

Pure Storage





SENSORS



**SELF-DRIVING
CARS**



**GENETIC
SEQUENCING**



**ARTIFICIAL
INTELLIGENCE**



3D PRINTING



AR/VR



**MACHINE
LOGGING**



**SIMULATION &
REAL TIME TESTING**

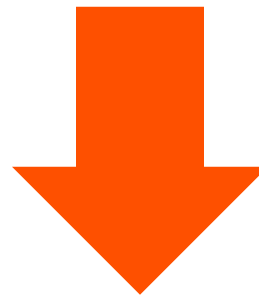


ROBOTICS



Wettbewerbsvorteil

durch **I.T.**



Wettbewerbsvorteil

durch **Daten**

SMART STORAGE

EFFORTLESS

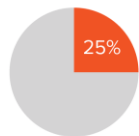
EFFICIENT

EVERGREEN



Pure Storage - Driven by Customer Success

4,000+
KUNDEN



SaaS
CONSUMER CLOUD
IaaS

NYSE LISTED
PSTG



>2,500 PURITANS
WELTWEIT

MAGIC
QUADRANT
LEADER

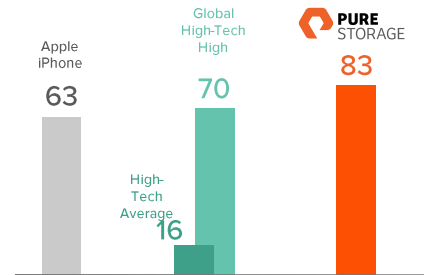
Figure 1. Magic Quadrant for Solid-State Arrays



Gartner

Magic Quadrant
Solid State Arrays
August 2016

#1 RECOMMENDED
HIGH TECH
PRODUCT



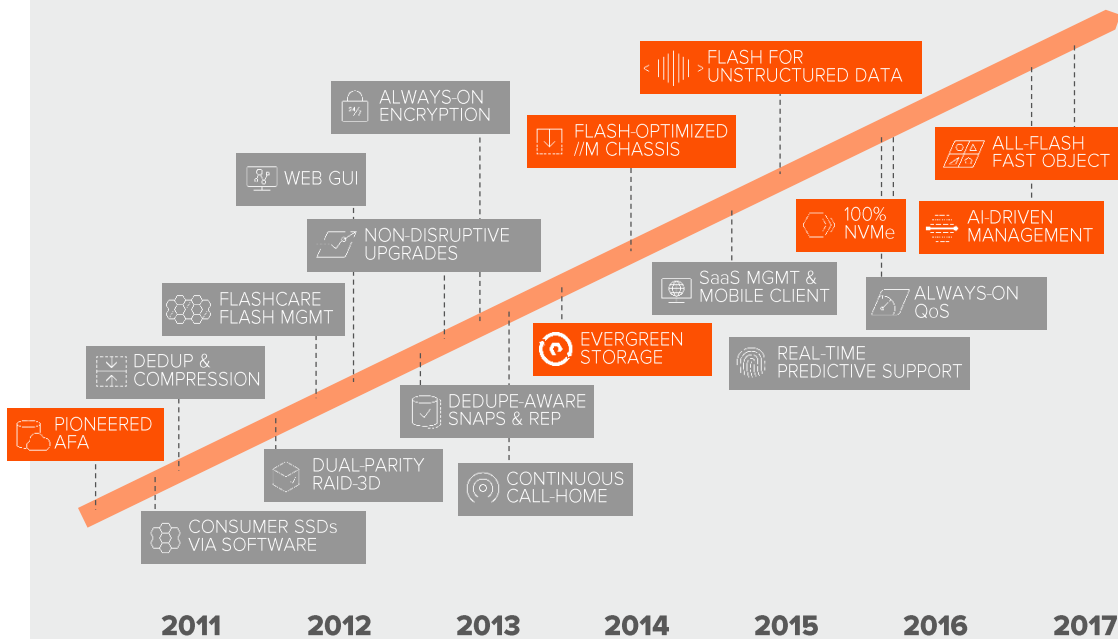
Certified by
Satmetrix®

Source: Gartner Magic Quadrant for Solid State Arrays August 2016.

