

SOLUTION BRIEF

Sustainable Data Storage by Design

Green Your Data Center with Pure Storage®.

Pure Storage is committed to environmental sustainability, and we are focused on creating sustainable, efficient technology, software, and subscription services that enable our customers to achieve their sustainability goals, while providing substantial savings. At Pure Storage, we recognize that sustainability goes beyond just saving energy. We consider the entire life cycle of the products when we are designing our technology.

As a result, Pure Storage products consume up to 10 times less power than energy-hungry hard disk storage and up to five times less than solid state drives (SSDs). The Pure Storage sustainable data storage platform enables customers to reduce their storage-related energy, space, and administrative requirements by up to 85%, compared to competitive solid state disk (SSD) solutions and up to 95% compared to hard disk drive (HDD) solutions.

Our single, consolidated, consistent, and highly orchestrated data storage platform delivers more than 10 times the component-level reliability while requiring as little as one fifth the power, space, cooling, and labor of competitive solid state disk solutions, leading to reduced environmental, social, and operational cost outcomes for our customers.

Key Issues and Challenges

Market forces are impacting how companies are managing their sustainability initiatives. Some of the key issues and challenges driving organizational change and decisions include:

- Regulatory compliance requirements (different per country/region)
- The C-suite is being held accountable for sustainability
- Increased policy/reporting directives
- Customers are looking at companies that integrate ESG into their overall process and operations
- Workforce attraction—workers want to work for ESG-focused companies
- Our stakeholders and customers expect us to do the right thing
- Data Centers use about 1-3% of global energy and data storage is about 20%-25% of the energy within data centers
- Data is growing exponentially
- AI will put increased pressure and energy generation on data centers

Pure Storage understands these challenges. We provide solutions that help our customers—while contributing positively to the planet.



Sustainable Design

- Smaller – Less Hardware
- 3x Denser
- Weighs Less
- 10 yr. Lifecycle



Smaller Footprint

- Up to 95% Less Rack Space
- Up to 85% less energy used
- Less Cooling



Less E-Waste

- Less waste to be recycled and/or eliminated
- Generating at least 3x less E-Waste than our competitors

Our Sustainable Data Storage Platform

Pure Storage strongly believes in a standards-based life cycle analysis (LCA) approach, with its cradle-to-grave analysis. Our LCA provides valuable insights into the environmental impacts of our storage products, including raw materials, manufacturing, transportation, assembly and testing, packaging, product use, and eventual disposal. Our core pillars include:

- **Sustainable design:** Pure Storage is a pioneer of the all-flash data center and compared to other storage technology, we offer a unified platform that is smaller, three times more dense, and weighs less.
- **Installation and usage:** Our sustainable platform design provides a solution that requires less data center floor space. This equates to less energy, less cooling, and reduces power generation related carbon emissions. For our customers, this means a smaller footprint and reduction in areas where it counts.
- **End-of-life (E-waste disposal and recycling):** The overall Pure Storage platform technology, software, and subscription services create the ability for organizations to manage their sustainability goals as they relate to E-Waste.

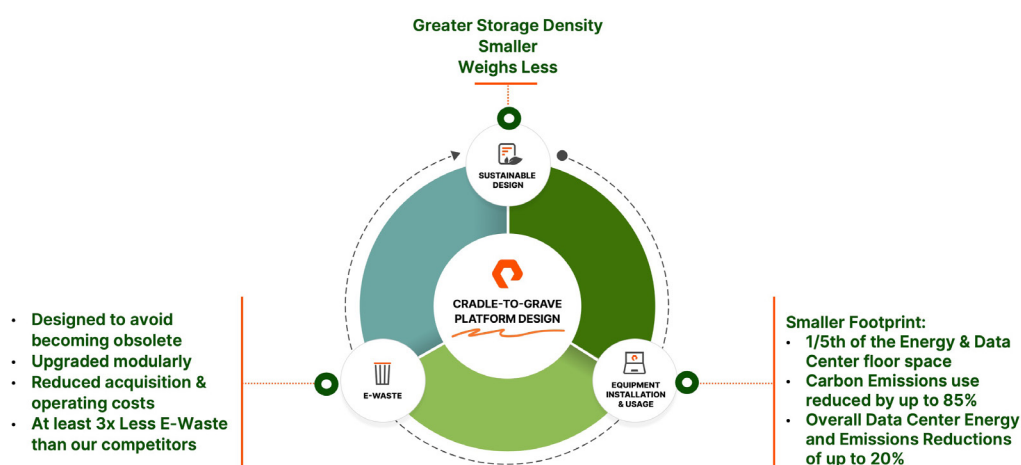


FIGURE 1 Sustainable Data Storage - by Design

In addition, we offer unique capabilities like:

- **Storage as-a-service subscription model:** The unique Pure Storage [Evergreen® architecture](#) means that our products do not become obsolete. Instead, both hardware and software are constantly upgrading and improving without disruption. This allows our customers to continuously benefit from the latest hardware and software technology, eliminating unnecessary product replacements and associated e-waste. Pure Storage Evergreen//One™ brings the benefits of the Evergreen architecture to customers who want to purchase their storage as-a-service in their data center or in the cloud.
- **We pay you for STaaS hosting:** To help organizations combat the challenges they face to reduce power and costs in the data center, we've introduced a [commitment](#) to pay for your power and rack space in actual dollars or service credits with an Evergreen subscription.
- **Actionable analytics dashboard:** With our Pure1® SaaS [storage management platform](#), customers can monitor, manage, measure, and predict activity with their storage arrays via a single interface and from anywhere with just a web browser or the app.

We deliver a platform that provides an organization with better operational efficiency and cost savings while meeting sustainability goals.



Additional Resources and For More Information

- Learn more in the Pure Storage [ESG report, technology section](#).
- Discover [the Pure Storage Platform](#).
- Explore the [Pure Storage Environmental, Social, and Governance \(ESG\) mission](#)
- Learn about Pure Storage [Product Carbon Footprint](#) for FlashArray™ and FlashBlade®. Go to [Pure Storage Environmental, Social, and Governance \(ESG\) mission](#) and follow the page down to Resources / Sustainability

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