

PURE// ACCELERATE DIGITAL KOREA 2021

BREAKTHROUGH

상상을 초월하는 혁신

퓨어스토리지의 비전, Modern Data Experience가 고객의 DT전략을 비전에서 실행으로 더 쉽게 갈 수 있게 하는 이유들과 제품 개발 전략

김민철 지사장 직무대행
mc.kim@purestorage.com
Pure Storage Korea

#PUREACCELERATE



디지털 트랜스포메이션의 전략 빌딩블록



What is Digital Transformation...Really?

Digital Transformation



Modernize Applications

- All Flash
- K8s/Containers
- Object Storage

Enable Multi-Cloud

- Multi-Public
- Private 2.0
- Hybrid

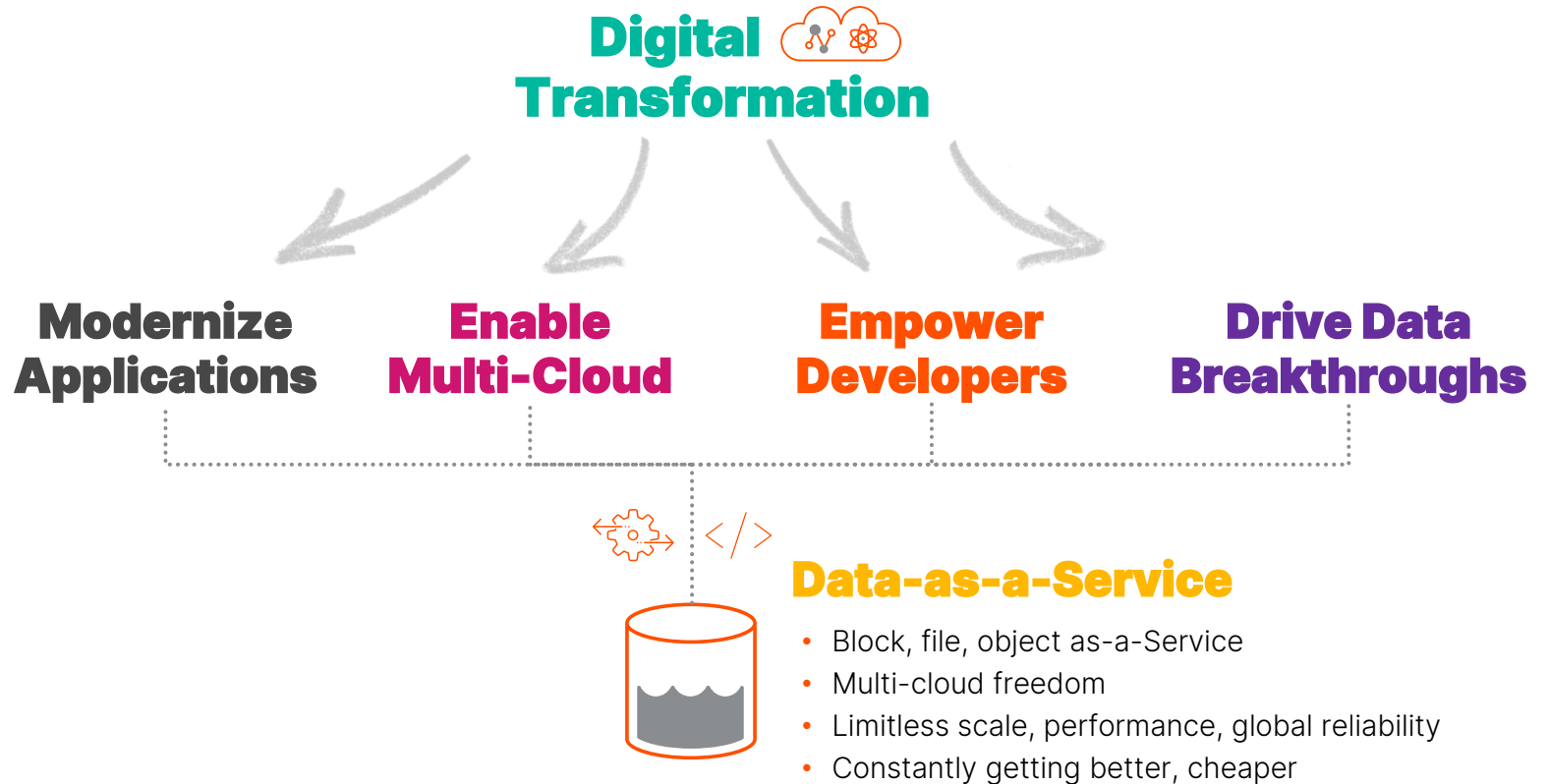
Empower Developers

- DevOps
- CI/CD
- On-Demand

Drive Data Breakthroughs

- AI / ML
- Real-time Analytics
- Log & machine data

Digital Transformation Runs on Data (as a Service)



Infrastructure Teams Today Must Serve Two Worlds in Harmony



The apps you've got ...

