

# Leadership Slides

January 2021

# Delivering the Modern Data Experience



Growth

**\$1.64 Billion**

FY20 Annual Revenue



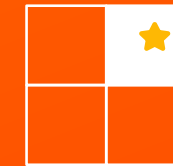
Customers

**8,000+**

Global Customers



Leadership



**Gartner Magic Quadrant**

7 x leader!

**29% YoY Growth:  
Subscription Services**

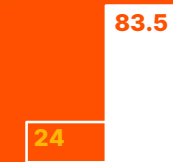
**+\$50 Billion TAM**

**1,700**

New  
Customers  
in FY20

**48%**

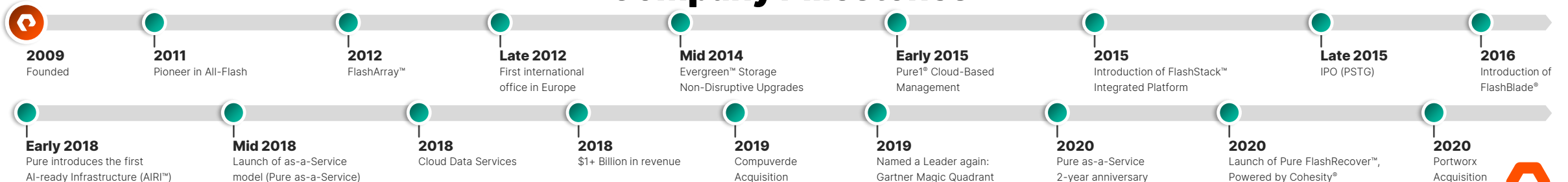
Of Fortune  
500 companies



**Net Promoter Score**

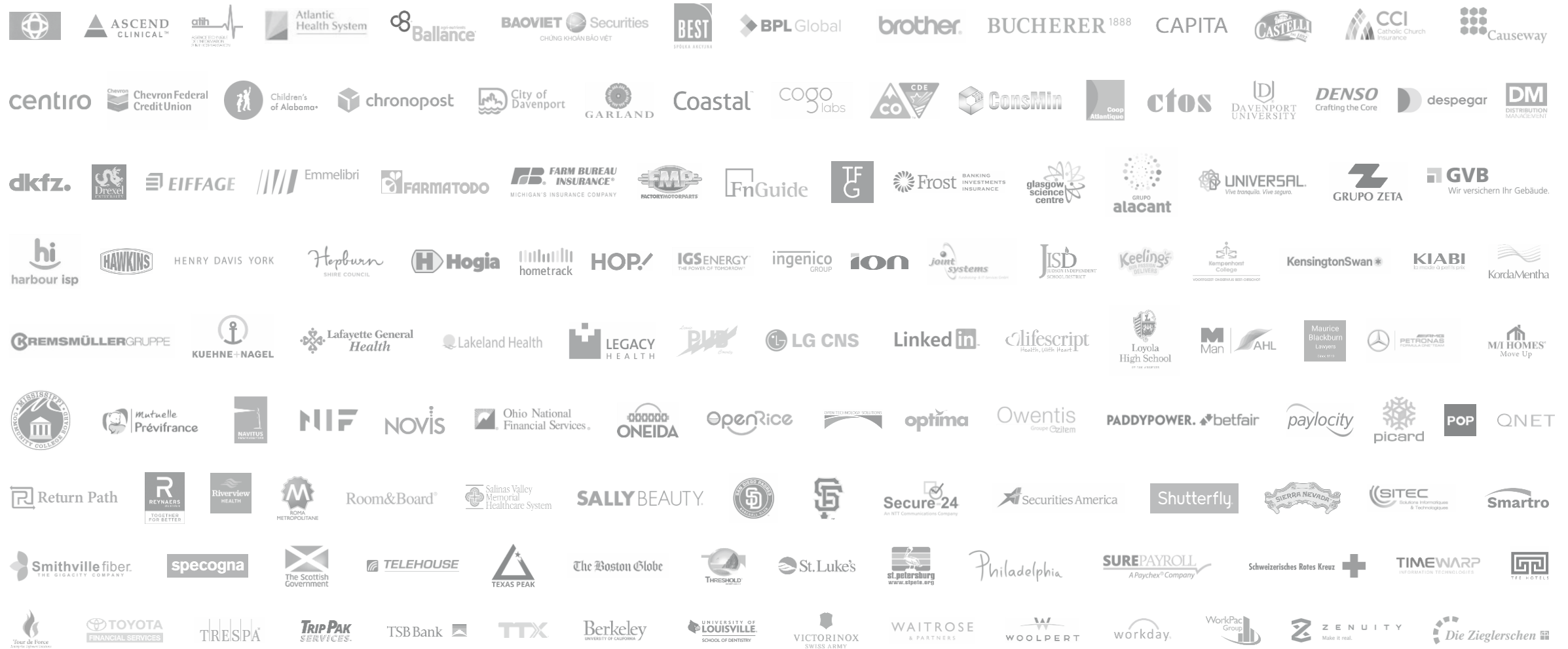
Top 1% of B2B companies

## Company Milestones

















































































# Delivering the Modern Data Experience

> 8,000+ Customers and Counting



# Delivering the Modern Data Experience

Industry Momentum

Cloud/SaaS/Gaming	MSP	Healthcare		
        	  	     	     	  
Retail	Financial Services			Government
                 	        	          	         	  

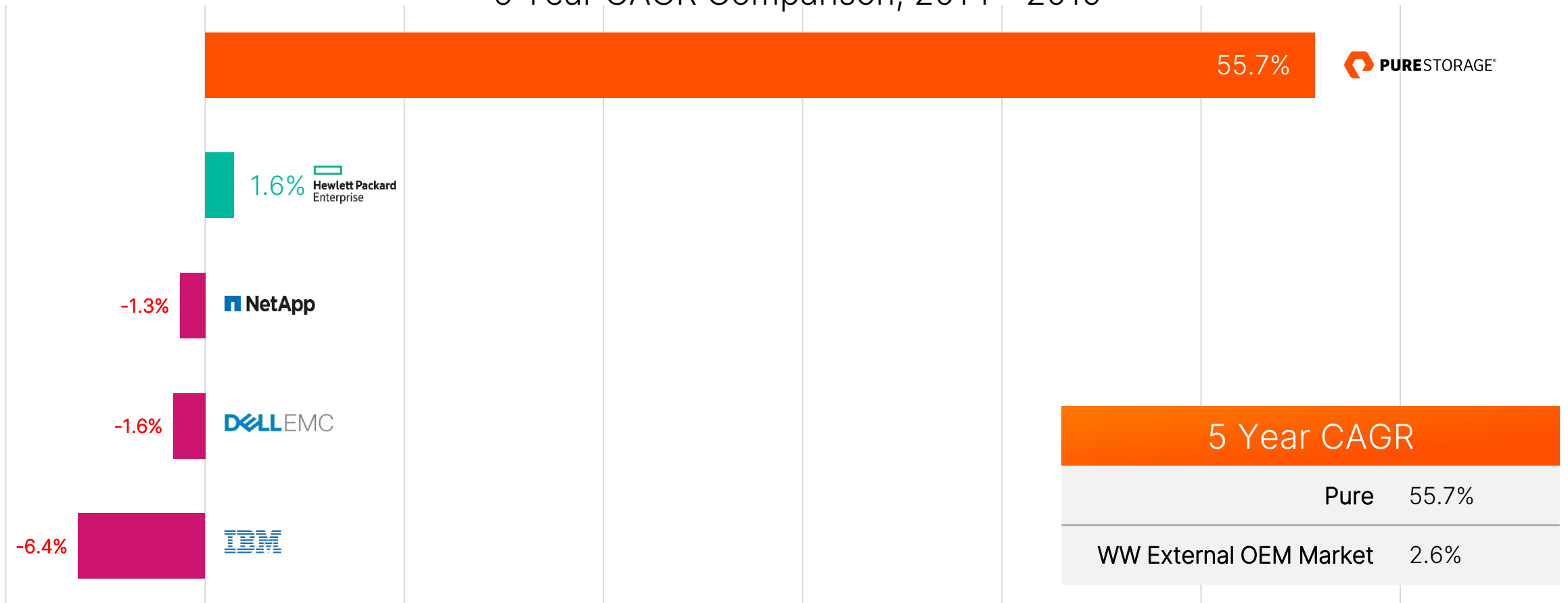
# IDC Market Share

*The following slides only highlight the areas where Pure shows growth and momentum and has outpaced the major competitors. If you'd like information on geographies not shown here please contact the AR team.*

# Outpacing the Market

External OEM Storage (AFA, HYBRID and HDD)

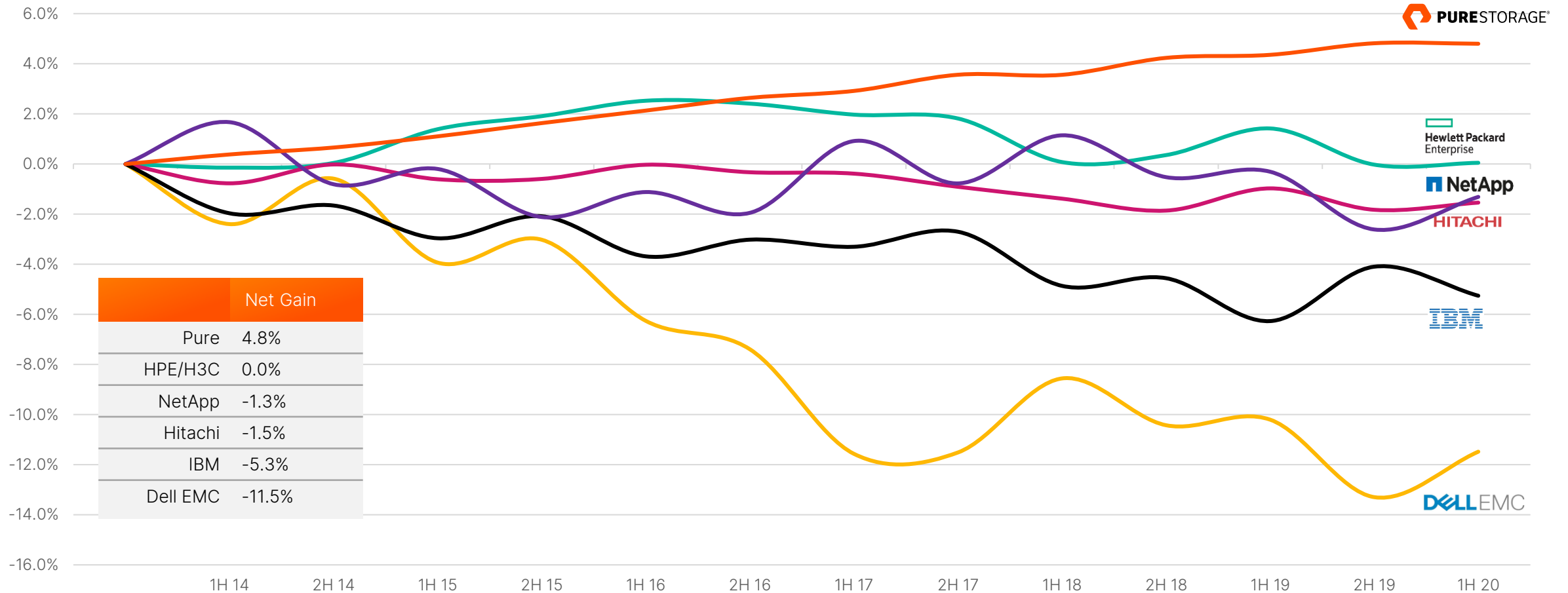
## 5 Year CAGR Comparison, 2014 - 2019



Source: IDC Quarterly Enterprise Storage Systems Tracker, Q4 2019  
© 2021 Pure Storage

