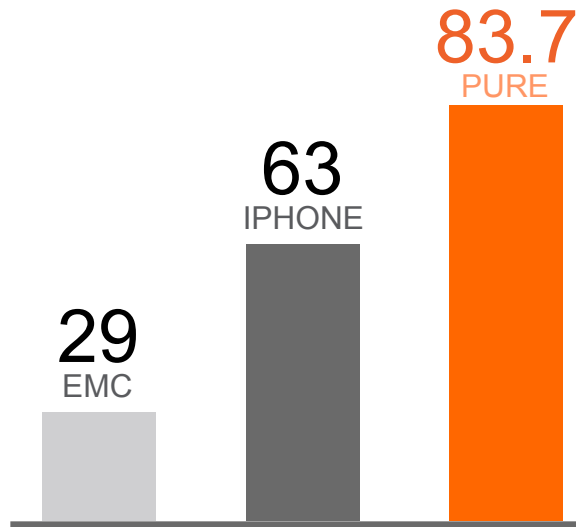# CMO PANEL

Jason Nadeau, Storage Industry Disruptor
Pure Storage
Flash Memory Summit - Wednesday, August 9

CUSTOMER SUCCESS DRIVEN LEADERSHIP

CERTIFIED BY Satmetrix®

NET PROMOTOR SCORE

83.7
PURE

63
IPHONE

29
EMC

Gartner.

Magic Quadrant
Solid State Arrays
July 2017

Figure 1. Magic Quadrant for Solid-State Arrays

CHALLENGERS

LEADERS

Dell EMC

HPE

Pure Storage

IBM

NetApp

Hitachi Data Systems

Fujitsu

Kaminario

Tintri

Tegile

X-IO Technologies

ABILITY TO EXECUTE

NICHE PLAYERS

VISIONARIES

COMPLETENESS OF VISION

As of July 2017
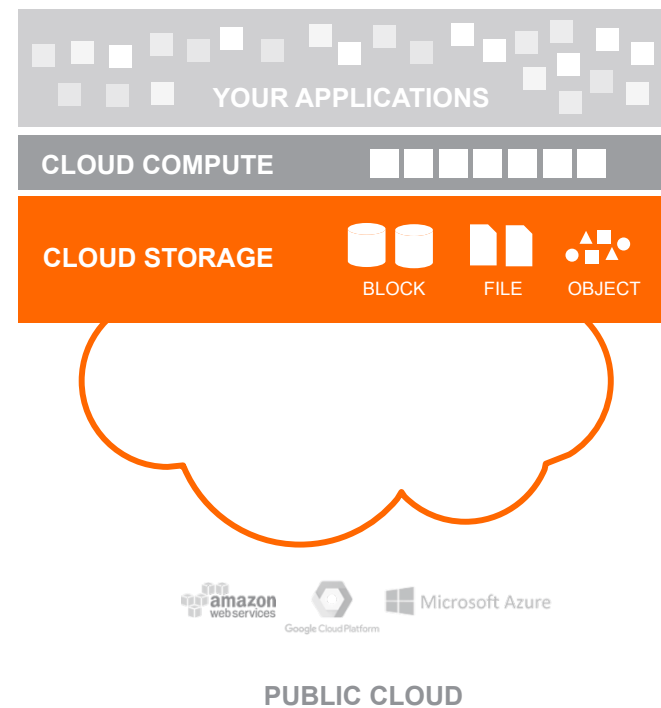
Source: Gartner (July 2017)

PURESTORAGE®

CLOUD: CHANGING CUSTOMER EXPECTATIONS

✓ **SIMPLE**
"IT JUST WORKS"

✓ **ON-DEMAND**
"I NEED A DEVELOPMENT ENVIRONMENT NOW"

✓ **ELASTIC**
"I'LL START SMALL, BUT I KNOW I CAN GROW"

✓ **CONTINUOUS INNOVATION**
"IT GETS BETTER & CHEAPER, AUTOMATICALLY"

YOUR APPLICATIONS

CLOUD COMPUTE

CLOUD STORAGE

BLOCK · FILE · OBJECT

amazon web services · Google Cloud Platform · Microsoft Azure

PUBLIC CLOUD

PURESTORAGE®

"THE APPLE OF THE DATA CENTER"

EFFORTLESS – EFFICIENT – EVERGREEN

FORTUNE | Tech

DATA

This startup wants to be the Apple of the data center

Jonathan Vanian
Jul 24, 2015

Not every enterprise storage company looks to Apple for inspiration. But for Pure Storage, Apple's combination of software and hardware skills is exactly what it wants to emulate.

Companies generate huge amounts of data that they slice and dice to help make decisions. But data-processing software is just one piece of the puzzle.

