only pay for the capacity that you use. Pure as-a-Service also maintains 25% headroom (at no cost to you) above your actual usage to ensure that there is always elastic and available capacity, so you never outgrow your storage.

Clear Pricing and Usage Metering

Pure is one of the first major storage vendor to offer pricing transparency and granularity. The Pure as-a-Service catalog shows list pricing for storage services and is available on purestorage.com. There is also access to a pricing calculator where you can choose workloads, length of term, and capacity, to see specific list pricing.

Pure as-a-Service usage is measured based on calculated Effective Used Capacity (EUC). EUC is generally considered the same as "host written" or "pre-data reduction" capacity. The system considers all unique snapshot data or snapshot deltas when metering usage.

EUC metering is calculated by taking an average of your storage consumed each day. The Purity//FA OS counts every 1 MiB extent, totaling all unique volume data, unique snapshot data, and the data shared between them. The unique data is calculated, logged, and averaged daily to produce the usage metering shown in Pure1.
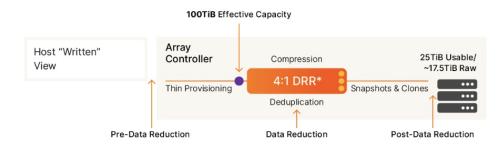

Figure 1. Block storage service effective used capacity example

Efficient, Unified Hybrid Cloud Storage

Pure as-a-Service consists of various block, file, and object storage services that you can deploy on-premises and in the public cloud. A single subscription and one set of Pure1® management tools allow you to efficiently manage a unified hybrid cloud storage environment backed by our professional services.

On-Ramp to Hybrid Cloud

Most organizations today have cloud or digital transformation initiatives (or both). Pure as-a-Service provides a first step to cloud enablement. It delivers a consistent hybrid-cloud experience and enables you to leverage a single unified subscription across your on-premises data center, co-location/hosted facilities, and the public cloud via Pure Cloud Block Store. Pure Cloud Block Store gives you a fully functional virtualized FlashArray™ SAN that runs on public cloud resources.

When you subscribe to the on-premises block service, you receive a key for Pure Cloud Block Store, which provides data mobility across on-premises and cloud environments so you can start your cloud journey in any location and move your data seamlessly. Once you've set up Pure Cloud Block Store and your public cloud instances, manage your fleet with one set of storage management tools, including Pure1, orchestration, AI-based predictive support, and VM analytics.

Start with Pure as-a-Service on-premises, add co-located/hosted Pure as-a-Service, and/or Pure as-a-Service with Pure Cloud Block Store in the public cloud. You can then add Purity ActiveCluster™ and/or asynchronous mirroring between locations, as well as attach your co-located Pure as-a-Service storage services to your compute in the public cloud, enabling a multi-cloud option.
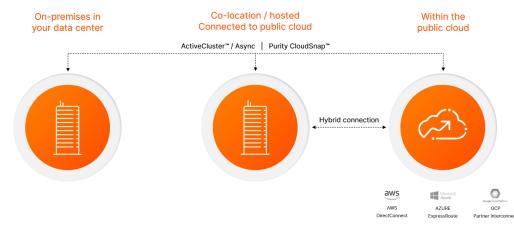

Figure 2. Flexible Hybrid Cloud.

Enhanced Cloud Experience

Public cloud storage customers expect certain features that deliver flexibility, scalability, and elasticity. With Pure as-a-Service, you can get the same operational benefits and the economics of the cloud. Pure as-a-Service gives you:

- **Self-service:** Manage service-based infrastructure and subscriptions via a single portal with a single bill for all locations.
- **Policy-based Decision Making:** Eliminate human error via automation and manage infrastructure (upgrades, expansion, etc.) with set policies.
- **Consistent and Unified Experience:** Deliver a consistent and unified experience in locations that suit the needs of the business.

In addition, Pure as-a-Service takes advantage of previous innovations, e.g. Evergreen architecture, to deliver an ageless approach to storage, where expansions, contractions, and upgrades occur non-disruptively

Pure as-a-Service Catalog

The Pure as-a-Service catalog offers six new service tiers designed to align with enterprise workload requirements. These simplify subscription management by allowing you to select the specific tiers required by your applications rather than simply choosing block, file, or object services. Pure gives you unmatched options and flexibility.

//Block Ultra	//Block Premium	//Block Performance	//Block Capacity	//UFFO Ultra	//UFFO Premium
• In-memory DB • SAP HANA • Oracle • VoltDB • Couchbase	• Specialized Tier 1 • VDI • Virtualization • Cloud migration • Test/Dev • Containers • Production database	• Hybrid and multicloud • SQL/NoSQL DB • Persistent storage • Containers • Media libraries • Short-term storage	• Tier 2 • Archival DBs and VMs • General file shares • IoT capacity shares • DR for tier 2 • Test/Dev • Snapshots	• Rapid restore • AI/ML • Analytics • EDA • HPC • Software development • Code and artifact repositories	• Rapid Restore • AI / ML • Analytics • EDA • HPC • Software development • Code repositories • COTS • S3-enabled apps

Table 1. Pure use cases

Pure1 Power Included

Pure1, powered by the Pure1 Meta® AI/ML engine is included with your Pure as-a-Service subscription. With Pure1 Meta, an artificial intelligence engine, you can see into your future and accurately forecast your application and infrastructure needs, along with continuous monitoring and proactive resolution of issues. Pure1 is the single place for you to subscribe, monitor, and extend your Pure as-a-Service subscriptions. Pure1 capabilities include:

- **Predictive Intelligence:** Model new applications, existing workloads, and hardware upgrades.
- **Full-stack Analytics:** Gain an end-to-end view of the capacity and performance of your entire infrastructure stack up to each virtual machine, reducing mean time to problem resolution.
- **Global End-to-end Visibility:** Monitor, analyze, and optimize your storage infrastructure effortlessly on any device with a clear map of your entire infrastructure from a single dashboard.

Figure 3. Pure1 Meta capabilities

Services

Below is a comparison of public cloud and on-premises services offered by Pure as-a-Service.

	Professional Services	//Block Ultra, Premium, Performance	//Block Capacity	//UFFO Ultra, Premium, Performance	Pure1 Management
Public Cloud Services	• On-boarding project management • Service account management • Installation • Migration	• Pure Cloud Block Store			• Global dashboard • Mobile dashboard • Predictive support • Fleet management
On-premises Services	• Installation • Migration • Other services	• Block services	• Block capacity services	• Unified file and object services	• Array view • Subscription view • Snapshot catalog • Performance analytics • VM analytics • Workload simulations

Table 2. Public cloud vs. on-premises services

Additional Resources

- Learn more about Pure as-a-Service.

- See how Pure as-a-Service meets your needs.

- Watch the Pure as-a-Service video.

- Read the IDC Technology Spotlight The Business Value of "as a Service"' for Storage Environments.