

# Why FlashBlade Is Truly Evergreen



In the tale of the Ship of Theseus, a question is raised: If all of a ship's planks are replaced one by one over time, is it still the original ship? Or, is it an entirely new ship? Philosophical question aside, the important thing is this: The ship was able to stay afloat throughout change and to evolve and be refreshed over time. With Pure, your data will keep sailing for the journey ahead.

## Pure Storage Keeps Your Data Sailing

In much the same way, at Pure, we believe that your *data* is your array, and that survives the particular hardware and software that's delivering it today. Our goal is to help you continue to modernize and upgrade the hardware and software that serves your data over time, without disruption—continually keeping you online.

And, like Theseus' ship, Pure Storage has designed storage arrays and software to be upgradable and scaled non-disruptively. Since day one, every Pure product, including [FlashBlade®](#), has been designed to ensure that components and capabilities can be continuously and seamlessly refreshed, like trading oars for outboard motors.

It's a promise we've kept to this day:

## **Legacy Hardware Is a Sinking Investment**

We've always believed hardware should grow and change along with your organization. Yet, too many legacy products are designed to become obsolete. Back to our metaphor, this means no ship is decommissioned and set off into the sunset—it's only improved and evolved:

## The Legacy Way

### Planned Obsolescence

Architecture is designed with a finite lifespan in mind. Hardware becomes obsolete in the face of new technological innovation.

### Business Model Built on Rebuys

CAPEX—large up-front purchase of equipment and hardware you will likely have to replace in three years.

When the latest model comes out you lose your initial investment and must rebuy capacity.

### Locked In

At the time of purchase, you have to guess or predict consumption for the next three to five years. You're left with a difficult choice: Buy a new system and deal with painful forklift upgrades or pay a premium on support and maintenance to keep using your current system.

If you don't get it right, you could be locked into a capacity or performance range, forcing a rebuy or forklift migration.

### Disruptive Forklift Migrations

Upgrades to storage technology trigger time-consuming data migrations.

Tendency to delay technical upgrades due to the cost of downtimes, delays, and degradation of performance.

## The FlashBlade Way

### Evergreen

Architecture is designed from the bottom-up to include upgrades to the latest hardware components and software updates.

Hardware evolves in the face of new technological innovation.

### A Simple Subscription to Innovation

Choose CAPEX (without having to rebuy capacity) or OPEX, with SLAs that let you pay for what you use, delivering capacity on demand. Always flat and fair.

Initial investment includes upgrades to the latest hardware components and software updates—no rebuying capacity.

### Flexible

You don't have to predict your growth or know where you'll be in three to five years—start with only what you need and add capacity and performance seamlessly and non-disruptively.

Pure as-a-Service™ is a complete OPEX experience, not just a pricing model. Get storage based only on requirements without having to deploy, manage, or upgrade systems.

### Non-Disruptive Upgrades

Flash blades and software updates allow you to upgrade without the need for data migrations or service disruptions.

Scale-out capacity and performance as your needs evolve without sacrificing business continuity.

Bottom line: This isn't by accident. If you're a FlashBlade or FlashArray™ customer today, every upcoming innovation will be yours for the taking, systems stay online, and data stays in place. [How does your storage stack up? Answer these questions to find out >>](#)

## The Beauty of Shared Platform Development

Designing non-disruptive, continuously improving, and future-proof products is no small feat. It requires constant focus and attention. But doing so across *multiple product lines* also requires shared ethos and shared technology to be consistent and seamless.

At Pure, a single team innovates on hardware for both product families, allowing us to co-innovate between products and share advancements. And, both products share common software roots.

For example, [FlashBlade](#) was born out of two major dynamics:

1. A demand for increased performance at scale for unstructured (file and object) data workloads.
2. An attempt to address this in part with flash by resolving a bottleneck where SSDs were getting bigger, but speed was limited by the standardized connections available to the industry for communicating with flash drives.

Additionally, we saw an opportunity to leverage the NAND expertise that had been built up in the development of FlashArray and take it a step further to fully optimize the media. In 2012, we engineered a new architecture called DirectFlash®, which allowed our smart storage software to communicate directly with raw NAND flash via fast connection. This eliminated all of the “translation layers” that were created to enable SSDs to work in disk-first architectures.

In 2016, FlashBlade was born, proving out this new technology. Since then, we’ve brought that technology into the FlashArray product family and continued to expand upon it.

*[Hear the full story of how FlashBlade came to be, including key product design and architecture decisions mentioned above.](#)*

When there *has* been a fundamental technology shift in our technology platforms, Pure made the experience non-disruptive, even if this means taking additional time to overcome challenges that our competitors would hesitate to take on. You don’t earn [an NPS of more than 85](#) with disruptive experiences and lost investments. We’ve always preserved customers’ investments in hardware and software and don’t plan to stop.

## FlashBlade + Evergreen: Protecting Your Investment with a Subscription to Innovation

When we say that [Pure is a different kind of storage company](#), it definitely starts with the design of our products, but it doesn’t end there. Our [Evergreen Storage™](#) subscription offers even more benefits:

- **Array software included at no extra charge**, fully upgradable online, without downtime or performance hits.
- **New features included through your subscription.**
- **Seamless scalability**, with upgrades from the 8TB blade to 17TB and 52TB blades and single chassis to multi-chassis expansion, without having to rebuy.
- **Non-disruptive upgrades**, so data remains in place.

No matter where a customer starts on their Pure journey, Evergreen (and the technology that enables it) ensures they get an investment-protected path to modernization that keeps their array modern over time.

All this to say: Your original ship may have all new parts, but it’s still the one you bought with Pure, and it’s never stopped sailing. Because that’s how we built it—and how we promise it always will be.