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INNOVATION ist unsere DNA

CONTINUING INDUSTRY FIRSTS



RECOGNIZED LEADERSHIP

Figure 1. Magic Quadrant for Solid-State Arrays



Gartner
**A MAGIC
QUADRANT
LEADER, 3 YEARS
RUNNING**

**RECORD
CSAT**

83.7 NPS

CERTIFIED BY



**PATENT
DEPTH**

700+

FILED + ISSUED

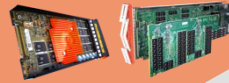
**SOFTWARE
DRIVEN**



**CLOUD
CONNECTED**

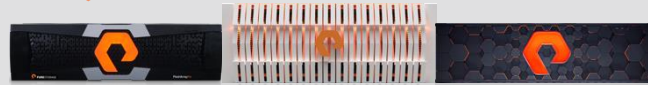


 DirectFlash



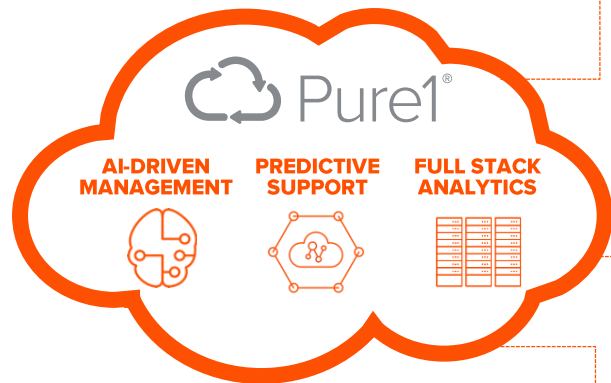
 Meta

**HARDWARE
ACCELERATED**



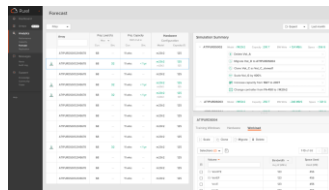
INNOVATION³

INTRODUCING THE **NEW**



SELF-DRIVING
STORAGE

NEW
META WORKLOAD
SIMULATION



NEW
VM ANALYTICS



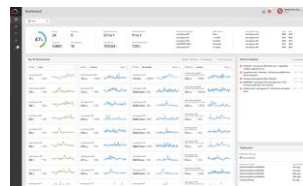
NEW
SNAPSHOT
CATALOG

A screenshot of the Snapshot Catalog interface, showing a table of snapshots with columns for Name, Size, and other attributes, along with a visual representation of the snapshot data.