# 6.5 Year Storage Market Share\*

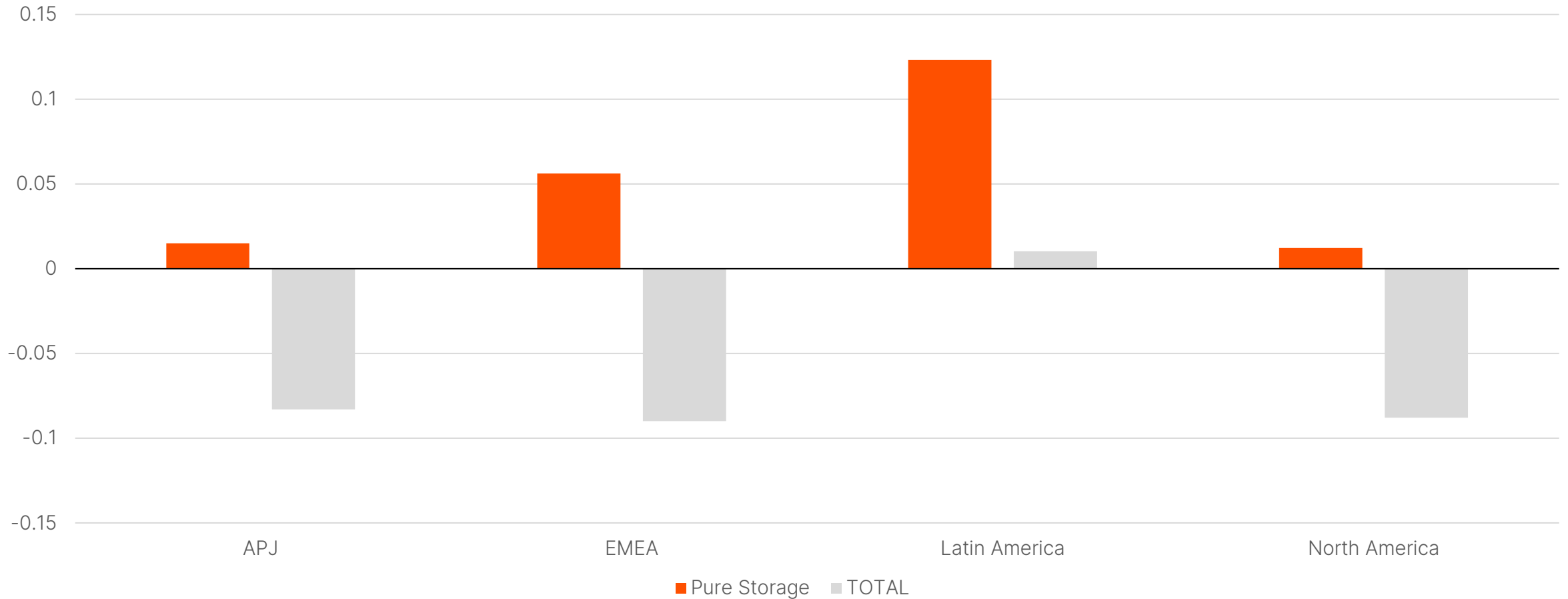
Cumulative Market Share Gain/Loss - Half Year Basis



\*Excludes HCI revenue  
© 2021 Pure Storage, Inc.

# Pure Outpaced the Market in Every Region

1H 2020 WW External OEM Storage







# **Analyst Recognition / NPS**

# Pure Storage is a Leader 7 Years in a Row!

Pure is named a leader in the Gartner 2020 Magic Quadrant for Primary Storage Arrays and is placed highest for Ability to Execute AND furthest for Completeness of Vision

Source: Gartner Magic Quadrant for Primary Storage, Santhosh Rao, John Monroe, Roger Cox, Joseph Unsworth, November 30, 2020.

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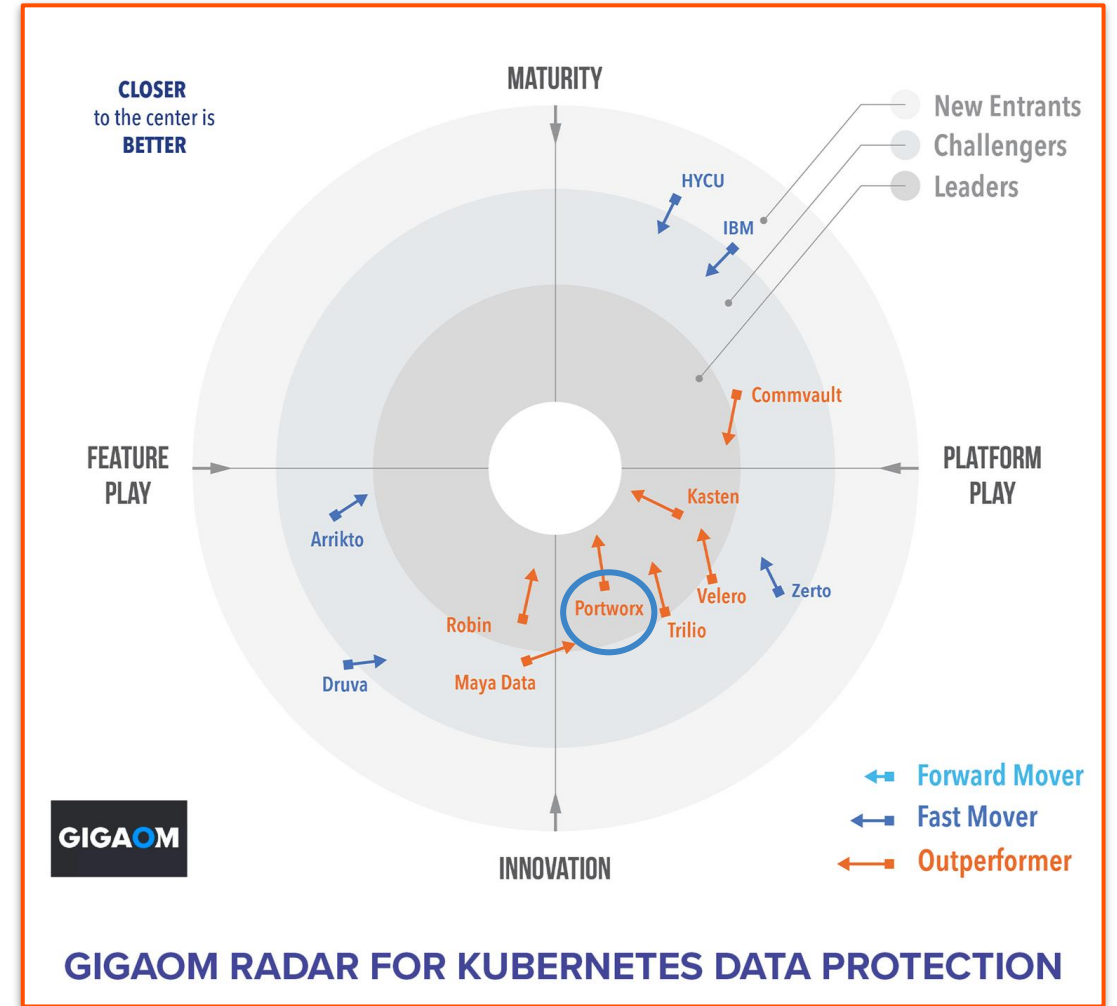
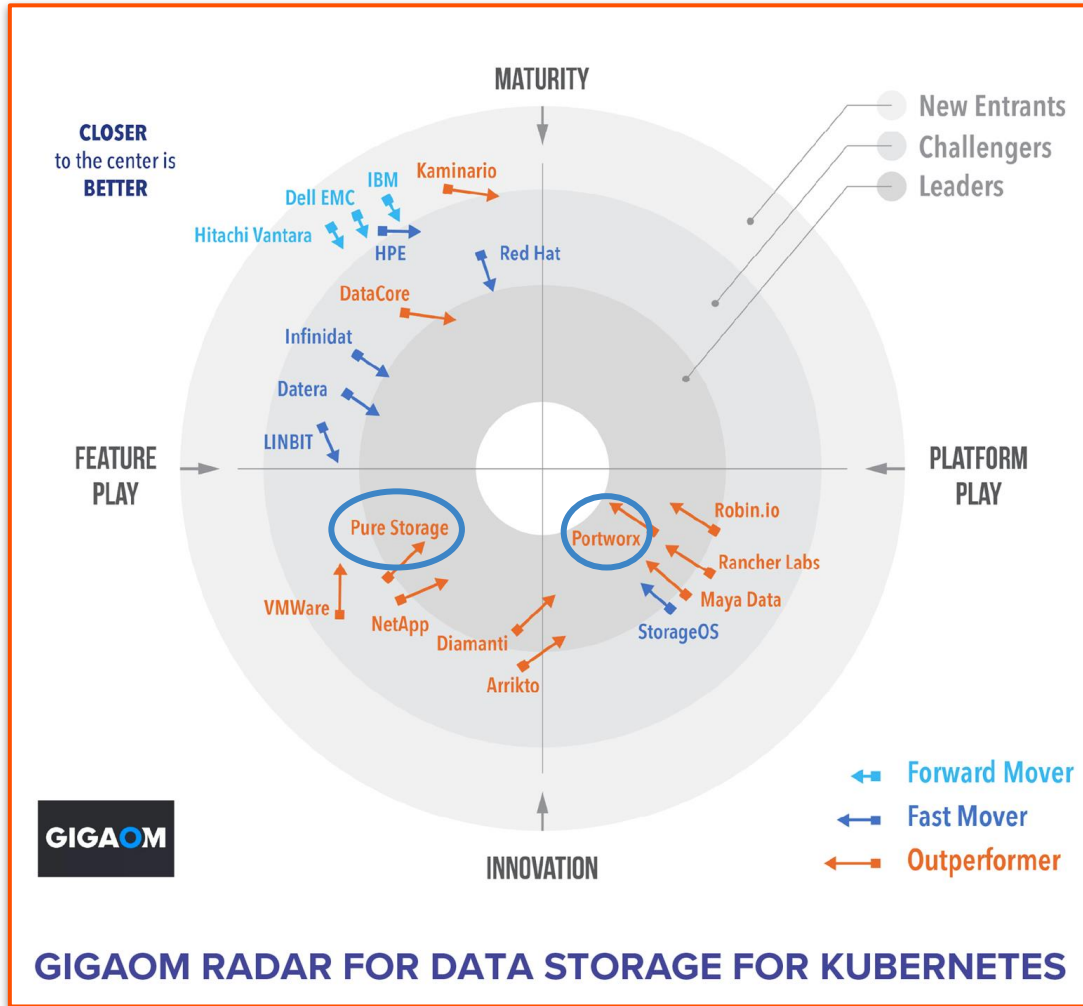
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Figure 1: Magic Quadrant for Primary Storage Arrays



