

High-capacity flash, lower TCO

Get the facts on NetApp AFF C-Series versus Pure Storage FlashArray//C

Every day, customers tell us that budgets are getting tighter. And yet, IT departments are expected to do more than ever. You’re tasked with fending off near-constant security threats and meeting new demands around environmental and economic sustainability.

“C” stands for capable

The AFF C-Series is designed to meet the needs of your tier 1 and tier 2 workloads. It delivers a substantial performance advance over legacy spinning media while providing all the critical features for managing consolidated workloads in a unified environment.

The NetApp® AFF C-Series of arrays offers flash performance that’s efficient, secure, and cloud connected, yet flexible enough to scale up or down to meet your unique needs and your budget. Pure Storage FlashArray//C falls short in security, cloud connectivity, and unified data management. Learn why companies are breaking free from purely frustrating data silos and choosing to modernize with NetApp AFF C-Series capacity flash storage.

	NetApp AFF C-Series	Pure Storage FlashArray//C
IOPS	Up to 1M* per high-availability (HA) building block	Not published
Latency	2-4ms	As low as 2ms**
Quality of service (QoS)	Built-in adaptive SLAs in multiwork-load and multitenant environments	Multitenancy only supports private cloud

*AFF C800 HA system
**Pure Storage, [Pure Storage FlashArray//C](#)

“C” stands for cost effective

With the latest capacity flash technology, NetApp offers a solution that cuts your costs and reduces your footprint. Consider:



The NetApp AFF C250 array is 34% more energy efficient than the Pure FlashArray//C60.¹



The NetApp AFF C-Series reduces your rack space up to 98% compared with an HDD system.²



You can enjoy better storage economics by automatically tiering data between AFF C-Series and lower-cost object storage—features that Pure’s comparative products don’t offer.

“C” stands for capacity flexibility

Start small and grow on your own terms. Scale up, scale out, and rightsize for your needs with a storage solution that lets you grow in increments while eliminating storage silos. Expand capacity at the speed that’s right for you while deploying and moving workloads across protocols—in the hybrid cloud, on premises, or in the cloud. Pure FlashArray//C lacks the flexibility to support smaller starts or incremental growth plans. And with Pure, your growth will always be stuck in a silo.

	NetApp AFF C-Series	Pure Storage FlashArray//C
Minimum starting raw capacity	122TB	247TB
Minimum scaling granularity	60TB	247TB
Maximum cluster effective capacity	24 nodes to max effective capacity of 176PB	No clustering support

“C” stands for cutting-edge efficiencies

NetApp AFF C-Series arrays have the built-in efficiencies to reduce your TCO and help you get the most from your storage. NetApp provides greater storage utilization than Pure Storage FlashArray//C, even before you apply efficiency technologies like deduplication and compression. You can further minimize your primary storage by automatically tiering cold data to NetApp hybrid flash, NetApp object storage, or the cloud. And we’re the only vendor to combine performance and capacity flash across arrays into a single pool for block, file, and object, driving management efficiencies that can’t be matched.

	NetApp AFF C-Series	Pure Storage FlashArray//C
Storage utilization: Raw to usable capacity	78%	67%
QoS	Multiple QoS options for both IOPS and bandwidth, including maximum, minimum, and self-scaling policies	Maximums only
Data tiering	Automated and transparent tiering to flash, disk, or cloud	No native data tiering
Unified storage	Block, file, and object	File and block
Storage efficiency guarantees	4:1 for block, 1.5:1 for file	No guarantee

“C” stands for best-in-class cyber-resilience solutions

With advanced security measures, tamperproof NetApp Snapshot™ copies, and autonomous ransomware detection, NetApp AFF C-Series arrays are designed to help minimize or eliminate the impact of an attack. We’re so confident we can restore your data that we offer a [Ransomware Recovery Guarantee](#) to give you peace of mind. Features like multifactor authentication, multiadministrator verification, and multitenancy security help protect you from both insider threats and malicious attacks. NetApp AFF C-Series arrays are validated to meet the stringent NSA CSfC requirements. Pure can’t say the same.

	NetApp AFF C-Series	Pure Storage FlashArray//C
NSA-certified encryption	Yes	No
Real-time file system retention and WORM (write once, read many)	The NetApp SnapLock® capability provides compliance, regulatory, and corporate governance for active data.	No
Immutable snapshots with no back doors	SnapLock provides compliance, regulatory, and corporate governance for backup and disaster recovery requirements.	No
Ransomware Recovery Guarantee	Yes	Chargeable program that quick-ships new storage

“C” stands for the only true cloud-connected storage

Cloud connectivity helps you more easily realize the benefits of hybrid cloud: achieving the right balance of resources on premises and in the cloud, simplifying infrastructure management and monitoring, controlling costs, and reducing risk. By tapping into your organization’s committed cloud expenditure to enable these vital services, you can reduce your capex storage spending. NetApp can help your organization meet its cloud commitment goals and keep your ITOps team within budget. Pure lacks the critical capabilities that let you build out a hybrid multicloud environment with ease.

	NetApp AFF C-Series	Pure Storage FlashArray//C
Software-as-a-service control plane to discover, deploy, and manage storage and data on premises and in all three major clouds	Yes	No—requires purchase of additional marketplace products for AWS and Azure; no Google Cloud support
Backup to the cloud without requiring backup software, media servers, agents, and more	Yes	No
Tiering cold data to the cloud to improve efficiencies on premises	Yes	No tiering
Autonomous, real-time protection against insider threats	Yes	No

Cost-effective proven performance versus pure hype

¹NetApp power consumption based on the median power consumption of those models in the field—across thousands of installations. See AFF C250. AFF C250 shown is scaled up and out to 1.47PBs raw (after garbage collection hold-back). Pure FlashArray power consumption based on Pure data for FlashArray//C; see the [Pure ESG report](#).

²NetApp AFF C250 requires 30% less rack space than Pure Storage FlashArray//C.