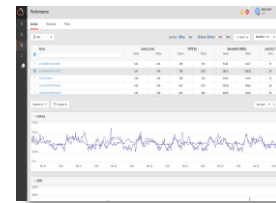
NEW
MOBILE
DASHBOARD



GLOBAL
DASHBOARD



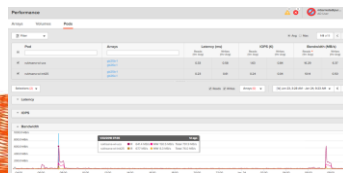
PERFORMANCE
ANALYTICS



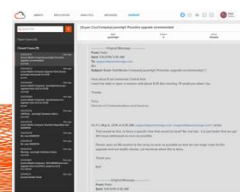
EXPANDED
ARRAY VIEW



ACTIVECLUSTER
MONITORING



SUPPORT CASES



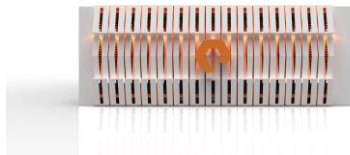
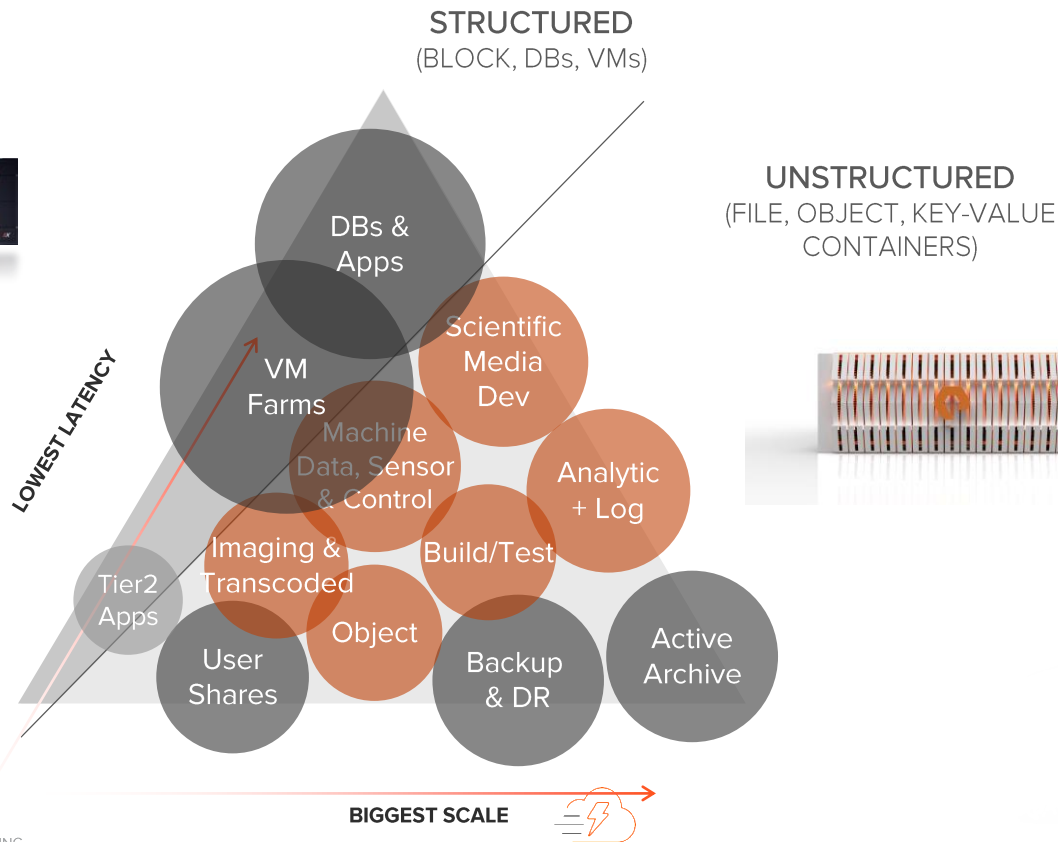
PREDICTIVE
SUPPORT



