

# Elevate Data Center Sustainability

with Pure Storage® and Intel



**Electricity is the largest ongoing cost for most modern data centers.<sup>1</sup>**

Storage uses

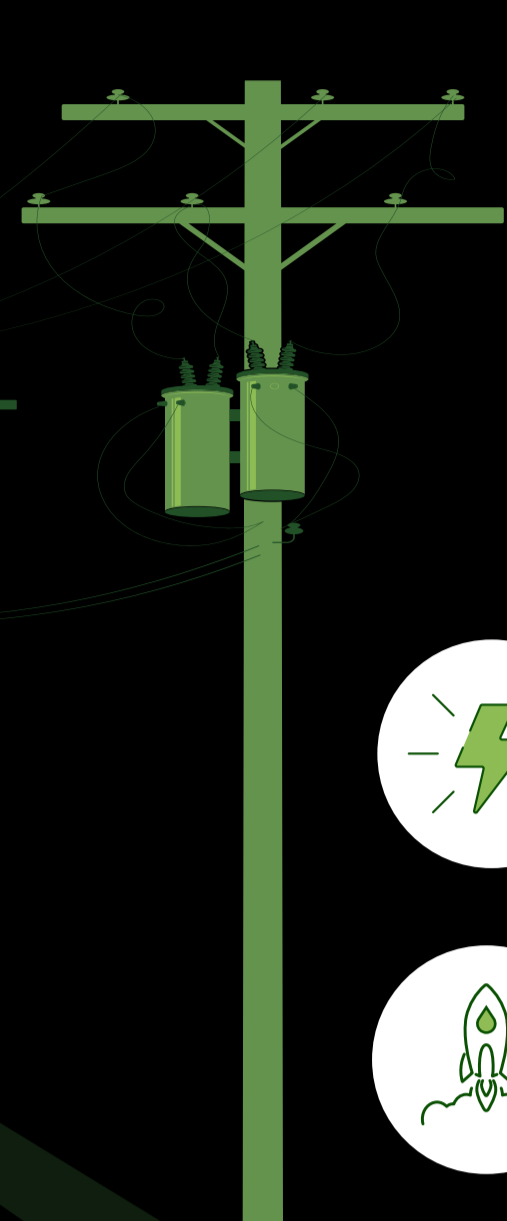
**18%**

of the energy consumed in today's data centers.<sup>2</sup>

But it could use up to

**40%**

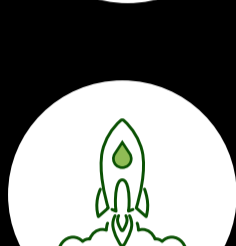
of data center energy budgets by 2030.<sup>3</sup>



**Why the increase?**



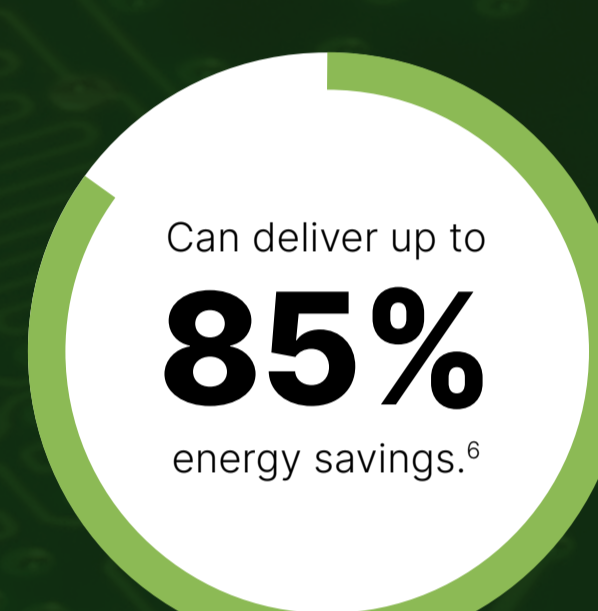
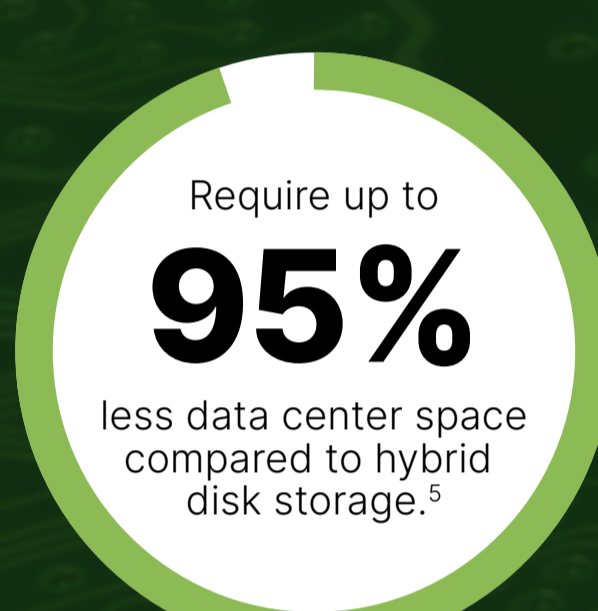
AI workloads consume massive amounts of energy.