Source: Gartner (November 2020)

# Portworx: #1 for Kubernetes Data Services

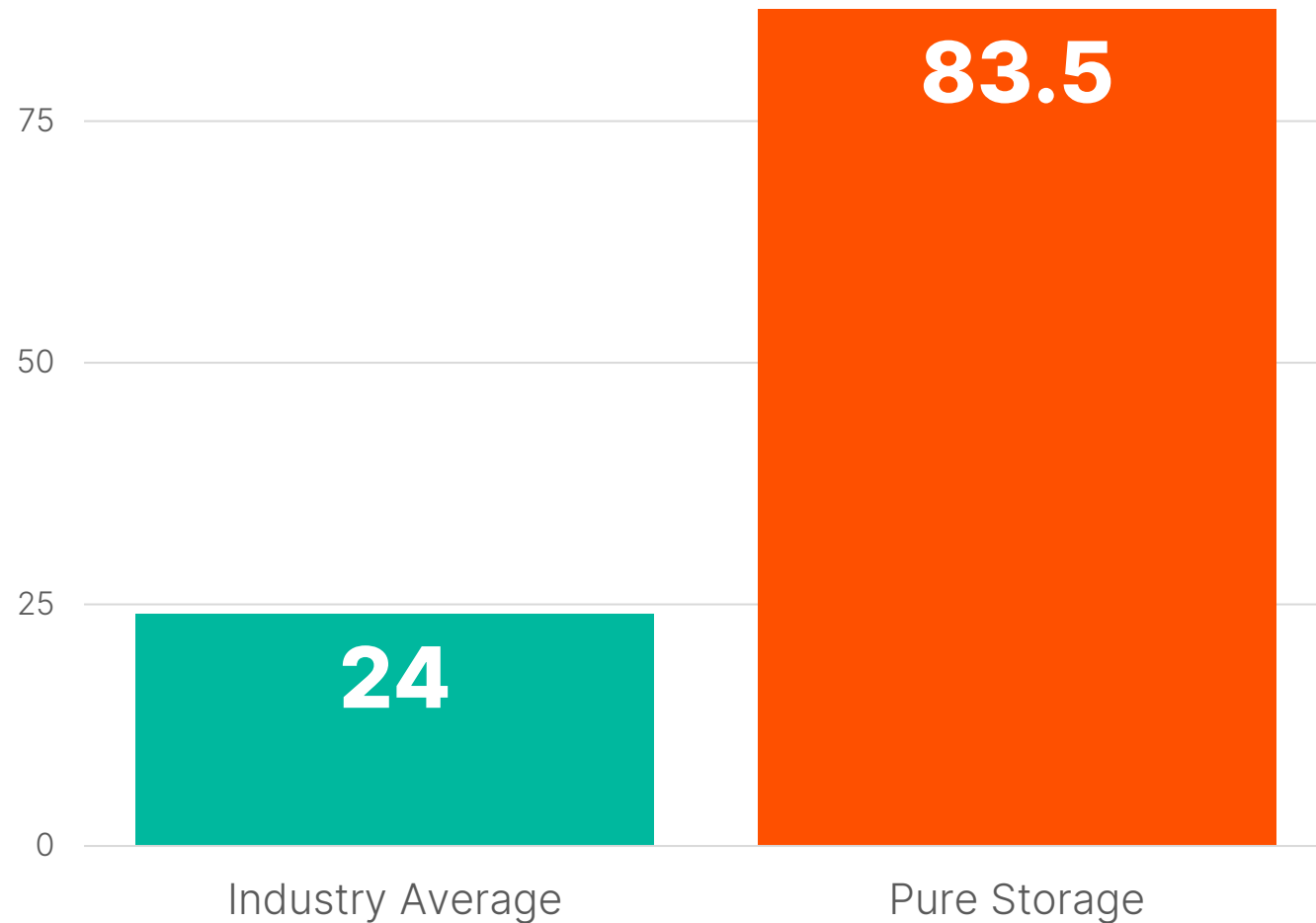


Excellent product, impressive roadmap, market leader, true analytics capability, wonderful sales and very knowledgeable account team!



# Certified Net Promoter Score

2020



In the  
**TOP 1%**  
of B2B Companies



# Awards

# Industry Accolades



---

Pure Awarded With  
**UK Cloud Award**  
Best Data Management  
Product Or Service



---

**Flash/SSD Storage Vendor  
of the Year**

Pure Awarded With  
**Flash/SSD Storage  
Vendor of the Year**  
At Storage Awards XVII in 2020



---

**Channel Partner Program  
of the Year**

Pure Awarded With  
**Channel Partner Program of  
the Year**  
At Storage Awards XVII in 2020



---

Pure Wins  
**Cyber Security  
Excellence Award**  
Gold Award



---

Pure Ranked As  
**Top Rated**  
FlashArray  
(Enterprise Storage)



---

Pure Ranked As  
**Top Rated**  
FlashBlade  
(Object Storage)



# Industry Accolades



Most Innovative  
Technology

---

Most Innovative Flash Memory  
Technology for  
**FlashArray//C**  
In 2020-21



---

Recommended Vendor for  
**Enterprise  
All-Flash Array**  
In 2020-21



---

Pure Recognized As  
**#1 Ranked in Storage**



---

Pure Awarded  
**Channel  
Vendor Program  
Of The Year**



---

Pure Recognised As  
**Fortune Best  
Workplaces in the  
Bay Area™**  
In 2020



---

Pure Recognised As  
**Fortune Best  
Workplaces in  
Technology™**  
In 2020





# Industry Accolades



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Pure Awarded With  
**Data Analytics  
Innovation of the  
year**

At SDC Awards 2020



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Pure Awarded With  
**Best Business Backup and  
Continuity Provider**

Computing Technology Product  
Awards 2020



---

Pure Awarded With  
**Disaster  
Recovery/Business  
Continuity Innovation**

At SDC Awards 2020



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Pure Awarded With  
**Gold Award for Flash  
Storage**

Storage Insider Awards 2020



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Pure Awarded With  
**Best Business  
Storage Product**

Computing Technology  
Product Awards 2020





# Select Customer Stories

# Table of Contents

## Alphabetical Order

[Allant Group](#)

[Cornerstone](#)

[Kai USA](#)

[Searcher Seismic](#)

[ATIH](#)

[Crater Labs](#)

[McMaster University](#)

[ServiceNow](#)

[Atlantic Health Systems](#)

[Deakin University](#)

[Mercedes-AMG  
Petronas Motorsport](#)

[Sierra Nevada Brewing Co.](#)

[Berrios](#)

[DENSO IT](#)

[Institute of Public  
Administration \(IPA\)](#)

[Silver Star Brands](#)

[Carozzi](#)

[Equity Trustees](#)

[St. Joseph's Health](#)

[Centre for Research in Agricultural  
Genomics \(CRAG\)](#)

[Farm Bureau Insurance of Michigan](#)

[Oxeva](#)

[TeraGo](#)

[Children's of Alabama](#)

[Frost Bank](#)

[PAIGE.AI](#)

[Toyota Financial  
Services New Zealand](#)

[Chronopost](#)

[Grupo Alacant](#)

[PSS](#)

[Ural Bank](#)

[Cogo Labs](#)

[Grupo Universal](#)

[Salinas Valley Memorial Healthcare  
System](#)

[Veracel](#)

[Compañía Financiera de Argentina  
\(CFA\)](#)

[Hunya Foods](#)

[Science and Technology Facilities  
Council](#)

[Veritas](#)

[Consolidated Minerals \(ConsMin\)](#)

[WorkPac](#)



# Table of Contents

## Core Apps, DP

### Accelerate Core Applications

[ATIH](#)

[Carozzi](#)

[Centre for Research in Agricultural Genomics \(CRAG\)](#)

[Chang Gung Medical Foundation\)](#)

[Children's of Alabama](#)

[Chronopost](#)

[Cogo Labs](#)

[Compañía Financiera de Argentina \(CFA\)](#)

[Consolidated Minerals \(ConsMin\)](#)

[Crater Labs](#)

[Frost Bank](#)

[Grupo Universal](#)

[Hunya Foods](#)

[Institute of Public Administration \(IPA\)](#)

[Kai USA](#)

[McMaster University](#)

[Mercedes-AMG Petronas Motorsport](#)

[Oxeva](#)

[PSS](#)

[Salinas Valley Memorial Healthcare System](#)

[Science and Technology Facilities](#)

[TeraGo](#)

[Toyota Financial Services New Zealand](#)

[ServiceNow](#)

[Sierra Nevada Brewing Co.](#)

[Silver Star Brands](#)

[Ural Bank](#)

[Verace!](#)

### Modernize Data Protection

[Atlantic Health Systems](#)

[Berrios](#)

[Carozzi](#)

[Equity Trustees](#)

[Grupo Alacant](#)

[Salinas Valley Memorial Healthcare System](#)

[ServiceNow](#)

[St. Joseph's Health](#)

[Veritas](#)

[WorkPac](#)



# Table of Contents

Cloud, Analytics

## Enable Multi-cloud

[Cornerstone](#)

[Crater Labs](#)

[DENSO IT](#)

[Farm Bureau Insurance of Michigan](#)

[St. Joseph's Health](#)

[TeraGo](#)

## Activate Real-time Analytics

[Allant Group](#)

[ATIH](#)

[Chang Gung Medical Foundation](#)

[Chronopost](#)

[Cornerstone](#)

[Crater Labs](#)

[Deakin University](#)

[Equity Trustees](#)

[Frost Bank](#)

[McMaster University](#)

[PAIGE.AI](#)

[Searcher Seismic](#)

[ServiceNow](#)

[St. Joseph's Health](#)

[Veritas](#)





# Accelerate Core Applications

# Adopting a Healthy Approach to Big Data

## Objective

ATIH plays a critical role in France's healthcare system, using data to ensure hospitals have the funding and equipment they need for effective patient care. Data must be rapidly accessible for hospitals and the agency's data scientists.

