

Rethinking Data Storage for Financial Institutions

For years, the complexities and high costs of legacy data storage have been accepted as inevitable. Those days are over. Pure Storage is more efficient, more cost-effective, more reliable, and radically easier to use.

Disruptive Downtime Is a Thing of the Past

Financial institutions understand that data and application migration for storage upgrades is expensive and risky. Pure Storage lets you buy storage once and enjoy upgrades without disruptions of any kind.

Financial institutions have successfully:

- Eliminated massive data migration projects
- Achieved greater than 99.9999% availability
- Protected their investment with included upgrades

What that means for your organization:

- No planned disruptions: applications and data stay available
- No more risky - and expensive - downtime
- Flexible CAPEX and OPEX models

Easy Setup, Simplified Management

Decades of architectural compromises from legacy storage make management and optimization complex and time-consuming. We designed Pure Storage Evergreen® to be effortless from the ground up.

<1h

Installs in less than an hour



Self-driving storage with AI-driven monitoring and management

70%

Pure Storage proactively generates 70% of support calls



Less time spent troubleshooting

50%

Reduction in the need for storage management resources



Faster analytics for faster insights and better decisions

Right Capacity, Right Cost

Too little storage capacity leads to unforeseen costs and preventable risk to your business. Too much means unnecessary investment and surplus capacity. And storage that can't grow as your needs change holds your business back.

Evergreen//One offers more flexibility and predictable costs.

Savings of up to **20%** per utilized GB Up to **2.5x** greater total typical storage efficiency Up to **50%** lower TCO

Benefits for your organization:

- Pay for what you use on prem or in the cloud
- Effortlessly scale up or down as needed
- Reduced capital investment with true OPEX model
- Align with business objectives

Upgrades When You Need Them

Legacy storage locks you into costly, disruptive upgrade cycles that add risk and shackle innovation. But with Pure Storage you get:

- A proven history delivering non-disruptive, data-in-place, multi-generational upgrades
- Controller upgrades to the latest technology every three years
- 100% value trade-in credit for your old controllers anytime
- Flat and Fair maintenance pricing will never go up

What that means for you:

- Upgrade and expand on your schedule, not your vendor's
- Future-proof your storage, once and for all
- Avoid maintenance extortion
- Sleep well knowing the capacity you need will always be there

Unmatched Customer Satisfaction



Don't take our word for it. See what our financial services customers are saying.

“ We have had 100% uptime on our Pure arrays for nearly five years, and that includes software updates and controller upgrades. ” **Frost Bank**

“ The ability to use both my private cloud and the public as one cohesive thing is a strategic enabling technology. ” **Causeway Capital**

“ With Pure Storage, we can deliver new development environments in minutes, not hours or days. ” **eMoney Advisor**

“ A 10x to 20x improvement in performance can be a game-changer when it comes to creating a time-to-market advantage for us. ” **Man AHL**

A History of Non-Disruption

Pure Storage has a proven history of nine generational hardware upgrades and 20+ major software upgrades with zero planned downtime and zero wasted investment.

See how Pure delivers enterprise-class, simple-to-manage, and mission-ready data storage solutions for [financial services firms](#).