The amount of data created over the next three years will be more than all the data created over the past 30 years.<sup>4</sup>

## Start Your Greener Future Today with Pure Storage and Intel

**Pure Storage all-flash solutions:**



In addition, Pure Storage all-flash solutions can provide **up to 40% more performance** for the **same energy usage.**<sup>5</sup>

Pure Storage takes advantage of advanced features in Intel Xeon Scalable processors to help you do more with less.



- **Intel Advanced Vector Extensions 512 (Intel AVX-512):** Accelerates complex operations
- **Intel Crypto New Instructions (Intel Crypto-NI):** Accelerates cryptographic operations

Together, Pure Storage and Intel optimize data deduplication and compression while improving storage capacity utilization.

## Energy Savings in Action

Virgin Media O2 achieved a **90% reduction in data center floor space** and a **96% reduction in power consumption.**<sup>7</sup>

The county of San Luis Obispo reduced its **[physical] footprint by 75%** and its **[total] power consumption by 59%.**<sup>8</sup>

Taiwan's Ministry of Economic Affairs **reduced rack space by more than 99%** and **reduced energy requirements by up to 84%.**<sup>9</sup>

**A win for your organization and a win for the planet.**

**Ready to do more with less? Take the first steps right here:**



<sup>1</sup> Pure Storage. "How Modern Storage Can Offset Power Utilization in the Data Center." August 2023. <https://blog.purestorage.com/perspectives/how-modern-storage-can-offset-power-utilization-in-the-data-center/>.  
<sup>2</sup> Gartner. "How to Make the Data Center Eco-Friendly." December 2022. [www.gartner.com/en/newroom/press-releases/2022-12-06-how-to-make-the-data-center-eco-friendly](https://www.gartner.com/en/newroom/press-releases/2022-12-06-how-to-make-the-data-center-eco-friendly).  
<sup>3</sup> Pure Storage. "Efficient IT Infrastructure Saves More Than Just Energy Costs." May 2023. [www.purestorage.com/content/dam/pdf/en/white-papers/wp-efficient-it-infrastructure-saves-more-than-just-energy-costs.pdf](https://www.purestorage.com/content/dam/pdf/en/white-papers/wp-efficient-it-infrastructure-saves-more-than-just-energy-costs.pdf).  
<sup>4</sup> Alertify. "IDC: Next 3 Years To Surpass 30 Years in Data Creation." November 2023. <https://alertify.ai/data-created/>.  
<sup>5</sup> FlashArray//X™ R4 compared to competing all-flash arrays. Source: Pure Storage. "Meet the World's Most Powerful AND Efficient Storage." June 2023. <https://blog.purestorage.com/purely-technical/xcr4-technical/>.  
<sup>6</sup> FlashArray//X and FlashArray//C™ R4 models compared to previous-generation FlashArray solutions. Source: Pure Storage. "Meet the World's Most Powerful AND Efficient Storage." June 2023. <https://blog.purestorage.com/purely-technical/xcr4-technical/>.  
<sup>7</sup> Pure Storage. "Virgin Media O2 Aims for Zero Emissions with Pure Storage." June 2023. [www.purestorage.com/docs/html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-virgin-media-o2.pdf](https://www.purestorage.com/docs/html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/case-studies/cs-virgin-media-o2.pdf).  
<sup>8</sup> Pure Storage. "San Luis Obispo County Embraces Service with Pride." July 2022. [www.purestorage.com/content/dam/pdf/en/case-studies/cs-san-luis-obispo.pdf](https://www.purestorage.com/content/dam/pdf/en/case-studies/cs-san-luis-obispo.pdf).  
<sup>9</sup> Pure Storage. "Delivering Modern Government Services Built on Data." June 2023. [www.purestorage.com/customers/moea.html](https://www.purestorage.com/customers/moea.html).