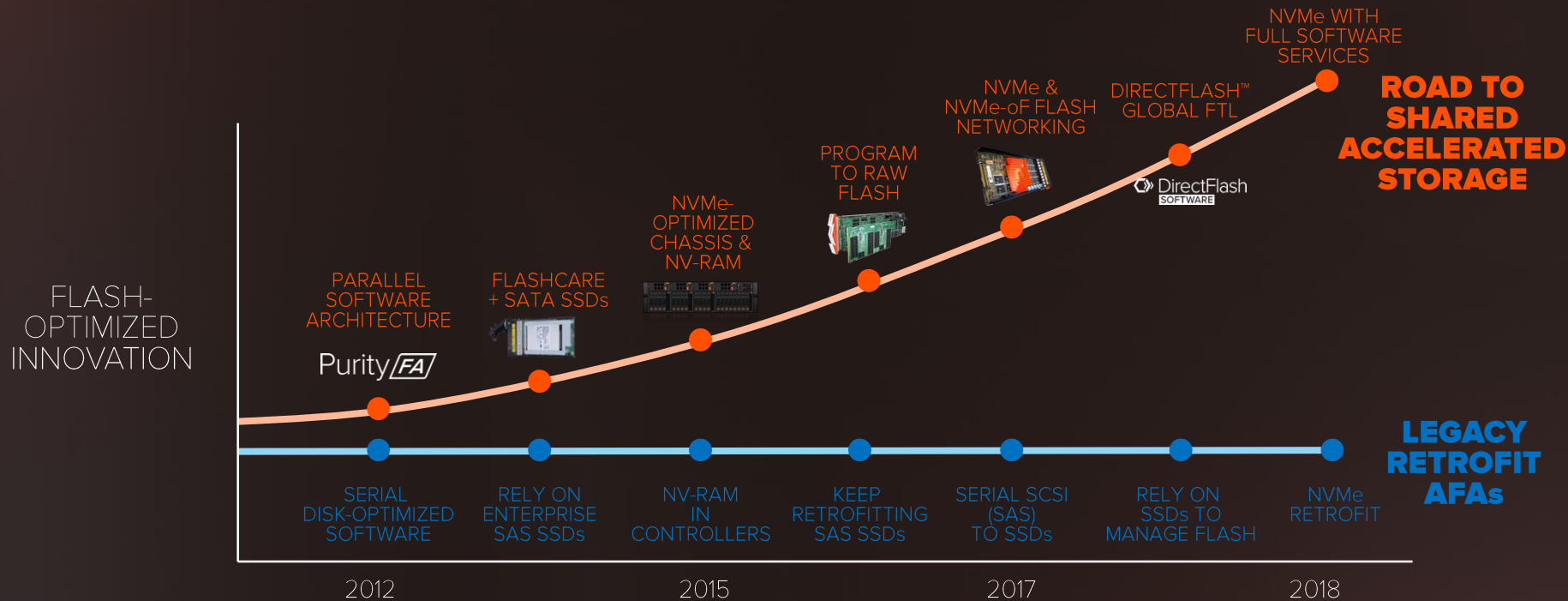
APIs

> _ REST

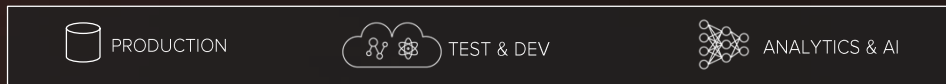
ALL FLASH, EVERYWHERE



PURE'S BEEN INVESTING IN THIS TRANSFORMATION FROM DAY 1...



YOUR APPLICATIONS



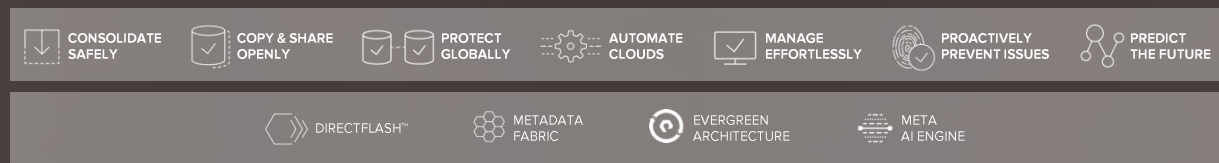
COMPUTE



DATA SERVICES

OPEN AUTOMATION

CORE TECHNOLOGIES



Purity Pure1™

ALL-FLASH INFRASTRUCTURE



Pure Data Cloud

INTRODUCING THE NEW

FlashArray **//X** FAMILY

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD



INTRODUCING THE NEW

FlashArray **//X** FAMILY

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD



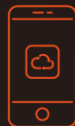
RE-DEFINES FAST

- 100% NVMe DIRECTFLASH™ ARCHITECTURE
- UP TO 2X FASTER THAN PREVIOUS GENERATION AFAs
- AS LOW AS 250 μ s LATENCY
- ...WITH FULL DATA SERVICES



RE-DEFINES DENSE CONSOLIDATION

- 3PB EFFECTIVE IN 6U
- INDUSTRY'S BEST 10:1 AVERAGE TOTAL EFFICIENCY (5:1 AVG. DATA REDUCTION)
- ALWAYS-ON QoS



RE-DEFINES SIMPLICITY AT SCALE

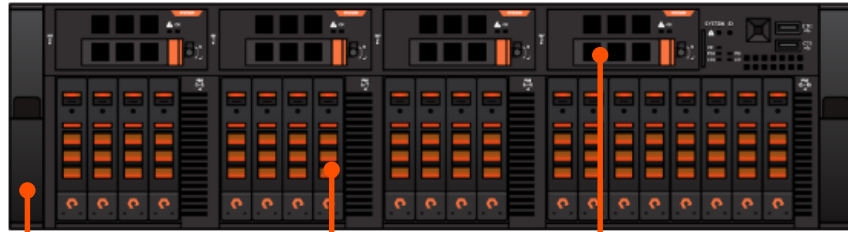
- 99.9999% AVAILABILITY
- FULL SOFTWARE SERVICES BUILT-IN
- API AUTOMATION & AI-DRIVEN CLOUD MANAGEMENT



