

PURE// ACCELERATE DIGITAL KOREA 2021

BREAKTHROUGH

상상을 초월하는 혁신

FEATURED SPEAKER

CEO PERSPECTIVE

**A vision for the industry, customers, and future
Three imperatives to make a breakthrough year.**

Andrew Sotiropoulos
VP, Asia Pacific and Japan Sales
Pure Storage



#PUREACCELERATE



Pure Storage At A Glance



FY21 Annual Revenue

\$1.68 B



Customers

9,000+*

Global Customers



Satisfaction

83.5 NPS

Top 1% of
B2B Companies



Leadership

7 Year Leader

Gartner Magic Quadrant



Q1 FY22 Revenue

\$413 M

12% Y/Y Growth



Customers

~330

Q1 FY22 Customer Additions



Customers

~49%*

Of Fortune 500
companies



Subscription Services
Revenue

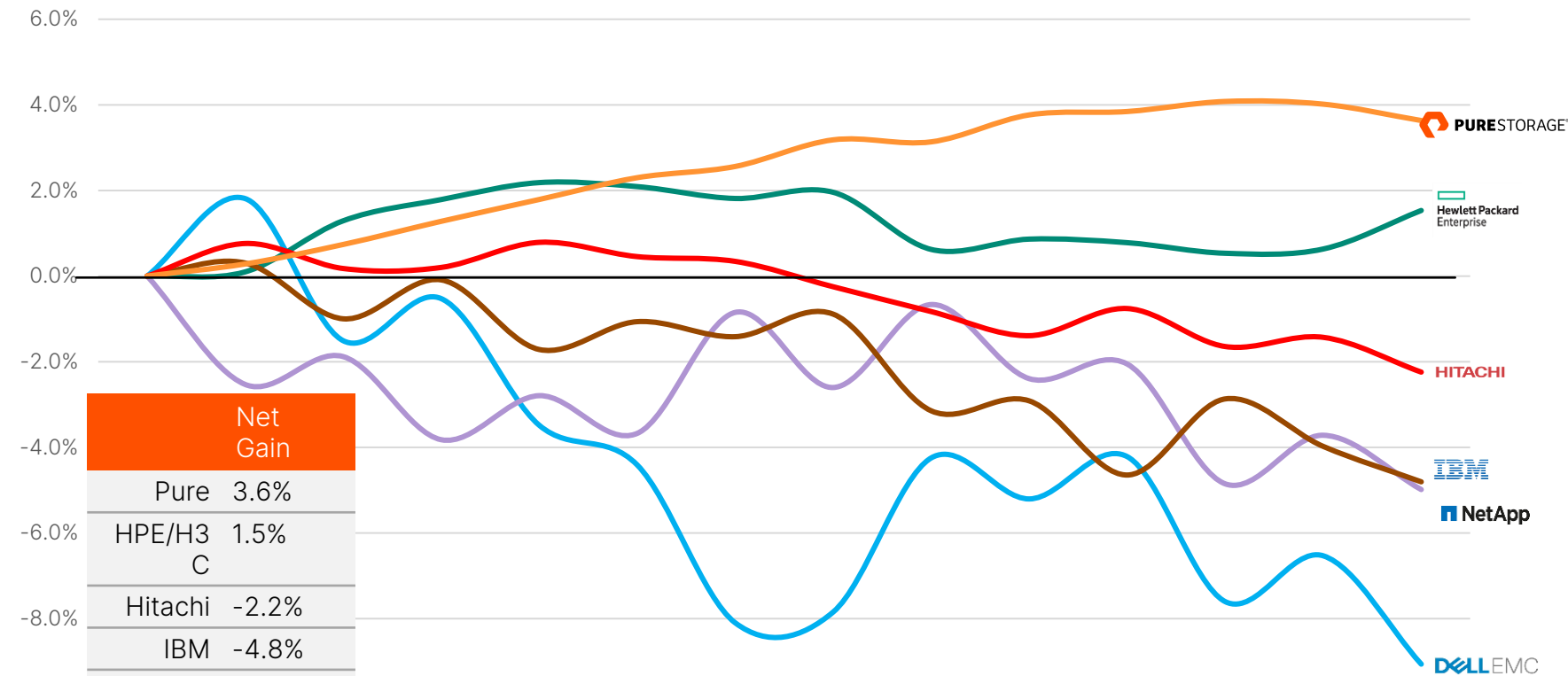
35%

Q1 FY22 Y/Y Growth



7 Year Storage Market Share

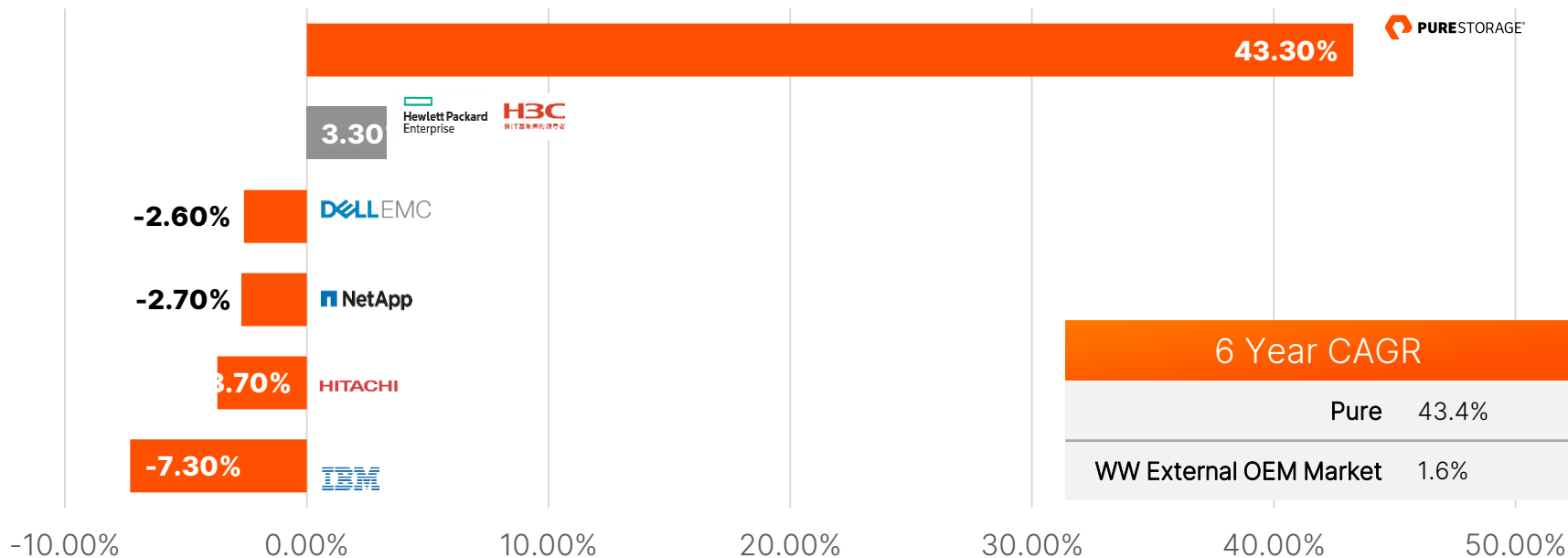
Cumulative Market Share Gain/Loss - Half Year Basis



Outpacing the Market

External OEM Storage (AFA, HYBRID and HDD)

6 Year CAGR Comparison, 2014 - 2020



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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Figure 1: Magic Quadrant for Primary Storage Arrays



Source: Gartner (November 2020)



2020

2020

**ENABLE WORK/STUDY
FROM HOME**



