

## SOLUTION BRIEF

# Enable 5G with Responsive Storage and Data Solutions

Pure Storage® helps service providers drive 5G success.

Data storage as-a-service unleashes the potential in your data, allowing you to extract maximum value with minimum complexity and expense. From edge to core to cloud, Pure solutions span the full 5G architecture and enable you to achieve your 5G ambitions. Pure Storage supports service providers at every level, enabling platforms through a complete portfolio of enterprise-grade, all-flash data storage.

## Empowering Data to Drive Breakthroughs

With 5G becoming the new standard for connectivity, accessing and analyzing your data at speed is critical to success. Building the foundation for a 5G future requires huge up-front investments including buying 5G spectrum, upgrading core network infrastructures, and digitally upscaling your workforce. 5G requires a data-centric architecture that is low latency, high density, and automated, and Pure Storage is uniquely suited to address these 5G challenges.

Service providers need a data storage solution that is not only scalable and simple to use but constantly improving. As a trusted, industry-recognized partner used by nine of the [top 10 global service providers](#), Pure's unique purchasing models offer buying flexibility, rapid deployment, and non-disruptive updates. By ensuring reliable data availability plus high levels of infrastructure and cost control, Pure lets you turn advanced data use cases into scalable delivery, driving breakthroughs and innovation across your organization.

## Welcome to Modern Data Storage

Pure delivers the vast array of requirements you need to evolve your data infrastructure and adapt to 5G's volume and velocity requirements. With simple plug-and-go capabilities, Pure enables a next-generation, API-driven operating model built for 5G.



### Continuous innovation

Keep ahead of the competition with constantly improving technology and non-disruptive storage upgrades.



### High performance

All-flash storage powers 5G, databases, IoT, analytics, AI/ML, and other performance-hungry workloads.



### Simple to use

Rapid deployment, automation, and container-friendly storage deliver a cloud-like experience whether inside a data center or in the public cloud.

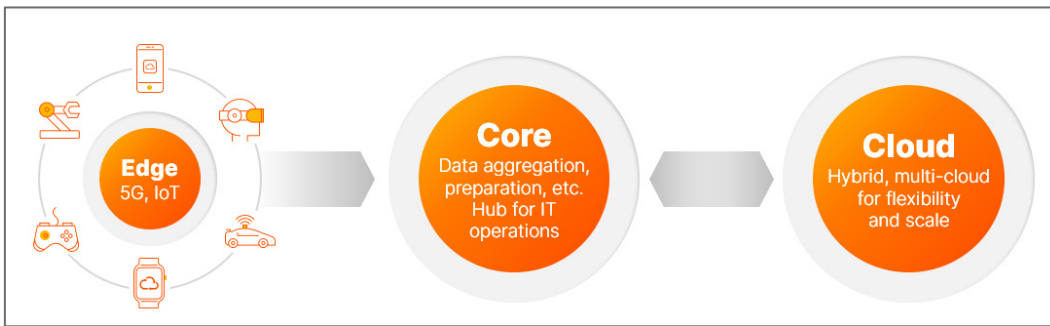


Figure 1. Delivering workloads wherever they need to be in the network from edge to core to cloud.

Pure supports the complex, dynamic applications that will keep you competitive for years to come.

Data storage is a diverse topic that spans a range of disciplines and discussions. For now, we've broken down Pure's Modern Data Experience™ into four critical areas:

**Modern Data Architecture Built for Modern 5G:** As 5G continues to expand, you need to be able to keep pace with rapidly evolving infrastructure requirements. Pure offers the elasticity and pricing of cloud, with an on-premise storage experience, making it easier and cheaper to take advantage of plug-and-play Flash storage with a [Pure as-a-Service™ subscription](#) model.

