Why it's time to rethink your storage refresh
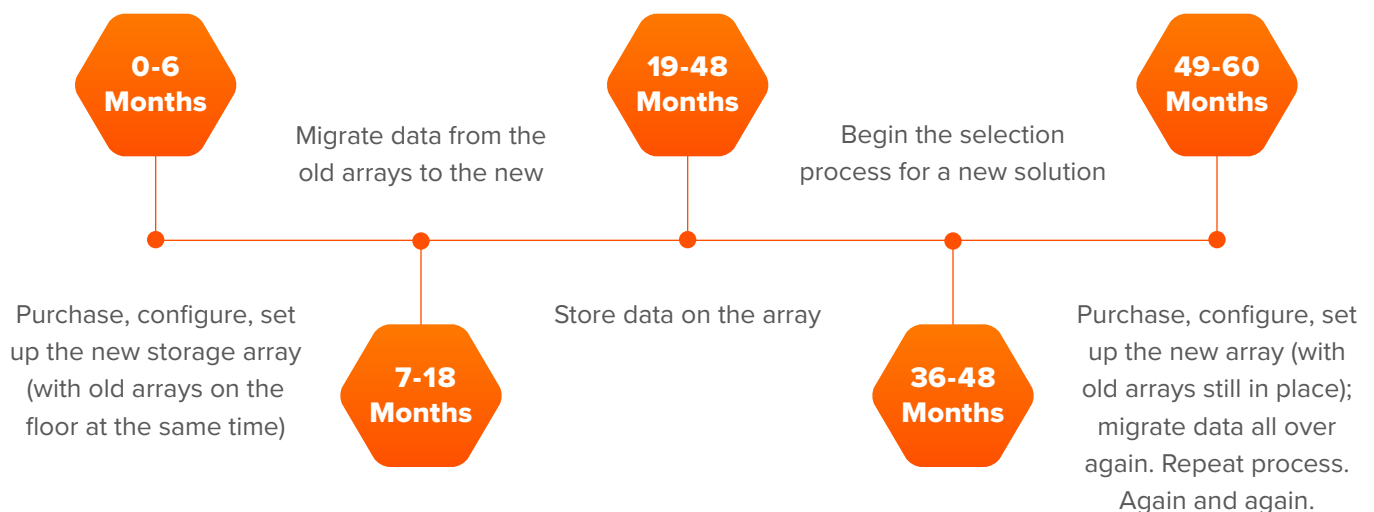
Your peers have walked away from storage refreshes. Here's why.

Legacy storage doesn't last

The expected life cycle for most traditional data-storage systems is, at most, five years. Yet the majority of companies deploying these legacy solutions get just over two years of actual value (on average) out of their five-year storage plans. For most, the pain associated with refreshing legacy storage has been accepted as the status quo.

It doesn't have to be that way. Discover why an increasing number of companies are choosing an Evergreen™ alternative to the legacy storage refresh.

Rethink the legacy storage 3-5 year refresh cycle

0-6 Months — Migrate data from the old arrays to the new

19-48 Months — Begin the selection process for a new solution

49-60 Months

Purchase, configure, set up the new storage array (with old arrays on the floor at the same time)

7-18 Months

Store data on the array

36-48 Months

Purchase, configure, set up the new array (with old arrays still in place); migrate data all over again. Repeat process. Again and again.

What's the real value of your data storage?

Beyond an inability to deliver on the full promise of your storage investment, traditional storage systems are difficult to deploy and manage. Refreshing requires risky, time-consuming data migration, not to mention the capital investment in costly, new hardware every five years. They also require intensive monitoring, tuning, and troubleshooting, especially when expanding due to data growth. These factors—along with issues of latency, disruptive maintenance, and downtime—lead to significant decreases in usability and overall value.

Stop settling for the status quo.

For decades, enterprise decision-makers have accepted the complexities and high costs as par for the data-storage course. It's all been in the belief that storage providers, and their solutions, are basically the same. There may have been some truth in that in the past, but there is an alternate approach that thousands have taken advantage of to blaze a trail to faster, simpler, more-efficient storage. This modern approach offers strong reasons to reconsider refreshing not only your company's storage infrastructure but also how it thinks about data.

Start thinking outside the storage array box.

There is a better way. One that's more efficient, more cost-effective, more reliable, and radically easier to use. It's storage that grows and stays modern with your needs, while it preserves your investment—and eliminates costly rebuys, refreshes, and migrations. And best of all, it's been proven by thousands of your peers, who've said goodbye to endless rebuys and refreshes. Get ready to lead your company well beyond the limits of legacy storage. This will change the way you think about your next refresh.

Make your next refresh your last.

Imagine eliminating the need to migrate data every five years—or, even worse, every two. Rethink your refresh by rethinking your storage. Pure Storage delivers an upgradeable architecture that enables continuous updates with no planned downtime.

> **Decrease TCO by saving 50% of employee time and $585k over three years for every 250TB of legacy storage replaced.**

Don't just rethink your storage: rethink how to approach it. And make your next refresh your last one. Click here to learn more about Pure Storage.