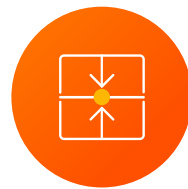
## Results



Streamlines hospital operations by making data more accessible

# 10x

Faster processing minimizes delays for data scientists



Shrinks the footprint with data reduction rates of up to 8.3:1



**“Pure is a truly disruptive technology compared to anything that has been done in the storage market so far. Its solutions combine performance and simplicity.”**

Brice Sauvajon

Assistant Head Of Systems And Technology, Atih

**Geo**  
EMEA

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications, Activate Real-time Analytics

**Products in Use**  
FlashArray



# Optimizing the Warehouse with Self-Driving Vehicles

## Objective

Fast, accurate fulfillment is central to Carozzi's success, and the company is optimizing processes by building one of the most modern distribution centers in Chile. To support an automated warehouse with self-driving vehicles, it needed highly available storage.

## Results

100%

Availability keeps warehouse operations running



Protects data with zero RTO/RPO and ActiveCluster replication



Reduces storage costs with data reduction of up to 5.8:1



**“Pure Storage components grant us the confidence that the infrastructure will be highly available.”**

Erwin Fiebig  
Information Technology Assistant Manager, Carozzi

**Geo**  
LATAM

**Industry**  
Retail

**Solution Area**  
Accelerate Core Applications,  
Modernize Data Protection

**Products in Use**  
FlashStack, FlashArray





# State-of-the-Art Agricultural Genomic Research

## Objective

The Centre for Research in Agricultural Genomics (CRAG) needed a storage platform that could deliver the speed, scalability, and stability the organization required to support complex genomic research and large numbers of concurrent users.

## Solution

By combining a Pure Storage FlashBlade data hub with disk-based archiving, Pure Storage broke through historic performance barriers to create a modern, agile platform for wide-scale testing. Users gain capabilities such as data snapshots while high load saturation limits accommodate expected growth in scientific projects.

## Results

**4x**

Higher writing speeds achieved (from 2.4 to 8 GiB/s)

**60%**

Higher writing speeds achieved (from 2.4 to 8 GiB/s)



Provides reliable performance for intensive testing



**“Pure Storage is purpose-built for flash technology while other solutions have been adapted for it. That’s a major differentiator.”**

Gonzalo Vera

Head Of Scientific It, Crag

**Geo**  
EMEA

**Solution Area**  
Accelerate Core Applications

**Industry**  
Agricultural Genomics

**Products in Use**  
FlashBlade



# Technology in Service of Children's Health

## Objective

At Children's of Alabama, caregivers are not the only ones devoted to children's health. Knowing information can change the course of an illness and the nature of a child's life, the IT team is committed to capturing data quickly to help physicians diagnose and treat problems.

## Results



Saves caregivers time with log-in in 20 seconds vs. 5 minutes



Allows physicians to document procedures in half the time



Evergreen Storage eliminates the cost and disruption of forklift upgrades



Children's  
of Alabama®

**“We’re here for the kids, and we’re here for the people who take care of the kids. The storage from Pure is not part of that mission—it is our mission.”**

Bob Sarnecki

Chief Information Officer, Children's Of Alabama

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications

**Products in Use**  
Evergreen Storage



# Fast, Reliable Storage— Fast, Reliable Delivery

## Objective

Chronopost grows 20% annually, and its holiday delivery volume peaks at hundreds of thousands of parcels per day. To keep up, the company needed fast, reliable storage—and a way to support data-intensive R&D projects.

## Results



Cuts latency to under 1 millisecond, even during peak times



Enables growth with 70% data reduction and 2x capacity

# 30%

Faster backups support big data-driven R&D projects



**“Real-time tracking of parcel deliveries requires a powerful infrastructure and fast calculation time. We were able to develop these value-added services with Pure Storage.”**

Robert Radu  
Head Of Infrastructure Division, Chronopost

**Geo**  
EMEA

**Industry**  
Transportation

**Solution Area**  
Accelerate Core Applications, Activate Real-Time Analytics

**Products in Use**  
FlashBlade, FlashArray, Evergreen Storage



# Using Data to Launch Profitable New Businesses

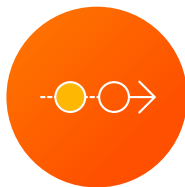
## Objective

As the source of business ideas, data is a valuable asset for Cogo Labs. Fast, infinitely scalable storage is essential as the incubator expands its portfolio—especially as it looks to streamline development through containerization.

## Results



Boosts productivity of data scientists and developers



Accelerates the move to Kubernetes to streamline development



Lowers costs by consolidating workloads previously in the cloud



**“The ability of FlashBlade to host such a wide variety of protocols and workloads is one of its most impressive features.”**

Ed Hammond

Principal Solutions, Architect, Cogo Labs

**Geo**  
NOAM

**Industry**  
Technology

**Solution Area**  
Accelerate Core Applications

**Products in Use**  
FlashBlade,  
Orchestrator



# Creating Financial Stability in an Unstable Economy

## Objective

In an Argentinian economy characterized by increasing prices, a weak currency, and rising energy rates, Compañía Financiera de Argentina (CFA) is constantly looking for ways to reduce operating expenses while keeping operations running smoothly.

## Results



Streamlines decision-making with daily reports produced 9x faster



Reduces costs with a low-consuming array requiring only 3U

# 87%

Shorter backups eliminate daily downtime for users with



**“The benefits that Pure Storage has offered me are tangible. What Pure is doing is taking care of our investment, its clients, and giving us benefits through deduplication and compression.”**

Diego Nakamura  
CTO, Compañía Financiera De Argentina (Cfa)

**Geo**  
LATAM

**Industry**  
Financial Services

**Solution Area**  
Accelerate Core Applications

**Products in Use**  
FlashArray



# A Mine Re-Opens to Faster Storage

## Objective

When ConsMin resumed operations at its Woodie Woodie mine after a two-year hiatus, it needed major upgrades to its IT infrastructure. The company aimed to modernize the data center with higher performance and scalability.

## Results



Speeds ore processing as work orders take 5 minutes vs. 30 minutes



Reduces nightly ERP backup times by over 90%



Scales for long-term growth with high data reduction rates



**“When you put everything together — power savings, minimal maintenance, reliability — you have an ROI that is way ahead of traditional SANs.”**

Erle Metcalf  
IT Coordinator, Consolidated Minerals

**Geo**  
APJ

**Solution Area**  
Accelerate Core Applications

**Industry**  
Manufacturing - Mining

**Products in Use**  
FlashStack, FlashArray



# Transforming Data into Insights using AI/ML

## Objective

Crater Labs helps companies tackle their most ambitious and groundbreaking projects. To better collaborate with clients on large-scale AI projects, Crater Labs needed high-performing infrastructure to fuel data-intensive research.

## Solution

Crater Labs adopted Pure Storage FlashBlade for its storage solution. Researchers gain the performance needed to run multiple experiences simultaneously, allowing them to deliver results to clients much faster. Backups are restored in minutes, and low latency makes it easy to access clients' files.

## Results



Streamlines collaboration with clients on groundbreaking AI projects



Allows researchers to run experiments unimpeded for faster results



Supports a hybrid cloud strategy for both performance and flexibility



**“Pure gives us credibility as we take on transformative AI initiatives for clients. It proves we understand what it takes to run high-risk, high-reward research projects successfully and cost-effectively.”**

Alexei Gavriline  
Co-founder & President, Crater Labs

**Geo**  
North America

**Industry**  
High Tech

**Solution Area**  
Accelerate Core Applications, Enable Multi-cloud, Activate Real-time Analytics

**Products in Use**  
FlashBlade



# Investing in Storage Pays Dividends for Bank

## Objective

Customers want rock-solid reliability when it comes to keeping their financial assets safe. Frost Bank needed a dependable storage foundation to ensure that critical applications, such as e-commerce and transaction processing, run smoothly while also detecting and managing security risks.

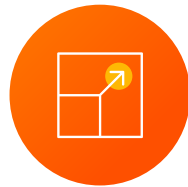
## Solution

Frost Bank chose Pure Storage to support its growing use of analytics and to provide customers with excellent and highly secure experiences, grow its business, and pursue new market opportunities while reducing total cost of ownership.

## Results



Eliminates business interruptions during upgrades and updates



Provides scalable platform for growing use of security analytics

# 100%

Uptime eases burden on IT



**“Pure Storage just works and demands very little of our time. It’s really storage-as-a-service.”**

David Coindreau  
Manager Of Server And Storage Services, Frost Bank

**Geo**  
NOAM

**Industry**  
Financial Services

**Solution Area**  
Accelerate Core Applications

**Products in Use**  
FlashArray,  
FlashBlade,  
Evergreen Storage





# Fueling Product Innovation with Smart Manufacturing

## Objective

To stay competitive in a crowded chocolate market, Taiwanese chocolate manufacturer Hunya Foods needed to accelerate product innovations, coordinate internal resources, and improve efficiency throughout the supply chain.

## Solution

Hunya Foods invested in SAP S/4HANA and Pure Storage to improve operations. The efficient and stable infrastructure from Pure multiplies the benefits of the SAP solution by saving time, improving efficiency, and reducing IT costs.

## Results



Transform successfully to smart manufacturing



Reduce product safety stock and strengthen production plan control



Stimulate product innovation



宏亞食品  
HUNYA FOODS

**“On the road of smart manufacturing transformation, Pure Storage provides Hunya with the most carefree IT environment and becomes the best engine for us when we invest in innovation.”**

Li Jiabin

Information Depart Manager, Hunya Foods

Geo  
Asia Pacific

Industry  
Manufacturing

Solution Area  
Accelerate Core  
Applications

Products in Use  
FlashArray//X10



# Propelling Saudi Arabia into the Digital Economy

## Objective

To diversify national programs away from oil, Saudi Arabia is upskilling public sector employees to help citizens and businesses compete in the global digital economy. To deliver on its promise of excellence, the IPA sought a flash storage platform to power critical applications, including its training nomination and admissions processes.

## Solution

Pure Storage FlashArray provides the 24/7 data availability and high performance required to extend programs that create jobs and fuel commercial expansion, while Evergreen Storage delivers elasticity to support future needs.

## Results

40%

Reduction in TCO



Achieves sub-millisecond latency for key processes



Delivers zero downtime for maintenance or upgrades



**“With the Pure Storage NVMe technology in place, we not only have consistent performance and low latency, but have also reduced our CAPEX and OPEX.”**

Ahmad Al-jebaly

Director, Networks And Operations,  
Institute Of Public Administration

### Geo

EMEA

### Industry

Public Sector

### Solution Area

Accelerate Core Applications

### Products in Use

FlashArray,  
Evergreen Storage



# Supporting Record Knife Sales with Faster, Simpler Storage

## Objective

Kai USA has doubled its knife sales in the past few years. That put new demands on the infrastructure, cutting into performance and employee productivity. The company needed a more powerful storage infrastructure to support growth.