TRADITIONAL APPLICATIONS

- How to reduce cost and ensure reliability?
- How to move to cloud without massive re-architecture?
- How to automate delivery and reduce the operational burden?
- How to break free from infrastructure lock-in?

→ **95% of the business and operational budget today**



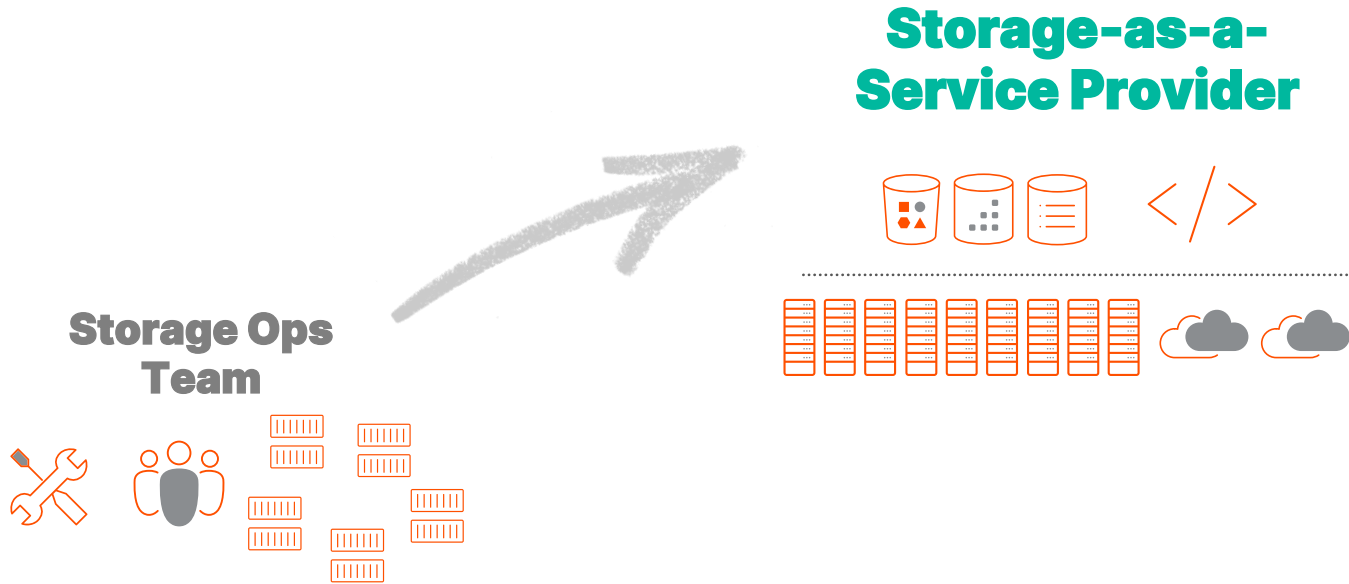
...and the apps you're building.

CLOUD NATIVE APPLICATIONS

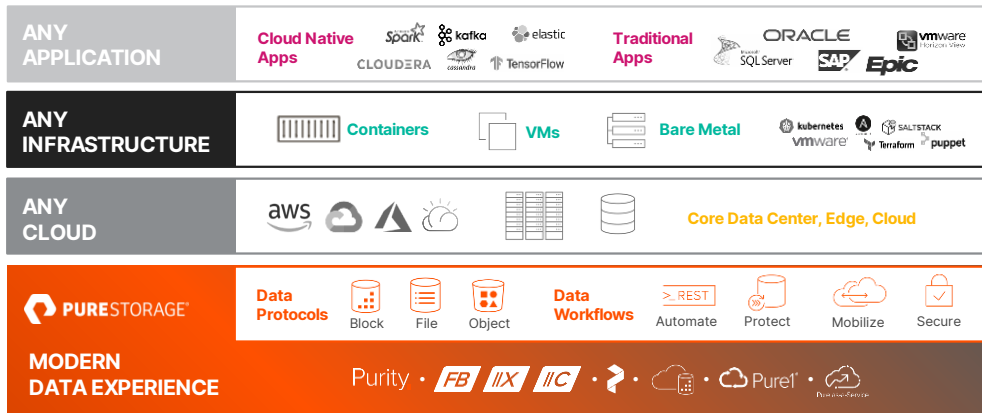
- How to build with a multi-cloud architecture and avoid cloud lock-in?
- How to ensure cloud costs don't get out of control?
- How to increase developer productivity and self-sufficiency?
- How to ensure corporate standards for resiliency, security, and compliance without sacrificing agility?

