NetApp vs. Pure Storage

NOT
TOP FIVE

Pure Storage likes to say that they develop all-flash data storage hardware and software products…
but here are the top 5 things Pure isn't telling you.

Pure Storage Not Top 5	NetApp Top 5	Breakdown
(5) **Pure innovates first…. not.** They'd like you to think they do—like in their recent announcement about a joint offering with Equinix. But there's no supporting information surrounding service readiness, support model, countries where it's offered, or the management model…. See what I mean?	We've had offerings with Equinix for 10 years. And NetApp's recent cloud announcement of NetApp Keystone™ Flex Subscription integration with Platform Equinix lets you create hybrid multicloud architectures by locating data adjacent to leading public clouds and networks. You can subscribe to Keystone Flex Subscription data storage services and Equinix colocation services in IBX data centers across 11 countries.	**Pure = storage-as-a-service "innovation"** **NetApp = been there, done that, doing more tomorrow with NetApp Keystone**
(4) **Pure is a leader in the cloud… not true.** Pure checks a lot of boxes. But if you care, check into what Pure has. You'll find a 52-page installation guide for standing up Pure Cloud Block Store in AWS. Does that sound like a "cloud experience?" More like a full-on rain delay.	We support and integrate with the major public cloud providers: Azure, Google Cloud, and AWS—giving you your choice of clouds. Can you say really extreme performance? And a really elastic cost model?	**Pure = Pure-ly pretending to be a cloud leader** **NetApp = integration with Azure, Google Cloud, and AWS**
(3) **Pure can't transparently tier cold data to lower-cost object storage.**	NetApp FabricPool helps thousands of customers save money while still enjoying flash performance for their hot data. It offers better performance than Pure and is more cost effective than Pure. There's no better double play in IT.	**Pure = barriers to efficiency** **NetApp = automated tiering for better living**

■ NetApp

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2 **Pure likes to focus on how "simple" their products are to operate.** That's a nice way of saying they have limited capabilities. Pure does have a simple UI. But it comes with the cost of limited enterprise capabilities.	Our solutions make complex enterprise challenges easy. Examples include maintaining compliance, securing data selectively and while in flight, maintaining predictable performance with quality of service (QoS), scaling, balancing application performance across the cluster, and recovering application-aware NetApp® Snapshot™ copies.	**Pure = not simple** **NetApp = easy (we've got this)**
1 **Pure has one storage silo for block workloads and a second storage silo for file workloads.** This approach creates storage administration inefficiencies, because it's two completely different storage operating systems.	At NetApp, we have a unified offering that provides block storage for tier 1 SAN, and the incredibly robust and wide-selling enterprise file system for NAS workloads. No silos like Pure. This means you can foster workload consolidation and save money with better storage and storage management efficiencies while spanning on premises and cloud environments.	**Pure = storage silos** **NetApp = storage unity (and peace and love)**

As you can see, Pure Storage doesn't cut it if you're looking to support digital transformation initiatives and pave a path to the cloud. At NetApp, we're focused on one thing: helping your business get the most out of your data. We bring enterprise-grade data services into the cloud, and the flexibility of cloud into your data center. Our solutions work across diverse customer environments and the world's top public clouds. Now that's a top play!

Check out 7 reasons why NetApp is best for flash

NetApp