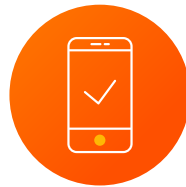
## Solution

Kai USA migrated business-critical ERP workloads to VMware vVols on Pure Storage, improving performance while simplifying storage management. That allows the company to keep growing—driving sales and introducing 120 new products every year.

## Results



Transform successfully to smart manufacturing



Reduce product safety stock and strengthen production plan control



Stimulate product innovation



**“The biggest difference with vVols on Pure Storage is that nobody is waiting idly. By removing multiple bottlenecks to the business, we now have the bandwidth to support more projects.”**

Carl Wolcott  
IT Manager, Kai Usa

### Solution Area

Accelerate Core Applications

### Geo

North America

### Products in Use

Pure Storage  
FlashArray//M20,  
38TB|10TB  
Vmware  
vSphere 6.7/vRealize  
Operations

### Industry

Manufacturing



# The Need for Speed in the Fight for Global Health

## Objective

To combat superbugs and new coronaviruses, Andrew McArthur, Ph.D. and genomics professor and researcher at Canada's McMaster University, needed to speed time to insights from the millions of genomic data points his lab processes every day.

## Solution

McMaster's McArthur Lab selected Pure Storage FlashBlade to support a new gene sequencing system, providing the power the researchers need—not only to accelerate life-saving drug discovery, but to monitor global threats to human health.

## Results



Speeds drug discovery by analyzing select data sets 24X faster.



Allows the team to monitor global health threats more closely.



Scales to support additional research and clinical partnerships.



**“There’s no point in playing with traditional storage because it’s just not fast enough. With Pure Storage FlashBlade, we can stay ahead of the curve as we fight global threats to human health.”**

Andrew G. McArthur  
Ph.D., McMaster University

**Geo**  
North America

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications  
Activate Real-time Analytics

**Products in Use**  
FlashBlade



# Driving Championship Performance

## Objective

Becoming Formula One racing champions means constantly improving car designs and performance. The team needed to efficiently collect, manage, and share ever-increasing amounts of data—as much as 20TB of data per day from 200 sensors on each car to analyze performance.

## Solution

Pure Storage met the team's need for state-of-the-art storage technology that is strong enough to handle performance critical workloads, while being portable and reliable enough to handle frequent travel between international racetracks.

## Results

**95%**

Acceleration of response time for SQL database queries

**65%**

Less data center rack space improves portability

**15%**

Less time to run tests, allowing for more simulations



**“The three words I’d use to describe Pure Storage are simplicity, performance, and partnership.”**

Matt Harris

Head of IT, Mercedes-AMG Petronas Motorsport

**Geo**

EMEA

**Solution Area**

Accelerate Core Applications

**Industry**

Automotive

**Products in Use**

FlashArray



# Hosting Low-Cost Big Data for Enterprise Customers

## Objective

Responding to its enterprise customers' rising interest in big data, Oxeva set out to build a cost-effective, high-availability big data offering—one that would create a competitive edge for both the provider and its customers.

## Results



Drives revenue with high customer confidence in the offering



Boosts quality of service by simplifying storage management



Keeps costs low by consolidating 60TB of usable data in 4U



**“FlashBlade is a technology that does not exist anywhere else; it is the only one capable of addressing the type of needs we faced.”**

Gabriel Barazer  
Technical Director And Co-founder, Oxeva

**Geo**  
EMEA

**Solution Area**  
Accelerate Core Applications

**Industry**  
Service Provider

**Products in Use**  
FlashBlade



# Storage Fuels Growth for a Gas Pipeline Supply Company

## Objective

PSS Industrial is known for fast delivery to customer job sites. To maintain this standard as it continued to grow through acquisitions, PSS Industrial needed a robust storage infrastructure to power its business-critical ERP system.

## Solution

PSS Industrial selected Pure Storage FlashArray and VMware Virtual Volumes (vVols) to satisfy ERP performance demands and provide the scalability and flexibility to add new workloads from acquisitions. The company's entire IT infrastructure also runs on Pure.

## Results



Enables more responsive service to energy customers



Streamlines mergers and acquisitions



Reduces costs by keeping IT team lean and efficient



**“vVols on Pure Storage is significantly easier to use and automates more of the setup process compared to other storage solutions. Because I don't have to babysit it, I can focus on strategic initiatives to support growth.”**

Vince Wood

System Engineer 1, Pss Industrial Group

### Geo

North America

### Industry

Energy

### Solution Area

Accelerate Core Applications

### Products in Use

FlashArray  
VM Analytics Collector  
VMware vSphere



# Flash Backups Keep Critical Systems Stable

## Objective

As clinicians and staff at Salinas Valley Memorial Healthcare System (SVMHS) work to keep people healthy, the IT systems they rely on must perform to high standards. Any delays can cut into patient care.

## Results



Refreshes rounding reports in seconds rather than minutes



Enables real-time decision support with faster status updates



Protects data with improved recovery time and point objectives



**“It’s definitely to our advantage to be able to converge workloads on a single FlashArray. It’s much more cost-effective and considerably easier to manage.”**

Audrey Parks  
Chief Information Officer,  
Salinas Valley Memorial Healthcare System

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications,  
Modernize Data Protection

**Products in Use**  
FlashArray,  
Evergreen Storage





# Advancing Discoveries in Environment Science

## Objective

Science and Technology Facilities Council's JASMIN facility provides a powerful analysis platform for climate and earth scientists throughout Europe—supporting 200 data-intensive projects and 2,000 users. STFC makes sure they can reliably access data and compile code with Pure Storage FlashBlade.

## Results

**99.99%**

Availability for reliable access to analysis



Minimizes administration with remote monitoring and updates



Dramatically reduces storage footprint while boosting performance



Science and  
Technology  
Facilities Council

**“With Pure Storage, STFC scientists can access their environmental research without interruption—continuing to expand human understanding of earth’s ecosystems.”**

**Geo**  
EMEA

**Industry**  
Research

**Solution Area**  
Accelerate Core Applications

**Products in Use**  
FlashBlade



# For ServiceNow, It's All About People

(Even When It's About Storage)

## Objective

ServiceNow's easy to use, highly customizable digital workflow solutions have fueled 40% growth year over year. To keep pace with this growth and an expanding customer base, ServiceNow needed to modernize its storage environment.

## Solution

ServiceNow adopted Pure Storage FlashBlade for rapid restore, and FlashBlade and FlashArray for production backups. The company is the first cloud provider to make an all-flash data center a reality. It also plans to support Splunk, Elastic's ELK stack, AI, and machine learning initiatives on Pure.

## Results



Customers deploy new features sooner with 4x faster access to test environments



Cloud infrastructure team saves tens of thousands of admin hours per year



Lean team can manage a 10x larger storage environment

servicenow™

**“Pure has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions.”**

Keith Martin

Senior Director,  
Cloud Capacity Engineering, Servicenow

### Solution Area

Accelerate Core Applications, Activate Real-time Analytics, Modernize Data Protection

### Geo

NOAM

### Industry

SaaS

### Products in Use

FlashArray//X,  
FlashArray//C,  
FlashBlade, Pure1



# Behind Every Sierra Nevada Beer is Pure Storage

## Objective

For Sierra Nevada, technology is key to brewing high-quality beer at scale. Systems need to be fast and reliable—or beer production stops. To keep up with 30% annual data growth, Sierra Nevada needed high-performance storage.

## Solution

Pure Storage FlashArrays provides high-performance, low-latency storage for all critical manufacturing systems in Sierra Nevada's virtualized server environment. That keeps brewing operations running smoothly while reducing storage costs.

## Results

**200K**

Saving from compressing 35TB of data into 7.5TB capacity

**90%**

Reduction of energy costs compared with standard spinning disks



Reduction of energy costs compared with standard spinning disks



**“Pure Storage FlashArray is playing a critical role in supporting the Sierra Nevada production process—if we’re down, beer is not coming out the door.”**

Justin Ainsworth  
Information Systems Manager,  
Sierra Nevada Brewing Co.

**Geo**  
NOAM

**Solution Area**  
Accelerate Core Applications

**Industry**  
Manufacturing

**Products in Use**  
FlashArray



# Getting Ahead of the Holiday Rush

## Objective

Silver Star Brands processes around 5 million orders every year, peaking over the holidays. As another holiday season approached, the company needed to refresh its aging IT infrastructure to handle the increased load and capture critical revenue.

## Solution

Silver Star Brands adopted VMware vSphere Virtual Volumes (vVols) on Pure Storage, breathing new life into the business-critical ERP system and simplifying management to keep systems running reliably, especially during the holidays.

## Results



Lower latency on Pure Storage improves ERP performance



Easy management and 5.7:1 compression rates save time and money



vVols enabled 1:1 relationships for VMs and their storage volumes, improving capacity efficiency and manageability



**“Our experience with Pure Storage and VMware vVols has been awesome! It gets us out of the business of managing storage so we can focus on supporting our catalog business.”**

William (Bill) Van Aacken  
Senior IT Infrastructure Engineer, Silver Star Brands

**Geo**  
NOAM

**Solution Area**  
Accelerate Core Applications

**Industry**  
Catalogs /  
Direct Marketing

**Products in Use**  
FlashArray //X50  
VMware vSphere 6.7



# TeraGo Makes Hybrid Cloud Easy for Customers—and Itself

## Objective

Customers rely on TeraGo's infrastructure and expertise as they move to the cloud. The provider must deliver a seamless hybrid cloud environment with unfailing performance and reliability, and the ability to scale on demand

## Solution

Moving to Pure Storage FlashArrays via Pure as-a-Service, TeraGo boosted hybrid cloud performance and scalability—becoming more responsive to customer needs and aligning storage costs with revenue for a more competitive pricing model.

## Results



Scales rapidly to meet customer demands for capacity and performance



Allows TeraGo to price its services more competitively



Frees up capital expenditures to invest in strategic initiatives



**“Pure as-a-Service aligns our storage costs with the revenue coming in the door. We’ve freed up capital dollars to invest elsewhere, including 5G and edge computing.”**

William (Bill) Van Aacken  
Senior IT Infrastructure Engineer, Silver Star Brands

**Geo**  
North America

**Industry**  
High Tech

**Solution Area**  
Accelerate Core Applications  
Enable Multi-cloud

**Products in Use**  
FlashArray  
Pure as-a-Service



# Fast Storage for Reliable Insurance Services

## Objective

Customers rely on Grupo Universal to be quick and reliable, whether approving claims or verifying health coverage. When the company encountered operational bottlenecks, it sprang into action.

