



The Benefits of Flash

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Introducing Pure Storage

- Enabling the all-flash enterprise
- 600+ storage industry veterans globally
- \$470M from committed investors
- 150+ patents in process



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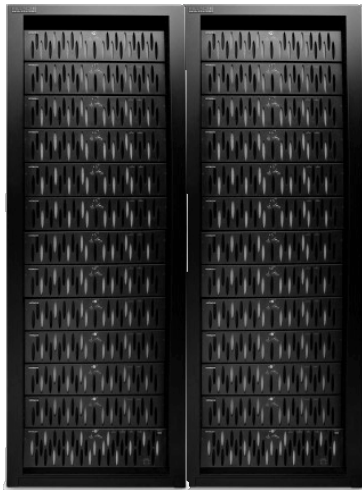
NETPROMOTER
SCORE

EMC: 38 NetApp: 20
Dell: 28 Hitachi: 15



A flash-fueled experience

- Leading cloud-based payroll provider
- Over 1 million users, growing at 30%/year
- Disk was a bottleneck in delivering a better payroll experience



- > 150 TBs
- 58U
- 8 x 30amp circuits
- Storage a key bottleneck!



- 35 TBs of flash: **4-to-1 data reduction**
- 10U: **5.8x smaller**
- 2 x 15amp circuits: **8x less power**
- 800% query improvement: **8x faster**
- Backup from 1.5 hrs → 10 mins: **9x faster**

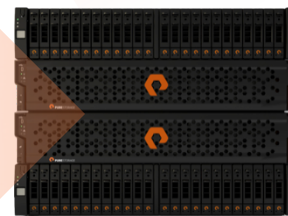
**8X faster payroll processing
while reducing overall costs**

Started with VDI then consolidated



HP EVA

- VMware View recompose time taking >45 mins
- Running out of space
- General performance challenges with mixed workloads

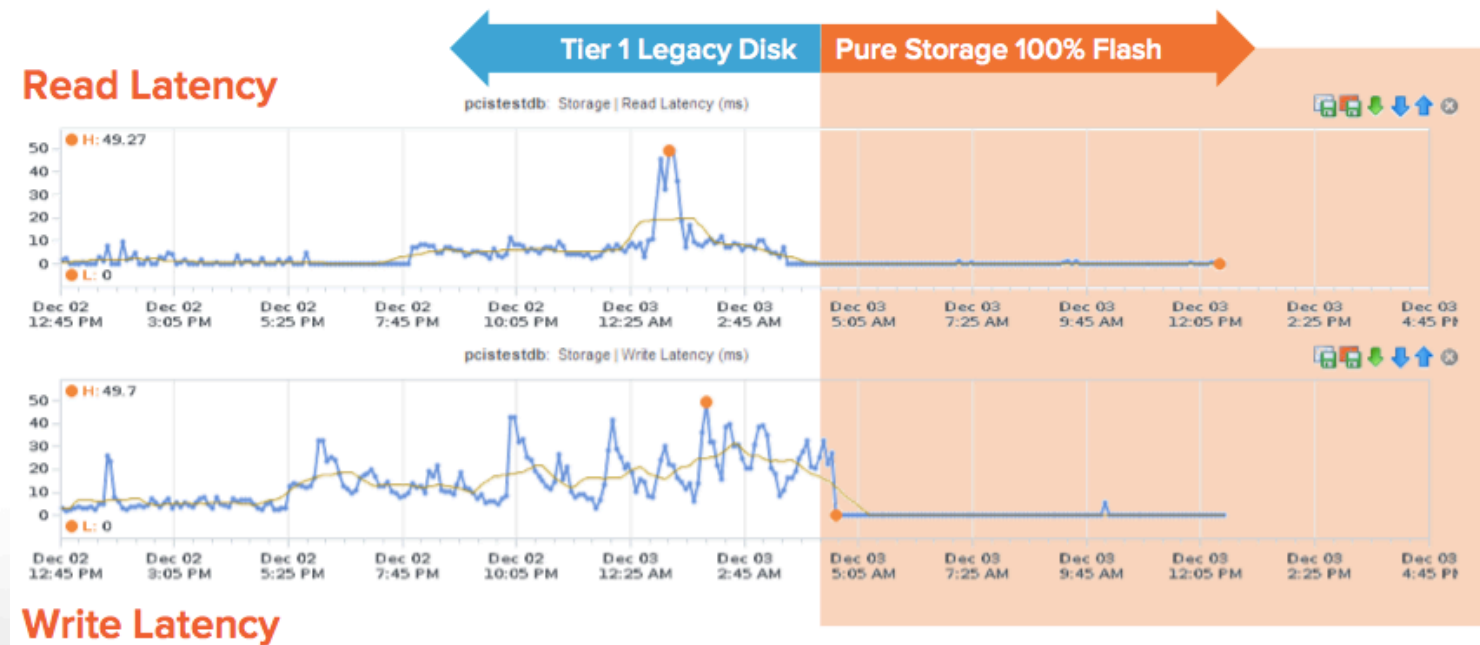


Pure Storage FA-420

- 30TB moved to array
- 6-to-1 data reduction
- View recompose time reduced to under 2 minutes!
- Runs “everything” on it

Hospital at a US University

- All core applications for the hospital: VDI, EMR and Oracle & SQL applications moved entire to flash
 - ETL load times from 6 hours to 1.5 hours
 - EMR backup from 4 hours to 30 minutes
 - 1000% decrease in average latency; 2000% during peak



Flash-Fueled Analytics

F500 Financial Services Giant – SAS Data Warehouse



- 20X Faster
- 30X More analytics

- 50X less rack space
- 30X less heat
- 10X less power



8 Rack Units



8 Floor Tiles

Keys to enabling broad flash adoption

- Flash is fast but more is required for broad adoption
- **Cost:** The number and granularity of data reduction technologies provide data savings for a broader number of applications
- **Availability:** When servicing 100,000s of IOPs there is no room for performance loss due to planned or unplanned downtime
- **Simplicity:** Simplify day to day operations in order to scale the IT staff to support 50% annual data growth rates

Pure Storage: Flash Leadership and Innovation

From edge use cases to the eventual replacement of disk