**RESET AND
RE-PLAN**



RESTART



WHAT'S NEXT?



HYBRID WORKPLACES WILL BE AN **OPERATIONS CHALLENGE**

A high-angle, close-up photograph of a business meeting. Several people are seated around a light-colored wooden table. In the foreground, a person's hands are visible, one holding a pen over a spiral-bound notebook and the other resting on a tablet. To the right, another person's hands are seen holding and reviewing a document with a table of data. A laptop keyboard is visible in the lower-left corner. The scene is dimly lit, with a dark, semi-transparent overlay across the entire image. Centered over this overlay is the text 'CREATIVITY AND COLLABORATION WILL DRIVE FURTHER DIGITAL TRANSFORMATION' in a bold, sans-serif font. The words 'CREATIVITY AND COLLABORATION' are white, while 'WILL DRIVE' is white and 'FURTHER DIGITAL TRANSFORMATION' is orange.

CREATIVITY AND COLLABORATION
WILL DRIVE FURTHER DIGITAL TRANSFORMATION

OUR VISION

**MAKE DATA EASILY AVAILABLE
TO YOUR INNOVATORS**

A man with glasses and a denim shirt is looking at a tablet in a server room. The room is dimly lit with blue and orange lights from the server racks. The text is overlaid on the right side of the image.