→ **95% of the development focus today**

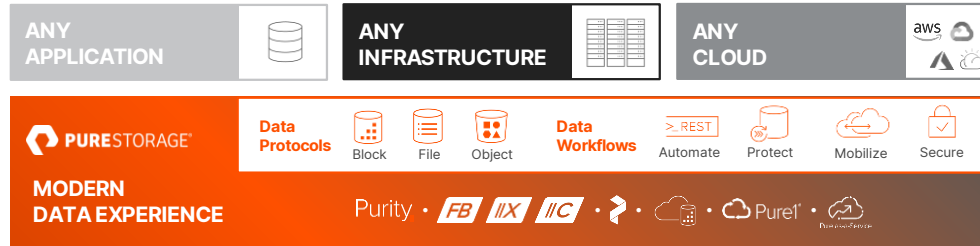
To Rise to the Digital Challenge, Storage Teams Must Evolve



Pure's Modern Data Experience accelerates traditional and cloud native apps on any cloud, any infrastructure.



Your Data Strategy Should Accelerate Innovation



Automate
Storage
as-a-Service on
Multiple Tiers of
Flash

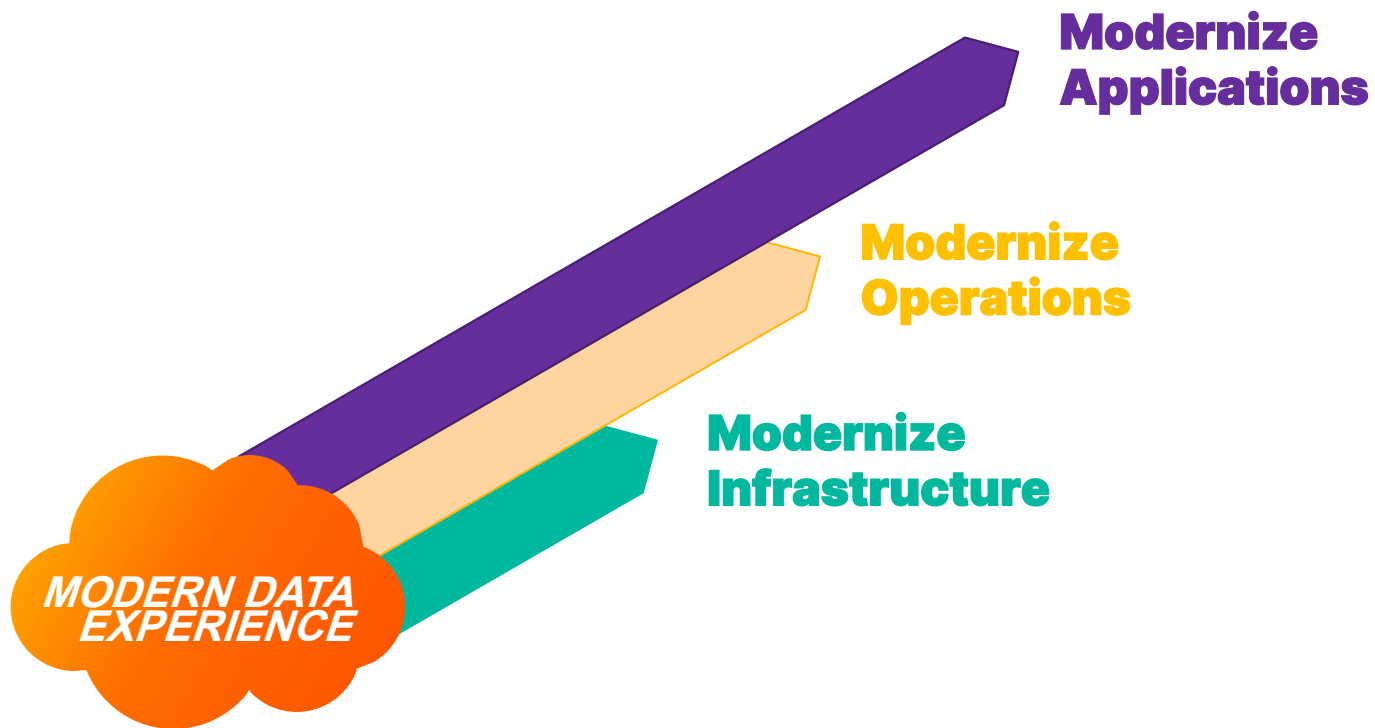
Build **Cloud
Native App
Infrastructure:**
Containers,
Kubernetes, Fast
Object