## Results

# 90%

Smaller footprint provides simple admin and scalability



Boosts employee productivity with jobs complete in 99% less time



Avoided customer service interruptions with a seamless cutover



**“Pure Storage gives us the disruptive technology we were looking for and is unquestionably the ally we needed to change the company’s vision about the role of storage in an enterprise.”**

Andrés Mauricio Heredia  
Director Of Architecture And  
Innovation, Grupo Universal

**Geo**  
LATAM

**Industry**  
Financial  
Services

**Solution Area**  
Accelerate Core  
Applications

**Products in Use**  
FlashArray



# Banking on Exceptional Customer Service

## Objective

Ural Bank for Reconstruction and Development (UBRD) is modernizing its infrastructure to improve customer service, and storage is a key focus. With customer databases growing 20% to 30% annually, the bank needed a way to keep core banking applications running smoothly.

## Results

# 12:1

Data reduction lowers costs and leaves room to grow



Delivers sub-millisecond latency to speed heavy bank workloads



Shortens time to market for new products by 10%



Ural Bank  
for Reconstruction and Development

**“UBRD has gained new features that were not available before the Pure deployment: our developers began to test databases 50% faster, which reduces the time for introducing new products by 10%.”**

Andrei Obukhov  
Managing Director Of The It Department, Ubrd

**Geo**  
EMEA

**Industry**  
Financial  
Services

**Solution Area**  
Accelerate Core  
Applications

**Products in Use**  
FlashArray



# Driving Service Excellence and Innovation

## Objective

Service quality and reliability are key to the competitiveness of Toyota Financial Services New Zealand. When lagging storage put a bottleneck on core business processes and reporting, the company knew it needed a new solution.

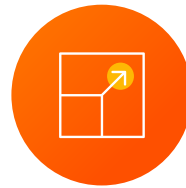
## Results



Boosts performance for core applications and BI reporting



Accelerates data replication from 8 hours to 1 hour



Enables IT to spin up test environments in seconds vs. minutes



**“It’s one thing to claim a system is easy to manage, but it’s another to really prove it. And Pure Storage has done just that from day one.”**

Barry Mcauslin  
Senior Database Administrator,  
Toyota Financial Services NZ

**Geo**  
APJ

**Industry**  
Financial  
Services

**Solution Area**  
Accelerate Core  
Applications,

**Products in Use**  
FlashArray





# Supporting Pulp Mill Operations that Never Stop

## Objective

To streamline its pulp mill's 24x7 operations, Veracel aimed to modernize its infrastructure and improve performance for key systems. Because any IT failure directly impacts production, the company needed a smooth transition to reliable, easy-to-manage technology.

## Results

90%

Faster response times of main apps streamlines operations



Shrinks footprint 75%, lowering costs and leaving room to scale



Enabled rapid implementation with zero business disruption



**“Pure Storage's solution excelled in performance and cost-effectiveness, with an offer 40% cheaper compared to the other vendors.”**

Rodrigo Gonçalves  
CIO, Veracel

**Geo**  
LATAM

**Solution Area**  
Accelerate Core Applications

**Industry**  
Manufacturing - Pulp and Paper

**Products in Use**  
FlashStack





# Modernize Data Protection

# Data-Driven Tools Increase Marketing ROI

## Objective

Atlantic Health System sees technology as essential for delivering high-quality healthcare. The organization needed high-performance storage for its new Epic EHR system—without the high costs, interruptions, and management headaches of its previous solution.

## Results

# 100%

Cuts latency to under 1 millisecond, even during peak times

# 80%

Enables growth with 70% data reduction and 2x capacity

# \$1.3M

Faster backups support big data-driven R&D projects



Atlantic  
Health System

**“I’m proud to say we get reports from Epic that show we’ve had 100% availability since the day we installed Pure Storage.”**

Pat Zinno

Director Of Technology Services  
And Support, Atlantic Health System

**Geo**  
NOAM

**Solution Area**  
Modernize Data  
Protection

**Industry**  
Healthcare

**Products in Use**  
FlashArray



# Restoring Critical Data After Disaster Strikes

## Objective

When Hurricane Maria struck Puerto Rico in 2017, the island suffered catastrophic destruction. Berrios was determined to open its 28 stores as soon as possible to help residents rebuild. Much equipment was damaged, but Pure Storage FlashArrays maintained their integrity, allowing IT to restore and upload data seamlessly.

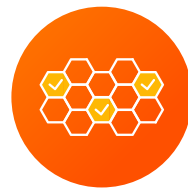
## Results



Speeds efforts to bring stores back online and serve customers



Protects crucial data under harsh conditions



Creates a reliable, resilient foundation for business continuity



**“Pure is the heart of our company. It contains our entire data infrastructure.”**

Hector Morales  
Head Of IT, Berrios

**Geo**  
NOAM

**Industry**  
Retail

**Solution Area**  
Modernize Data  
Protection

**Products in Use**  
FlashArray



# Optimizing the Warehouse with Self-Driving Vehicles

## Objective

Fast, accurate fulfillment is central to Carozzi's success, and the company is optimizing processes by building one of the most modern distribution centers in Chile. To support an automated warehouse with self-driving vehicles, it needed highly available storage.

## Results

100%

Availability keeps warehouse operations running



Protects data with zero RTO/RPO and ActiveCluster replication



Reduces storage costs with data reduction of up to 5.8:1



**“Pure Storage components grant us the confidence that the infrastructure will be highly available.”**

Erwin Fiebig  
Information Technology Assistant Manager, Carozzi

**Geo**  
LATAM

**Industry**  
Retail

**Solution Area**  
Accelerate Core Applications,  
Modernize Data Protection

**Products in Use**  
FlashStack, FlashArray



# Relationships Built on Trust—and Reliable Storage

## Objective

Relationships are at the heart of Equity Trustees' business. When financial advisors meet with clients they need fast, accurate data. The company needed to make sure its storage environment could deliver.

## Results



Gives analysts rapid access to data with sub-millisecond I/O times



Keeps the business running with backups overnight vs. in 2 days



Supports growth without disruptive, cost-prohibitive SAN upgrades



Equity Trustees

**“Pure Storage has allowed us to focus on the things that really matter to the business.”**

Phing Lee  
CTO, Equity Trustees

**Geo**  
APJ

**Industry**  
Financial  
Services

**Solution Area**  
Activate Real-Time  
Analytics, Modernize  
Data Protection

**Products in Use**  
FlashArray,  
Evergreen Storage



# Ice Cream, Innovation, and Uptime

## Objective

Whether developing a new ice cream flavor or entering a new market, Grupo Alacant is always looking to stay competitive through innovation. As the company grows, it relies on continuous availability in the IT infrastructure.

## Results

**100%**

Uptime keeps the business running

**4X**

More storage capacity leaves room for innovation



Cut costs with 2x compression and 50% less rack space



**“Since we implemented this new storage solution, not one user has experienced service cuts. This high availability is something that we value very much.”**

José David López  
IT Department Manager, Grupo Alacant

**Geo**  
EMEA

**Industry**  
Retail

**Solution Area**  
Modernize Data Protection

**Products in Use**  
FlashArray, Purity ActiveCluster



# Flash Backups Keep Critical Systems Stable

## Objective

As clinicians and staff at Salinas Valley Memorial Healthcare System (SVMHS) work to keep people healthy, the IT systems they rely on must perform to high standards. Any delays can cut into patient care.

## Results



Refreshes rounding reports in seconds rather than minutes



Enables real-time decision support with faster status updates



Protects data with improved recovery time and point objectives



**“It’s definitely to our advantage to be able to converge workloads on a single FlashArray. It’s much more cost-effective and considerably easier to manage.”**

Audrey Parks  
Chief Information Officer,  
Salinas Valley Memorial Healthcare System

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications,  
Modernize Data Protection

**Products in Use**  
FlashArray,  
Evergreen Storage





# For ServiceNow, It's All About People

(Even When It's About Storage)

## Objective

ServiceNow's easy to use, highly customizable digital workflow solutions have fueled 40% growth year over year. To keep pace with this growth and an expanding customer base, ServiceNow needed to modernize its storage environment.

## Solution

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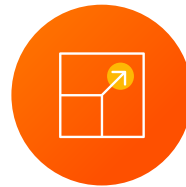
## Results



Customers deploy new features sooner with 4x faster access to test environments



Cloud infrastructure team saves tens of thousands of admin hours per year



Lean team can manage a 10x larger storage environment

servicenow™

**“Pure has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions.”**

Keith Martin

Senior Director,  
Cloud Capacity Engineering, ServiceNow

### Solution Area

Accelerate Core Applications, Activate Real-time Analytics, Modernize Data Protection

### Geo

NOAM

### Industry

SaaS

### Products in Use

FlashArray//X,  
FlashArray//C,  
FlashBlade, Pure1



# IT Drives Better Patient Care for a World-Class Healthcare Network

## Objective

St. Joseph's Health is a world-class hospital and healthcare network. As technology plays a greater role in healthcare, the hospital needed IT infrastructure to support all technologies, at speed, and be available around the clock to support patient care.

## Solution

St. Joseph's Health selected Pure Storage FlashArray and Purity ActiveCluster to achieve high performance and reliability. Backups take minutes, with zero impact on crucial systems, and systems will continue to run seamlessly even if an outage takes out one data center.

## Results



Paves a path toward future innovation with AI, analytics, and cloud



Allows clinicians to access patient records and other medical data in seconds



Shortens patient wait times and allows staff to focus on care



**“With Pure Storage, I’m now in the position to say ‘yes, we can support that’ to just about anything the organization requires.”**

Jesse Fasolo  
Director, Technology And Information Security, St. Joseph's Health

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Enable Multi-cloud, Modernize Data Protection, Activate Real-time Analytics

**Products in Use**  
FlashArray  
Pure as-a-Service



# Protecting Critical Infrastructure with Faster Search

## Objective

Veritas uses Splunk to detect anomalies and threats—and the faster it can analyze data, the better it can protect its infrastructure. But slow performance and high costs in its IaaS solution meant Veritas needed a change.

## Solution

Veritas adopted Splunk SmartStore on Pure Storage FlashBlade, increasing the speed and scalability of the Splunk environment and reducing operational expenditures—to act on insights faster and protect the infrastructure.