THE MODERN DATA EXPERIENCE
IS HOW COMPANIES IMPLEMENT
AND BENEFIT FROM PURE'S VISION



**WHY
MODERN DATA EXPERIENCE
IS NECESSARY**

SAFE, RELIABLE DATA SERVICES

ON-LINE

SCALABLE

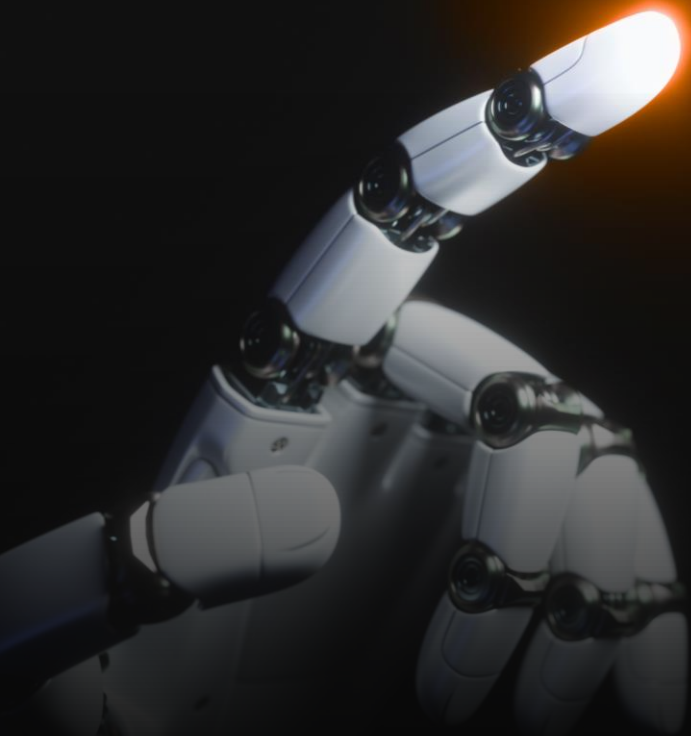
AVAILABLE TO DEVELOPERS AS CODE

**IT PROVIDES API ACCESS, ENABLING SAFE,
SECURE INFRASTRUCTURE USE**

**AUTOMATION ACROSS APPLICATIONS
AND INFRASTRUCTURE**

**BLOCK
FILE
OBJECT
CONTAINER-BASED**

**A SINGLE
UNIFIED
ARCHITECTURE**



MODERN DATA EXPERIENCE



MODERN DATA EXPERIENCE

STEP 1

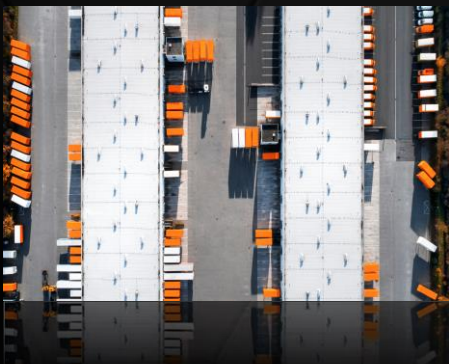
MODERN DATA INFRASTRUCTURE

MODERN DATA EXPERIENCE

STEP 1

MODERN DATA INFRASTRUCTURE

KUBERNETES



AI OPS



STORAGE AS CODE



An aerial photograph of a wastewater treatment plant, showing several large circular clarifiers arranged in a grid. The clarifiers have a reddish-brown interior and a white metal structure. The background is a dark green field.

MODERN DATA EXPERIENCE

STEP 2

MODERN CUSTOMER EXPERIENCE

MODERN DATA EXPERIENCE

STEP 2

MODERN CUSTOMER EXPERIENCE



DEFINING THE NEXT GENERATION
CUSTOMER EXPERIENCE BY USING
“AS A SERVICE” THINKING

A city skyline at sunset with a large rainbow arching over it. The sky is a deep orange and red, and the buildings are silhouetted against the light. The rainbow is a vibrant mix of red, orange, yellow, and green, arching from the left side of the frame towards the right.

MODERN DATA EXPERIENCE

STEP 3

MODERN APPLICATIONS

MODERN DATA EXPERIENCE

STEP 3

MODERN APPLICATIONS



REQUIRES MODERN
INFRASTRUCTURE AND A
MODERN CUSTOMER
EXPERIENCE TO DELIVER ON
THE PROMISE OF MODERN
APPLICATIONS



**GET THE
MODERN DATA EXPERIENCE
WITH PURE**

**INTEGRATED CONTROL PLAN
FOR DATA MANAGEMENT**

DATA AND APP AGILITY AND PORTABILITY

**AUTOMATED SELF-SERVICE
INFRASTRUCTURE WITH KUBERNETES**

PURE1 MANAGEMENT