Architect for
Cloud Mobility:
Migration, DR,
Test/Dev,
Backup

**Modernize
Protection:**
Global Fast
Recovery and
Ransomware
Protection

**Deliver as-a-
Service**
Consumption
and
Management

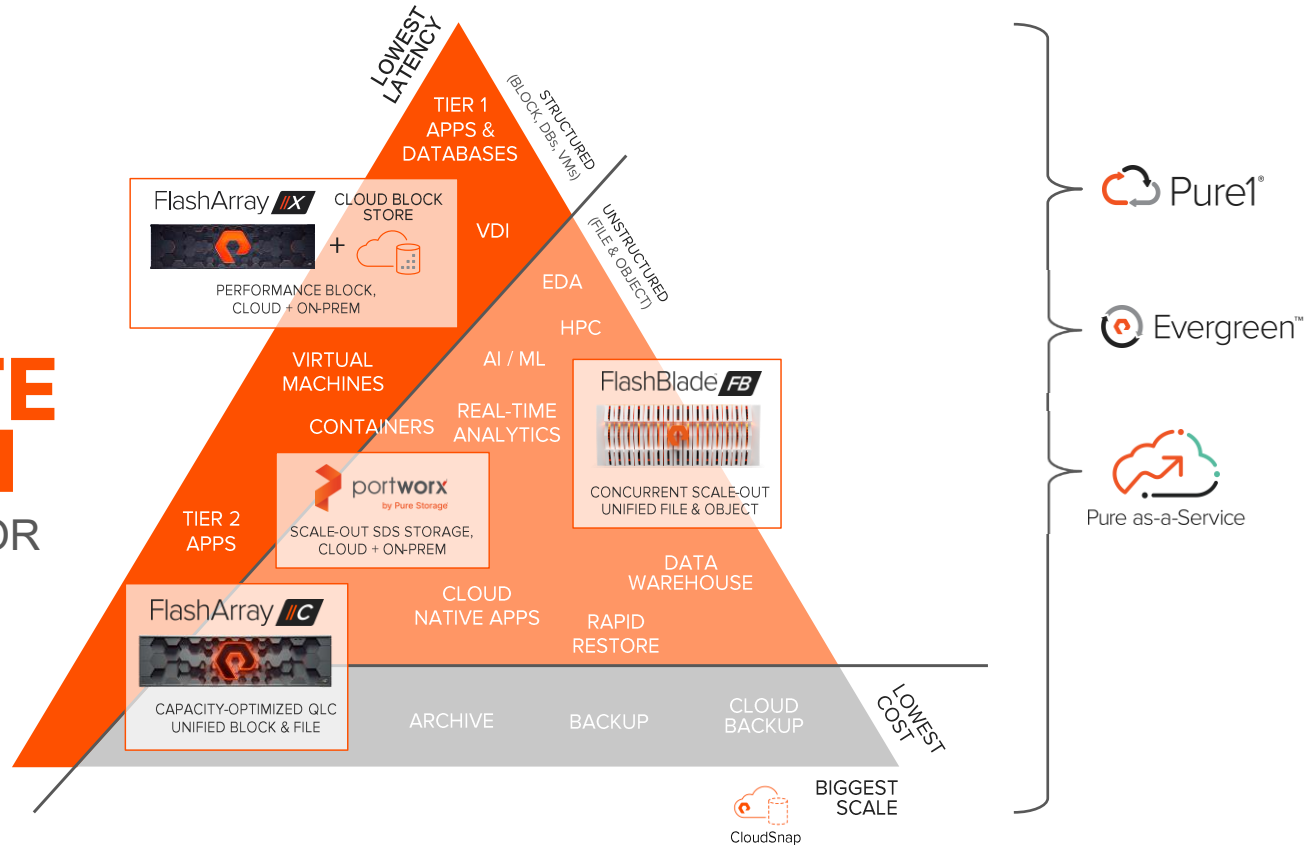
Drive **Digital
Breakthroughs:**
Data Pipelines,
Analytics, AI





