



Pure Storage and Micron Collaborate to Deliver Scalable, Energy-Efficient Solutions for Hyperscale Data Centers

January 7, 2025 at 9:00 AM EST

SANTA CLARA, Calif., Jan. 7, 2025 /PRNewswire/ -- Pure Storage® (NYSE: PSTG), the IT pioneer that delivers the world's most advanced data storage technology and services, today announced the expansion of its strategic collaboration with Micron Technology, Inc. (NASDAQ: MU), a global leader in memory and storage solutions. This strategic collaboration enables the high-capacity and energy-efficient solutions that hyperscalers require using Micron G9 QLC NAND for future DirectFlash® Module products.



The joint effort continues a decade-long initiative of integrating Micron's latest NAND technology with Pure Storage solutions, which spans seven generations and includes the Micron G8 QLC NAND qualified for production in Pure Storage's 150TB DirectFlash Module. Combined with Pure Storage's advanced data storage platform, the solution delivers a data storage platform with massive drive capacities, high performance, and low latency — while driving architectural simplification and delivering significant energy efficiency improvements.

Customer Challenge:

In modern data centers, three critical concerns factor into every storage solution — energy efficiency, storage density, and performance. Data centers consume tremendous amounts of power, which is why energy-efficient solutions are critical to managing both operational expenses and the impact on the environment. Additionally, as data centers grow, they remain space-constrained, making every square foot valuable. Operators are continuously challenged to fit more storage into less space. Meanwhile, storage performance is even more important as a competitive advantage because consumers of data center services expect faster data processing as the rush to turn data into insights accelerates.

Customer Impact:

Pure Storage and Micron are collaborating to deliver a winning total cost of ownership solution versus legacy hard drive-based storage solutions for hyperscalers. The collaboration provides the following benefits:

- **Improved performance, lower latency:** The combination of Pure Storage's leading data storage platform with Micron's advanced NAND technology with industry-leading transfer rates provides ultrafast, low-latency, and reliable solutions for massive, data-intensive workloads.
- **Sustainable solutions:** This joint solution dramatically reduces the energy consumption over traditional storage solutions, lowering operating costs and reducing the environmental footprint.
- **Rack-dense, scalable solutions:** By integrating Micron's NAND that offers industry-leading areal density (that is, bits per square millimeter), Pure Storage can deliver highly scalable systems at a reduced total cost of acquisition and ownership.

Executive Insight:

"Pure Storage's collaboration with Micron is another example of our significant momentum bringing the benefits of all-flash storage technology to hyperscale environments," said Bill Cerreta, General Manager, Hyperscale, Pure Storage. "With Micron's advanced NAND technology, Pure Storage can further optimize storage scalability, performance, and energy efficiency for an industry with unparalleled requirements."

"Micron's advanced NAND technologies, combined with Pure's innovative storage solutions, enable data center operators to address the increasing performance, efficiency, and scalability needs for today's hyperscale data centers," said Jeremy Werner, SVP & GM, Storage Business Unit, Micron. "Built on trust and thriving on innovation, our collaboration with Pure Storage consistently offers cutting-edge storage solutions for hyperscale and enterprise environments."

For more information, visit [Pure Storage](#) and [Micron](#).

About Pure Storage

Pure Storage (NYSE: PSTG) delivers the industry's most advanced data storage platform to store, manage, and protect the world's data at any scale. With Pure Storage, organizations have ultimate simplicity and flexibility, saving time, money, and energy. From AI to archive, Pure Storage delivers a cloud experience with one unified Storage as-a-Service platform across on-premises, cloud, and hosted environments. Our platform is built on our Evergreen architecture that evolves with your business — always getting newer and better with zero planned downtime, guaranteed. Our customers are actively increasing their capacity and processing power while significantly reducing their carbon and energy footprint. It's easy to fall in love with Pure Storage, as evidenced by the highest Net Promoter Score in the industry. For more information, visit www.purestorage.com.

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