This all-flash modern architecture starts with Pure Storage FlashBlade®. Developed from the ground up to be massively parallel, [FlashBlade](#) is the “engine” for processing data in a 5G world. FlashBlade’s scale-out metadata architecture handles tens of billions of files and objects with maximum performance. It’s a platform built to consolidate data silos and eliminate serial bottlenecks so you can focus on what matters most. [FlashArray™](#) 100% NVMe storage turbo-charges your databases and other block-based workloads.

**Simpler Design, Deployment, Use, and Optimization:** Modernizing your infrastructure doesn't stop at storage. A modern data architecture also needs smart storage management across core data centers, the edge, and the cloud. Pure helps you extract maximum value from your data while reducing complexity and expense.

[Pure1®](#) storage management delivers critical information about the health and functionality of your entire stack, right down to each VM. Monitoring, scheduling, and troubleshooting FlashArray and FlashBlade redefine ease of use. The Pure1 platform provides cloud-based management and effortless predictive support with full-stack analytics and the AI-driven power of [Pure1 Meta®](#).

[Pure Cloud Block Store™](#) allows you to run applications seamlessly across your on-premises, hybrid-cloud, and cloud environments. It provides consistent data services, resiliency, and APIs. Purity Agile Data Services cover the entire spectrum of [business continuity](#) and disaster recovery use cases. Space-efficient local and remote snapshots automated by end-to-end protection policies give you the flexibility and confidence to operate worry-free. And Purity [ActiveCluster™](#) provides a true, active-active metro stretch cluster to provide essential business continuity.

For container-based workloads, Portworx® by Pure Storage provides a [Kubernetes-native solution](#) for persistent storage, data protection, disaster recovery, data security, cross-cloud migrations, and automated capacity management for applications running on Kubernetes.

**Ensure High-Performance, Low-Latency Data Capabilities:** Service providers are dealing with more data than ever before. You need high performance and highly available storage paired with intelligent management to succeed at this new scale. Give your business the responsiveness, capacity, and speed it needs with Pure Storage.

With latency as low as 150 microseconds, [FlashArray//X](#) all-NVMe architecture with plug-and-play storage-class memory brings new levels of performance and extremely low latency to mission-critical business applications and databases. The unique [data-reduction technologies](#) from FlashArray deliver the most usable effective capacity, further shrinking data center footprints. And proven 99.9999% availability, including maintenance updates, keeps your vital services running.

For less performance-sensitive workloads, the all-QLC [FlashArray//C](#) delivers cost economics that eliminate the need for hard disk drives and hybrid arrays. Experience more speed and lower latencies plus significant power savings compared to disk-based systems.

**Deliver Continuous Innovation and Optimization:** The 5G landscape is constantly evolving and so is your business. A Modern Data Experience should meet your needs today and tomorrow, and with Pure Storage, you will benefit from a data storage solution that gets better over time.

Pure Evergreen™ simplifies your storage management lifecycle and lower TCO by more than 50% compared to traditional forklift upgrades. An [Evergreen Storage](#) subscription model eliminates expensive refreshes and offers seamless, rapid upgrades and expansion, without disruption. Get modern storage with the freedom to upgrade, expand, and continuously innovate. All software features are included with no additional license fees.

With all the data storage requirements that come with 5G, a modern storage infrastructure can seem daunting, but Pure as-a-Service lets you get the storage you need when you need it. With Pure as-a-Service, you're billed on your actual consumption so you can pay as you go. Block, file, object, and Kubernetes storage services can be deployed to meet your infrastructure needs.

## Conclusion

Pure Storage gives service providers a Modern Data Experience that can help you overcome the challenges of 5G adoption while taking advantage of the opportunities it presents. With plug-and-play Flash storage, a pay-per-use consumption model, and agile data services, you can benefit from improved operational costs, silo elimination, simplified data management, and the ability to implement new technology at scale. Discover what Pure's simple, seamless, and sustainable solutions can do for your enterprise on its 5G journey.

## Additional Resources

- Learn more about [FlashBlade for telecom service providers](#).
- Explore [Kubernetes backup for service providers](#).

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