A COMPLETE PLATFORM

ALL-FLASH + CLOUD FOR EVERY WORKLOAD



Cloud-like Agility Must Happen Everywhere

On Demand Expansion

Workload and Data Mobility

Self-Service Acquisition



How Pure Gives You Agility



Deploy once,
upgrade in-place

No planned
downtime

No data
migration

Full performance,
non-stop

Modernize media
& controllers

Investments
protected

Annually



Faster controllers

Annually



Denser flash shelves

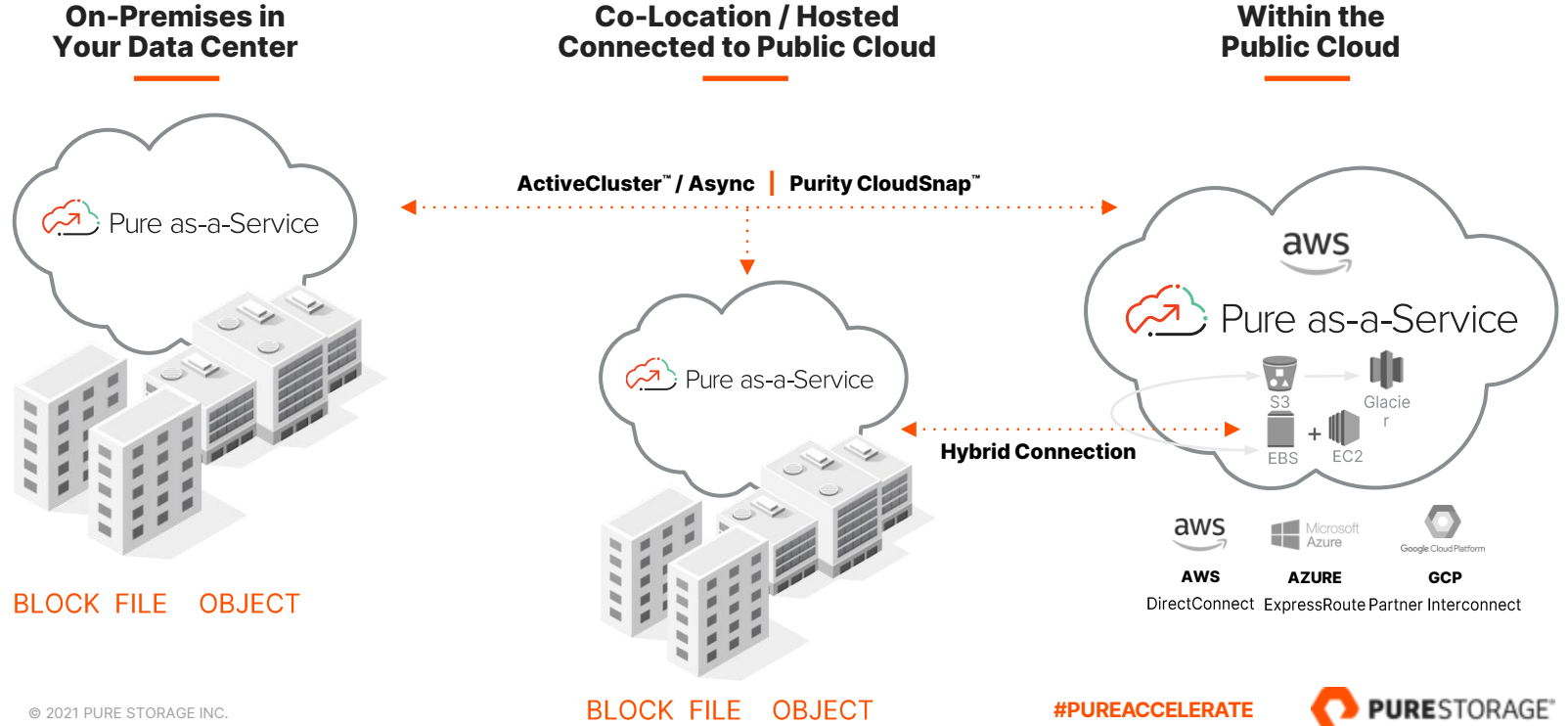
Continuously



New software and features

Pure as-a-Service

A True Utility Storage Service With Enterprise Features



Portworx Is the Leading Kubernetes Data Services Platform