## Results



Reduces 5-year costs from \$2M in Opex to a one-time \$350K Capex investment



Supports strategy of faster, better, affordable compute with 30% fewer servers



Boosts IT productivity, even as teams transitioned to working from home

VERITAS™

**“With better search performance, our teams feel more confident using Splunk. In addition, Splunk on Pure helped us stay productive during the COVID-19 crisis by making it easy to collect and analyze data remotely.”**

Neha Mehra

Sr. IT Applications Specialist,  
Infrastructure And Cloud Services, Veritas

### Solution Area

Activate Real-Time Analytics  
Modernize Data Protection

### Geo

North America

### Industry

High Tech

### Products in Use

FlashBlade  
Splunk SmartStore 8.0.2



# Keeping Pace with Job Market Growth

## Objective

In a booming Australian job market, WorkPac Group saw a 50% increase in contractors and a 40% lift in business volume. To keep up, the company needed a new way to support growth while protecting its data.

## Results

# 7.5X

Shorter backup windows improve business continuity



Boosts recruiter productivity by loading CRM dashboard in seconds



Alleviates IT workload with more reliable application performance



**“With no need to troubleshoot mundane performance issues, [Pure] has freed up the IT team to focus on other projects which deliver real business value.”**

Damien Albiez

Network Manager, ICT Services, Workpac Group

### Geo

APJ

### Industry

Professional Services

### Solution Area

Modernize Data Protection

### Products in Use

FlashArray, Evergreen Storage





# Enable Multi-cloud

# Transforming Data into Insights using AI/ML

## Objective

Crater Labs helps companies tackle their most ambitious and groundbreaking projects. To better collaborate with clients on large-scale AI projects, Crater Labs needed high-performing infrastructure to fuel data-intensive research.

## Solution

Crater Labs adopted Pure Storage FlashBlade for its storage solution. Researchers gain the performance needed to run multiple experiences simultaneously, allowing them to deliver results to clients much faster. Backups are restored in minutes, and low latency makes it easy to access clients' files.

## Results



Streamlines collaboration with clients on groundbreaking AI projects



Allows researchers to run experiments unimpeded for faster results



Supports a hybrid cloud strategy for both performance and flexibility



**“Pure gives us credibility as we take on transformative AI initiatives for clients. It proves we understand what it takes to run high-risk, high-reward research projects successfully and cost-effectively.”**

Alexei Gavriline  
Co-founder & President, Crater Labs

**Geo**  
North America

**Industry**  
High Tech

**Solution Area**  
Accelerate Core Applications, Enable Multi-cloud, Activate Real-time Analytics

**Products in Use**  
FlashBlade



# Cornerstone Sees Potential in People—and in the Cloud

## Objective

Cornerstone helps 7,000 global companies make the most of their talent with its software-as-a-service offerings. By moving to a hybrid cloud environment, Cornerstone aims to boost availability, security, and compliance.

## Solution

Cornerstone built on its success with Pure Storage by migrating its disaster recovery capabilities to Amazon Web Services using Pure Cloud Block Store and Pure as-a-Service. Cornerstone achieves fast restoration speeds to meet client SLAs.

## Results



Paves a path toward future innovation with AI, analytics, and cloud



Allows clinicians to access patient records and other medical data in seconds



Shortens patient wait times and allows staff to focus on care



**“We have two main trackers: our recovery point objectives and recovery time objectives. Right out of the gate, they had to be validated and attested to. We achieved that with Pure Cloud Block Store.”**

Wes North

AVP, Technology Operations, Cornerstone

### Solution Area

Enable Multi-cloud  
Activate Real-time  
Analytics

### Geo

North America

### Industry

Technology

### Products in Use

Cloud Block Store,  
FlashArray, FlashBlade  
Pure1, Pure as-a-Service



# Insurance Firm Underwrites Digital Transformation

## Objective

Farm Bureau Insurance of Michigan wanted to drive digital transformation to modernize its insurance applications, deliver reliable performance to employees, and simplify operations behind the scenes.

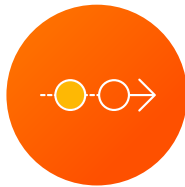
## Solution

With VMware vSphere vVols on Pure Storage, Farm Bureau Insurance of Michigan is accelerating its migration to a modern insurance platform. Pure's integration with vVols simplifies storage operations and makes it easier to troubleshoot servers with volume-specific performance metrics.

## Results



Maintains high performance as company modernizes insurance systems



Enables faster digital transformation while reducing business risk



Improves disaster recovery to protect customer and business data



**“We’re moving everything to VMware vVols on Pure Storage because it’s just so much easier to manage. You don’t need to be a storage admin.”**

Julie Ulrich  
Systems Engineer,  
Farm Bureau Insurance Of Michigan

**Geo**  
North America

**Solution Area**  
Enable Multi-cloud

**Industry**  
Insurance

**Products in Use**  
FlashArray  
VMware vSphere  
VMware Horizon





# Flash Backups Keep Critical Systems Stable

## Objective

With aggressive sustainability goals set by its parent company, DNITS is under pressure to deliver ever-higher standards of performance and availability with a private cloud infrastructure that consumes significantly less energy and space.

## Results



Boosts reliability and availability for 200+ businesses globally



Keeps costs low with less power and space requirements



Reduces risk by eliminating forklift upgrades

# DENSO

Crafting the Core

**“Pure Evergreen Storage enabled us to avoid a tremendous amount of risk associated with forklift upgrades to replace outdated storage.”**

Yasuhiro Ishida

Deputy Director - IT Services Department,  
Denso IT Solutions

**Geo**

APJ

**Solution Area**

Enable Multi-Cloud

**Industry**

Technology

**Products in Use**

FlashArray,  
Evergreen Storage



# IT Drives Better Patient Care for a World-Class Healthcare Network

## Objective

St. Joseph's Health is a world-class hospital and healthcare network. As technology plays a greater role in healthcare, the hospital needed IT infrastructure to support all technologies, at speed, and be available around the clock to support patient care.

## Solution

St. Joseph's Health selected Pure Storage FlashArray and Purity ActiveCluster to achieve high performance and reliability. Backups take minutes, with zero impact on crucial systems, and systems will continue to run seamlessly even if an outage takes out one data center.

## Results



Paves a path toward future innovation with AI, analytics, and cloud



Allows clinicians to access patient records and other medical data in seconds



Shortens patient wait times and allows staff to focus on care



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Jesse Fasolo  
Director, Technology And Information Security, St. Joseph's Health

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Enable Multi-cloud, Modernize Data Protection, Activate Real-time Analytics

**Products in Use**  
FlashArray  
Pure as-a-Service



# TeraGo Makes Hybrid Cloud Easy for Customers—and Itself

## Objective

Customers rely on TeraGo's infrastructure and expertise as they move to the cloud. The provider must deliver a seamless hybrid cloud environment with unflinching performance and reliability, and the ability to scale on demand

## Solution

Moving to Pure Storage FlashArrays via Pure as-a-Service, TeraGo boosted hybrid cloud performance and scalability—becoming more responsive to customer needs and aligning storage costs with revenue for a more competitive pricing model.

## Results



Scales rapidly to meet customer demands for capacity and performance



Allows TeraGo to price its services more competitively



Frees up capital expenditures to invest in strategic initiatives



**“Pure as-a-Service aligns our storage costs with the revenue coming in the door. We’ve freed up capital dollars to invest elsewhere, including 5G and edge computing.”**

William (Bill) Van Aacken  
Senior IT Infrastructure Engineer, Silver Star Brands

**Geo**  
North America

**Industry**  
High Tech

**Solution Area**  
Accelerate Core Applications  
Enable Multi-cloud

**Products in Use**  
FlashArray  
Pure as-a-Service





# Activate Real-time Analytics

# Data-Driven Tools Increase Marketing ROI

## Objective

Allant Group turns data into actionable insights with complex statistical analysis and modeling—helping clients build marketing programs to attract, retain, and win back customers. The company needed to support growing data volumes and increasingly sophisticated analysis.

## Results



Helps clients attract customers for greater marketing ROI



Virtually eliminates storage management tasks



Provides scalability for seamless growth as workloads expand

ALLANT®

**“FlashBlade functions as a dynamic data hub, built to support all types of data loads, and that is exactly what we need to meet client demands.”**

Dan Otterness  
Infrastructure Manager, Allant Group

**Geo**  
NOAM

**Industry**  
Professional  
Services

**Solution Area**  
Activate Real-Time  
Analytics

**Products in Use**  
FlashBlade,  
Evergreen Storage



# Adopting a Healthy Approach to Big Data

## Objective

ATIH plays a critical role in France's healthcare system, using data to ensure hospitals have the funding and equipment they need for effective patient care. Data must be rapidly accessible for hospitals and the agency's data scientists.

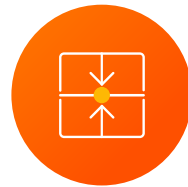
## Results



Streamlines hospital operations by making data more accessible

# 10x

Faster processing minimizes delays for data scientists



Shrinks the footprint with data reduction rates of up to 8.3:1



**“Pure is a truly disruptive technology compared to anything that has been done in the storage market so far. Its solutions combine performance and simplicity.”**

Brice Sauvajon

Assistant Head Of Systems And Technology, Atih

**Geo**  
EMEA

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications, Activate Real-time Analytics

**Products in Use**  
FlashArray



# Powering Artificial Intelligence in Medicine

## Objective

Chang Gung Memorial Hospital established the Center for Artificial Intelligence in Medicine to strength clinical applications of AI and deep learning and improve the quality of medical services and doctor-patient relationships.

## Solution

The Center of AI in Medicine uses Pure Storage FlashBlade and AIRI to deliver the performance, security, and stability needed to power medical data analysis and medical research.

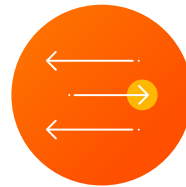
## Results



Improve the efficiency of medical research and support multiple projects simultaneously



Accelerate extensive medical image analysis and genetic research



Support secure and efficient system integration and computing

**“Pure Storage’s technologies offer speed, stability, and security. Speed—the computing speed of analyzing medical data has been greatly increased after introducing AIRI™. Stability—AIRI supports massive data computing with great stability. Security—we’ve had no data security concerns with the system.”**

Chang-fu Kuo

Director Of Center For Artificial Intelligence In Medicine, Chang Gung Memorial Hospital

### Geo

Taiwan

### Solution Area

Activate Real-Time Analytics

### Industry

Healthcare

### Products in Use

FlashBlade, AIRI



# Fast, Reliable Storage— Fast, Reliable Delivery

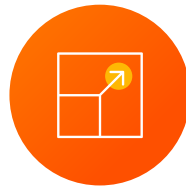
## Objective

Chronopost grows 20% annually, and its holiday delivery volume peaks at hundreds of thousands of parcels per day. To keep up, the company needed fast, reliable storage—and a way to support data-intensive R&D projects.