All that data has to live somewhere, and that's why how companies store data is important. In the past, they used spinning-disc drives to house most of their data, but, over the past few years, flash storage technology has gained considerable attention for more efficiently retaining information.

A wave of startups focused on flash hardware quickly emerged to fill the void. But as the technology caught on, big legacy storage companies like EMC (EMC) and Western Digital (WDC, -0.29%) gobbled many of them up.

Pure Storage is among the flash storage survivors. John Colgrove, a storage veteran from Veritas Software, and John Hayes, a storage newbie, founded the company in 2009. The company boasts that its software smarts as well as its
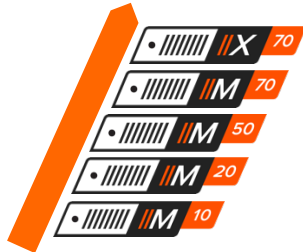
ENGINEERED TO STAY EVERGREEN

FLASHARRAY HAS A MODULAR, SOFTWARE-DEFINED ARCHITECTURE

UPGRADABLE CONTROLLERS

FOR PERFORMANCE

LONG-LIFE CHASSIS

10+ YEAR LIFESPAN

UPGRADABLE, EXPANDABLE FLASH

FOR CAPACITY & DENSITY

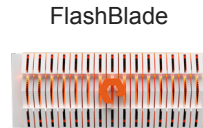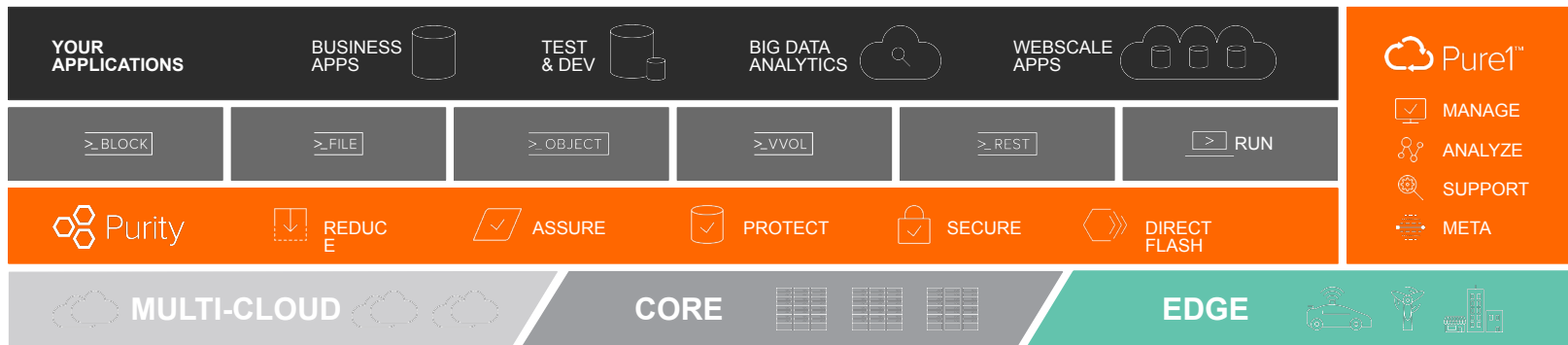MLC, 3D TLC, & NVME FLASH MODULES

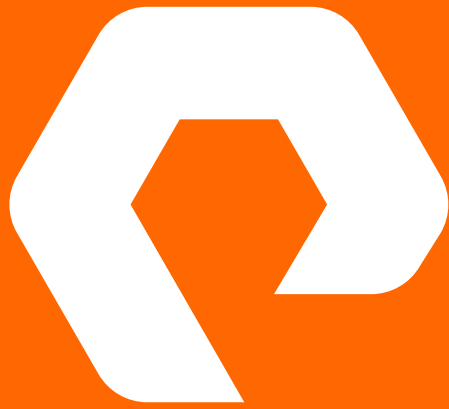### UPGRADABLE SOFTWARE

Purity

UPGRADE EVERYTHING ONLINE

WITH NO DOWNTIME, PERFORMANCE LOSS, OR DATA MIGRATION

PURESTORAGE®

PURESTORAGE®

THE DATA PLATFORM
FOR THE CLOUD ERA

YOUR APPLICATIONS	BUSINESS APPS	TEST & DEV	BIG DATA ANALYTICS	WEBSCALE APPS

>_ BLOCK	>_ FILE	>_ OBJECT	>_ VVOL	>_ REST	>_ RUN

Purity | REDUCE | ASSURE | PROTECT | SECURE | DIRECT FLASH

Pure1™
MANAGE
ANALYZE
SUPPORT
META

MULTI-CLOUD | **CORE** | **EDGE**

FlashArray //M

FlashArray //X

FlashBlade

FlashStack

PURESTORAGE®

THANK YOU