Any App

DATABASE



ANALYTICS



STREAMING



SEARCH/LOG



5G/IoT



AI/ML

Any Kubernetes Distribution



The Kubernetes Data Services Platform



PX-Store



PX-Backup



PX-DR



PX-Migrate



PX-Secure



PX-Autopilot

Any Cloud



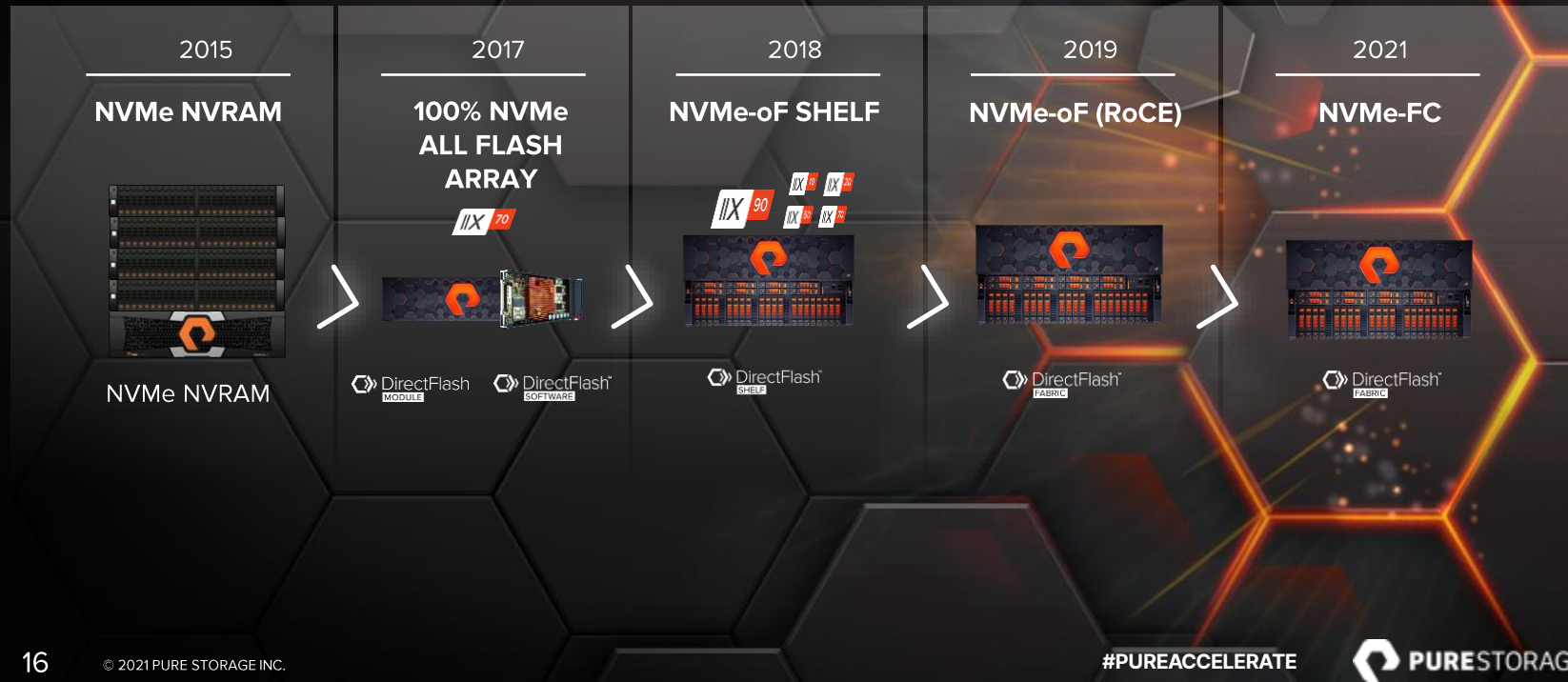
Any Infrastructure



Every Stage



INDUSTRY LEADING NVMe INNOVATION



Thank You!

Contact us to continue the conversation

mc.kim@purestorage.com

공식 웹사이트
공식 유튜브
공식 페이스북
네이버 블로그

www.purestorage.com/kr

www.youtube.com/c/PureStoragekr

www.facebook.com/purestoragekorea

blog.naver.com/purestorage_korea

#PUREACCELERATE