## Results



Cuts latency to under 1 millisecond, even during peak times



Enables growth with 70% data reduction and 2x capacity

# 30%

Faster backups support big data-driven R&D projects



**“Real-time tracking of parcel deliveries requires a powerful infrastructure and fast calculation time. We were able to develop these value-added services with Pure Storage.”**

Robert Radu  
Head Of Infrastructure Division, Chronopost

**Geo**  
EMEA

**Industry**  
Transportation

**Solution Area**  
Accelerate Core Applications, Activate Real-Time Analytics

**Products in Use**  
FlashBlade, FlashArray, Evergreen Storage





# Cornerstone Sees Potential in People—and in the Cloud

## Objective

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Allows clinicians to access patient records and other medical data in seconds



Shortens patient wait times and allows staff to focus on care



**“We have two main trackers: our recovery point objectives and recovery time objectives. Right out of the gate, they had to be validated and attested to. We achieved that with Pure Cloud Block Store.”**

Wes North

AVP, Technology Operations, Cornerstone

### Solution Area

Enable Multi-cloud  
Activate Real-time  
Analytics

### Geo

North America

### Industry

Technology

### Products in Use

Cloud Block Store,  
FlashArray, FlashBlade  
Pure1, Pure as-a-Service



# Transforming Data into Insights using AI/ML

## Objective

Crater Labs helps companies tackle their most ambitious and groundbreaking projects. To better collaborate with clients on large-scale AI projects, Crater Labs needed high-performing infrastructure to fuel data-intensive research.

## Solution

Crater Labs adopted Pure Storage FlashBlade for its storage solution. Researchers gain the performance needed to run multiple experiences simultaneously, allowing them to deliver results to clients much faster. Backups are restored in minutes, and low latency makes it easy to access clients' files.

## Results



Streamlines collaboration with clients on groundbreaking AI projects



Allows researchers to run experiments unimpeded for faster results



Supports a hybrid cloud strategy for both performance and flexibility



**“Pure gives us credibility as we take on transformative AI initiatives for clients. It proves we understand what it takes to run high-risk, high-reward research projects successfully and cost-effectively.”**

Alexei Gavriline  
Co-founder & President, Crater Labs

**Geo**  
North America

**Industry**  
High Tech

**Solution Area**  
Accelerate Core Applications, Enable Multi-cloud, Activate Real-time Analytics

**Products in Use**  
FlashBlade



# Pushing the Limits of the Student Experience

## Objective

Deakin University, one of Australia's most progressive and visionary universities, is committed to creating an exceptional experience for its 60,000 students—25% of whom attend classes online—and it is constantly working to enhance and expand its services.

## Results



Enhances student experiences with award-winning apps



Increases performance of university services by up to 12%



Simplifies management, enabling ICT to handle 2x more storage



**“Pure Storage stood out as the most powerful and resilient solution to accelerate our ability to deliver new and innovative services across the university.”**

Craig Warren

Executive Director ICT

Infrastructure Services, Deakin University

### Geo

APJ

### Industry

Higher Education

### Solution Area

Activate Real-Time Analytics

### Products in Use

FlashArray



# Relationships Built on Trust—and Reliable Storage

## Objective

Relationships are at the heart of Equity Trustees' business. When financial advisors meet with clients they need fast, accurate data. The company needed to make sure its storage environment could deliver.

## Results



Gives analysts rapid access to data with sub-millisecond I/O times



Keeps the business running with backups overnight vs. in 2 days



Supports growth without disruptive, cost-prohibitive SAN upgrades



Equity Trustees

**“Pure Storage has allowed us to focus on the things that really matter to the business.”**

Phing Lee  
CTO, Equity Trustees

**Geo**  
APJ

**Industry**  
Financial  
Services

**Solution Area**  
Activate Real-Time  
Analytics, Modernize  
Data Protection

**Products in Use**  
FlashArray,  
Evergreen Storage



# Investing in Storage Pays Dividends for Bank

## Objective

Customers want rock-solid reliability when it comes to keeping their financial assets safe. Frost Bank needed a dependable storage foundation to ensure that critical applications, such as e-commerce and transaction processing, run smoothly while also detecting and managing security risks.

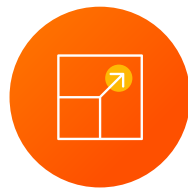
## Solution

Frost Bank chose Pure Storage to support its growing use of analytics and to provide customers with excellent and highly secure experiences, grow its business, and pursue new market opportunities while reducing total cost of ownership.

## Results



Eliminates business interruptions during upgrades and updates



Provides scalable platform for growing use of security analytics

# 100%

Uptime eases burden on IT



**“Pure Storage just works and demands very little of our time. It’s really storage-as-a-service.”**

David Coindreau  
Manager Of Server And Storage Services, Frost Bank

**Geo**  
NOAM

**Solution Area**  
Accelerate Core Applications

**Industry**  
Financial Services

**Products in Use**  
FlashArray,  
FlashBlade,  
Evergreen Storage



# The Need for Speed in the Fight for Global Health

## Objective

To combat superbugs and new coronaviruses, Andrew McArthur, Ph.D. and genomics professor and researcher at Canada's McMaster University, needed to speed time to insights from the millions of genomic data points his lab processes every day.

## Solution

McMaster's McArthur Lab selected Pure Storage FlashBlade to support a new gene sequencing system, providing the power the researchers need—not only to accelerate life-saving drug discovery, but to monitor global threats to human health.

## Results



Speeds drug discovery by analyzing select data sets 24X faster.



Allows the team to monitor global health threats more closely.



Scales to support additional research and clinical partnerships.



**“There’s no point in playing with traditional storage because it’s just not fast enough. With Pure Storage FlashBlade, we can stay ahead of the curve as we fight global threats to human health.”**

Andrew G. McArthur  
Ph.D., McMaster University

**Geo**  
North America

**Industry**  
Healthcare

**Solution Area**  
Accelerate Core Applications  
Activate Real-time Analytics

**Products in Use**  
FlashBlade



# Data Fuels a New Approach to Cancer Care

## Objective

PAIGE.AI teaches its AI models to recognize cancer cells by feeding them thousands of images of tissue samples. With enough data, the system can help pathologists avoid misdiagnosis and improve treatment. But it requires extremely high-performance storage.

## Results



Helps pathologists speed diagnosis and treatment for cancer patients



Processes petabytes of clinical data for use in training AI models



Searches millions of histological slides to help identify rare samples



PAIGE

**“We can help [patients] get the proper drugs at the right time—all based on machine learning and AI, built on Pure Storage and NVIDIA.”**

Dr. Thomas Fuchs  
Founder And Chief Science Officer, Paige.AI

**Geo**  
NOAM

**Industry**  
Technology

**Solution Area**  
Activate Real-Time Analytics

**Products in Use**  
FlashBlade



# Tapping Data to Transform Oil and Gas

## Objective

Accurate seismic data is crucial in oil and gas exploration—and the faster, the better. To help customers seize opportunities sooner, with less risk, Searcher Seismic needed a data hub to accelerate analysis and support new services.

## Results



Delivers seismic data to customers in minutes instead of weeks



Supports new revenue streams with advanced analytics



Creates a competitive edge by ingesting data up to 30x faster



**“We started this effort with an ambitious vision of what our industry could look like. FlashBlade is helping make that vision a reality.”**

Joshua Thorp  
Geoscience Manager, Seismic Searcher

**Geo**  
APJ

**Industry**  
Oil & Gas

**Solution Area**  
Activate Real-Time Analytics

**Products in Use**  
FlashBlade,  
Professional Services





# For ServiceNow, It's All About People

(Even When It's About Storage)

## Objective

ServiceNow's easy to use, highly customizable digital workflow solutions have fueled 40% growth year over year. To keep pace with this growth and an expanding customer base, ServiceNow needed to modernize its storage environment.

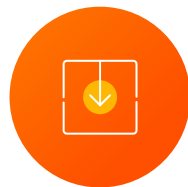
## Solution

ServiceNow adopted Pure Storage FlashBlade for rapid restore, and FlashBlade and FlashArray for production backups. The company is the first cloud provider to make an all-flash data center a reality. It also plans to support Splunk, Elastic's ELK stack, AI, and machine learning initiatives on Pure.

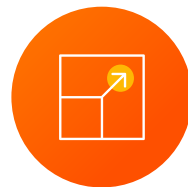
## Results



Customers deploy new features sooner with 4x faster access to test environments



Cloud infrastructure team saves tens of thousands of admin hours per year



Lean team can manage a 10x larger storage environment

servicenow™

**“Pure has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions.”**

Keith Martin

Senior Director,

Cloud Capacity Engineering, Servicenow

### Solution Area

Accelerate Core Applications, Activate Real-time Analytics, Modernize Data Protection

### Geo

NOAM

### Industry

SaaS

### Products in Use

FlashArray//X,  
FlashArray//C,  
FlashBlade, Pure1



# Protecting Critical Infrastructure with Faster Search

## Objective

Veritas uses Splunk to detect anomalies and threats—and the faster it can analyze data, the better it can protect its infrastructure. But slow performance and high costs in its IaaS solution meant Veritas needed a change.

## Solution

Veritas adopted Splunk SmartStore on Pure Storage FlashBlade, increasing the speed and scalability of the Splunk environment and reducing operational expenditures—to act on insights faster and protect the infrastructure.

## Results



Reduces 5-year costs from \$2M in Opex to a one-time \$350K Capex investment



Supports strategy of faster, better, affordable compute with 30% fewer servers



Boosts IT productivity, even as teams transitioned to working from home

VERITAS™

**“With better search performance, our teams feel more confident using Splunk. In addition, Splunk on Pure helped us stay productive during the COVID-19 crisis by making it easy to collect and analyze data remotely.”**

Neha Mehra

Sr. IT Applications Specialist,  
Infrastructure And Cloud Services, Veritas

### Solution Area

Activate Real-Time Analytics  
Modernize Data Protection

### Geo

North America

### Industry

High Tech

### Products in Use

FlashBlade  
Splunk SmartStore 8.0.2



# IT Drives Better Patient Care for a World-Class Healthcare Network

## Objective

St. Joseph's Health is a world-class hospital and healthcare network. As technology plays a greater role in healthcare, the hospital needed IT infrastructure to support all technologies, at speed, and be available around the clock to support patient care.

## Solution

St. Joseph's Health selected Pure Storage FlashArray and Purity ActiveCluster to achieve high performance and reliability. Backups take minutes, with zero impact on crucial systems, and systems will continue to run seamlessly even if an outage takes out one data center.

## Results



Paves a path toward future innovation with AI, analytics, and cloud



Allows clinicians to access patient records and other medical data in seconds



Shortens patient wait times and allows staff to focus on care



**“With Pure Storage, I’m now in the position to say ‘yes, we can support that’ to just about anything the organization requires.”**

Jesse Fasolo

Director, Technology And Information Security, St. Joseph's Health

**Geo**  
NOAM

**Industry**  
Healthcare

**Solution Area**  
Enable Multi-cloud, Modernize Data Protection, Activate Real-time Analytics

**Products in Use**  
FlashArray  
Pure as-a-Service



