



How Flash Fuels Modern Businesses

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Pure Storage is Flash for the Enterprise



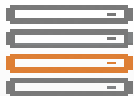
Disruptively Simple

- Purity Software / Less FTEs Required
- Disruptive Software Suite



Less Cost Than Disk

- Inline De-Duplication & Compression, Pattern Removal, Thin Provisioning
- HUGE Reduction In Power and Cooling



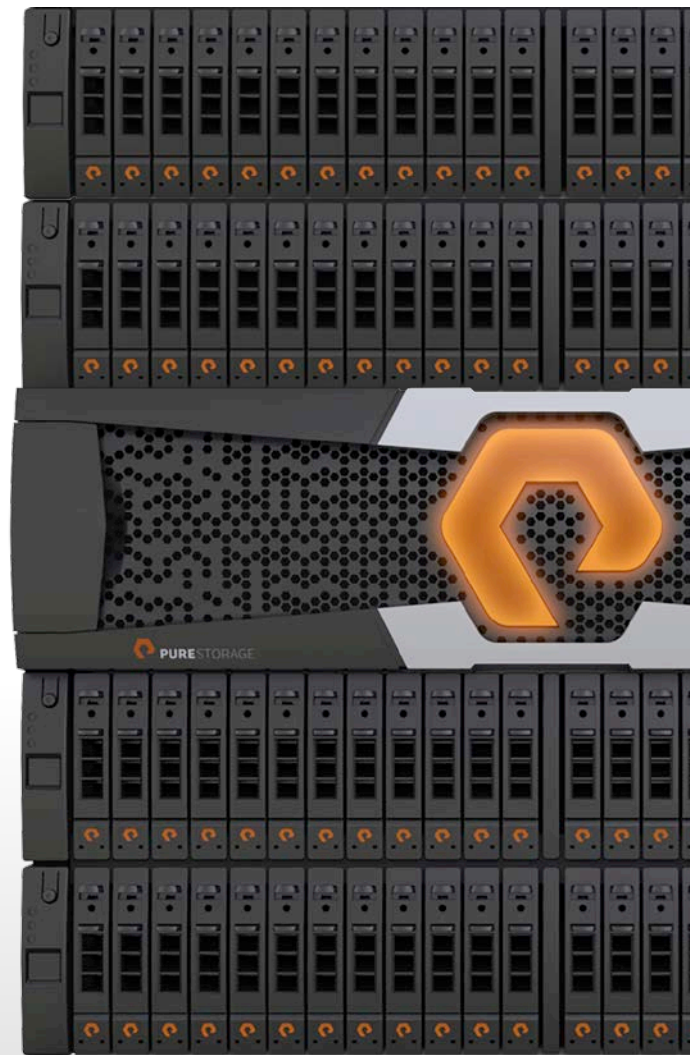
Mission-Critical Reliability

- 99.999%, Non-Disruptive Operations



Consistent Performance

- 100% Flash Memory



BUILDING

A BETTER MODEL FOR STORAGE



WHY PURE STORAGE?

BUSINESS TRANSFORMATION

Achieve results previously unimaginable.

FASTER

Accelerate applications
Increase revenue and productivity



SMARTER

Real-time analytic insights
Drive customer loyalty



MORE INNOVATIVE

Create new, differentiated customer experiences
Get to market faster



IT TRANSFORMATION

Run IT as a cloud while improving efficiency and agility.

LOWER COSTS

Reduce storage costs by 50%
Reduce management costs by 90%
Consolidate servers and applications



DRIVE SIMPLICITY AND AGILITY

Reduce the complexity of storage to make IT more agile



RUN IT AS A CLOUD

Faster time-to-market for new services
On-demand, self-service provisioning
Virtualize all, Mobilize desktops



Pure Storage: A Leader two years in a row!

Figure 1. Magic Quadrant for Solid-State Arrays



Source: Gartner (June 2015)

Gartner.

A MAGIC QUADRANT LEADER

Source: Gartner Magic Quadrant for Solid State Arrays June 2015.

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451 Research

#1 ALL-FLASH ARRAY “IN PLAN”

Heat Rank	Heat Score	Technology	Lead in Plan	2nd in Plan
1	100	All-Flash Arrays	Pure Storage	EMC
2	86	Software-defined Storage	EMC	VMware
3	85	Integrated Platforms	VCE	Nutanix
4	81	External Cloud Storage	Microsoft	AWS
5	77	Private Cloud Storage	EMC	VMware

Source: 451 Research, Storage Study Wave 19

Database



Factory Motor Parts Optimizes Inventory



FMP is a Nationwide provider of auto parts with over 2.5 million SKUs at 120 warehouse locations

- Legacy storage performance inadequate for Manhattan Associates software
- Sluggish SQL queries negatively impact business analyst productivity
- ERP system performance affected by poor storage throughput



Results

- Optimized inventory at each location with broader product availability
- Critical inventory management updates generated in 13 hours versus seven days
- IOPS improved from 10,000 to 130,000
- 4:1 reduction in storage capacity requirements

Nielsen Company: Data is its business

The Nielsen Company is a \$17 billion **global consumer research provider**.

Every major global consumer brand relies on Nielsen.

- Insights to customers were taking too long
- Forklift upgrades were stifling innovation
- Needed to modernize its 9 global data centers



“Data and data storage is the life blood of our business.”

-Alex Patent, Global VP

Results

- More data, more analytics, more insights faster
- Insights to customers delivered every hour vs. once a day
- 50 racks of disk down to 5 racks of flash
- Resources are freed up to provide new capabilities for customers
- Lower costs for storage maintenance and upgrades

VDI



Lamar Advertising Gets Nights Back

Lamar Advertising is a \$6 billion dollar advertising company and is **the leader in digital billboard displays**.

- Complete development projects faster to meet rapidly changing business demands
- Get their nights and weekends back



Results

- All tier 1 applications run on Pure Storage
- Digital billboards are driven and the data is coming from what resides on Pure
- Routine maintenance now done during normal business hours – vs. nights and weekends
- Database reports reduced from several minutes to several seconds

Judson ISD Gets More Time to Educate



Judson Independent School District has over **23,500 students and 3,000 faculty** in grades K-12

- Students waiting 15 minutes to login to computers was unacceptable
- Up to 33% of class time was spent waiting just for computer access
- District growing rapidly, but not IT staff



Results

- Increased active learning by up to 33%
- Simplicity and reliability means no growth IT staff can manage growing district
- Faculty and students are no longer disgruntled with experience
- Application log-in time reduced by up to 95%
- 10:1 data reduction

VSI



Sierra Nevada Bottles Business Growth



One of America's first craft breweries producing 780,000 barrels annually, with a commitment to sustainable business practices.

- VDI, SQL Server-based applications, additional VMs and a growing Microsoft Exchange farm
- Performance, energy costs and forklift upgrades were prohibiting growth



Results

- From 300 milliseconds to sub-millisecond latency
- 35 TB of data in 7.5 TB of capacity with 4.5:1 data reduction
- Quickly deployed IT services when opening North Carolina brewery
- Using 1/10th of the power for FlashArray compared to spinning disk
- Saving \$200,000 in hardware cost over 3 years
- Meeting sustainability goals and reducing carbon footprint
- Doubled performance and gained new features without disruption with Forever Flash