MacStadium Chooses Pure Storage to Improve Infrastructure

Chadd Kenney, VP & Chief Technology Officer, Americas at Pure Storage

Flash Memory Summit – Wednesday, August 8
STORAGE HAS LONG BEEN DEFINED BY TWO COMPETING ARCHITECTURES

**NETWORKED STORAGE**
(SAN / NAS)

- ✓ SHARED
- ✓ RELIABLE
- ✓ RICH SOFTWARE
- ✗ MIXED PERFORMANCE
- ✗ COMPLEX
- ✗ EXPENSIVE

**DIRECT-ATTACHED STORAGE**
(DAS)

- ✓ FAST
- ✓ SIMPLE
- ✓ CHEAP
- ✗ UNRELIABLE
- ✗ NO SOFTWARE
- ✗ COMPLEX AT SCALE
WHY FAST NETWORKS CAN CHANGE EVERYTHING

ELIMINATES THE “OUTSIDE THE BOX” PENALTY

- PCIe

NVMe-oF RoCE

<10μs penalty for networking storage

GETS CPUs TOTALLY FOCUSED ON APPLICATIONS*

- iSCSI SAN OR HCI

APPLIcATIONS

- NVMe-oF

STORAGE I/O PROCESSING

UP TO 30%

* AND GETS STORAGE ARRAY CPUs TOTALLY FOCUSED ON STORAGE

MAKES THE ENTIRE ARCHITECTURE PARALLEL

- APPS

- SERVERS

- STORAGE

- FLASH

NVMe-oF, RoCE

NVMe
WHAT IF?

CLASSIC SAN APPS & VIRTUALIZATION

+ DRAMATICALLY FASTER
+ CONSOLIDATE
+ SHARE DATA

SCALE-OUT DAS APPLICATIONS

+ DECOUPLE STORAGE/COMPUTE
+ MAINTAIN PERFORMANCE
+ EFFICIENCY

< DATA-CENTRIC ARCHITECTURE >
SAS unifies the best of SAN and DAS

- Shared Accelerated Storage
- Converged, Fast Networks
- Diverse, Scalable Compute
- Full-Stack Open Orchestration

- High Performance
- Shared
- Efficient, Perfectly Provisioned
- Rich Software
- 99.9999% Availability
- Simple to Deploy
- Simple to Manage
- Simple to Scale
Data-Centric Architecture
INTRODUCING THE NEW

FlashArray™

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD

100% NVMe DIRECTFLASH ARCHITECTURE
- 50% FASTER THAN AFA
- RAW NAND, NO SSDs
- MICROSECOND LATENCY
- 12 GB/S BANDWIDTH

EVERGREEN UPGRADABLE
- EXPAND VIA NVMe DIRECTFLASH SHELF
- MIX NVMe & SATA FLASH
- UPGRADE ONLINE FROM ANY FLASHARRAY

BUILT FOR CLOUD CONSOLIDATION
- 3PBs IN 6U
- LEADING DATA REDUCTION
- ALWAYS-ON QoS

RE-DEFINES TIER1 STORAGE
- 99.9999% AVAILABLE
- ACTIVECLUSTER
- FULL SOFTWARE SERVICES
- API AUTOMATION & AI-DRIVEN CLOUD MANAGEMENT

EVERGREEN UPGRADABLE
- EXPAND VIA NVMe DIRECTFLASH SHELF
- MIX NVMe & SATA FLASH
- UPGRADE ONLINE FROM ANY FLASHARRAY
MacStadium

MacStadium is the leading Apple Mac hosting provider, supplying dedicated servers and private cloud hosting solutions to software developers in over 50 countries.

THE CHALLENGE
- MacStadium was looking to non-disruptively upgrade their system to increase performance while sustaining the same footprint

THE SOLUTION
- MacStadium implemented FlashArray//X to provide a high-performance Tier 1 storage solution for its customers

THE RESULT
- Pure Storage was able to provide the performance, stability and expandability that MacStadium required to offer a premium service to its most demanding customers