ALWAYS EVERGREEN™

- MIX NVMe & SATA
- UPGRADE ONLINE FROM ANY FLASHARRAY
- NVMe-oF & FUTURE MEDIA READY

MODULARES & ERWEITERBARES DESIGN



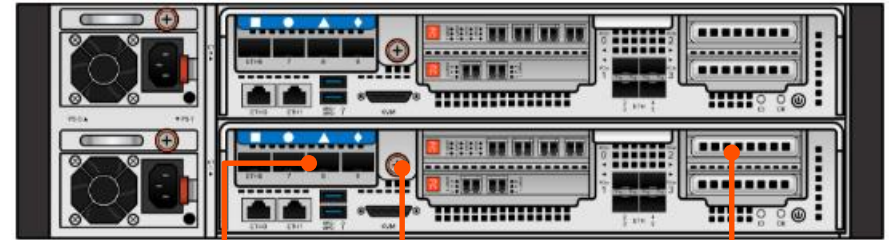
//X
CHASSIS



FLASH oder
DirectFlash
MODULE



NV-RAM
MODULE



ERWEITERUNGS
SHELVES



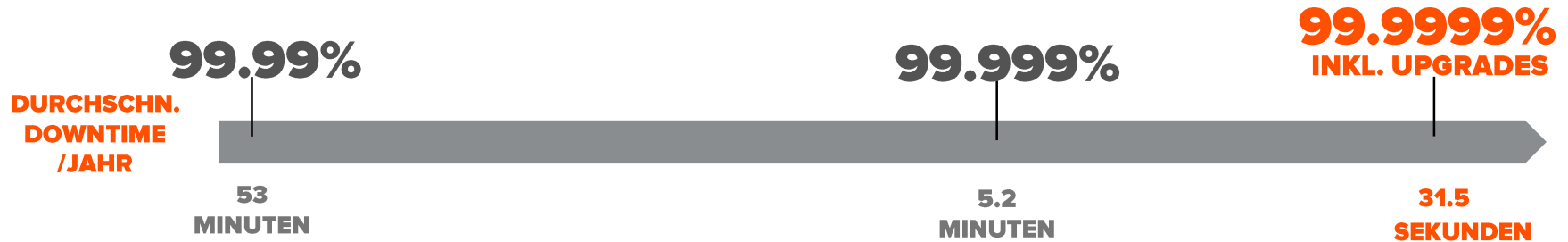
CONTROLLER
MODULE



I/O
MODULE



VERFÜGBARKEIT



ENDE-ZU-ENDE VERFÜGBARKEIT



A/A CLUSTERING
DUAL-PARITY RAID
FLASH ERROR RECOVERY

KEINE GEPLANTE DOWNTIME



UNTERBRECHUNGSFREIE
HW & SW UPGRADES
VOLLE PERFORMANCE BEI
AUSFALL/UPGRADES

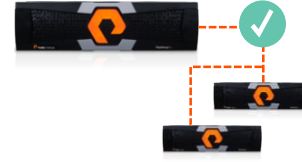
ALLES INTEGRIERT



**ALLE DATEN
VERSCHLÜSSELT**



**KEIN TIERING ODER
PERFORMANCE TUNING**



**DISASTER RECOVERY
INTEGRIERT**



**INSTANT SNAPS
KEIN OVERHEAD**

FlashBlade™ **FB**

THE **ALL-FLASH DATA HUB** FOR MODERN ANALYTICS



DENSITY
**10+ PBs
/ RACK**



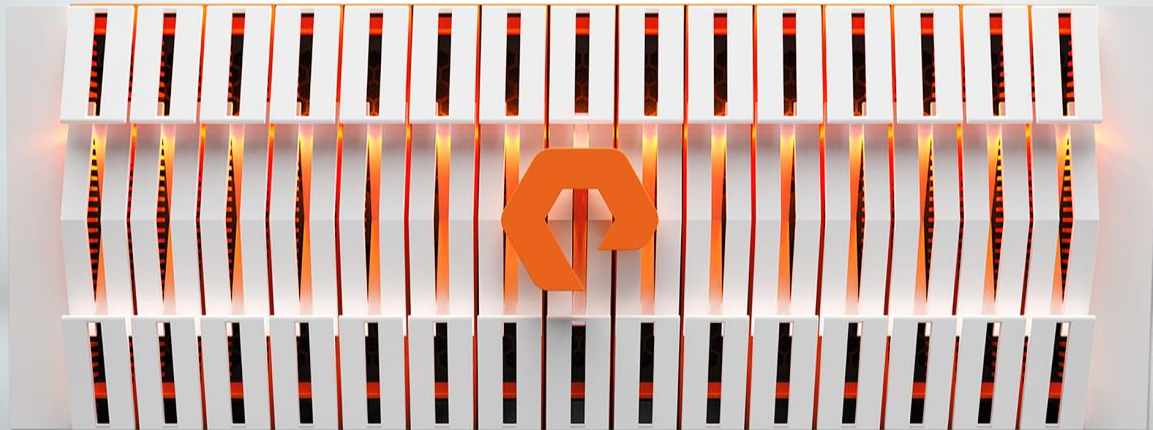
BIG + FAST
**80 GB/S BW
5M+ NFS OPS**



CONVERGED
FILE & OBJECT

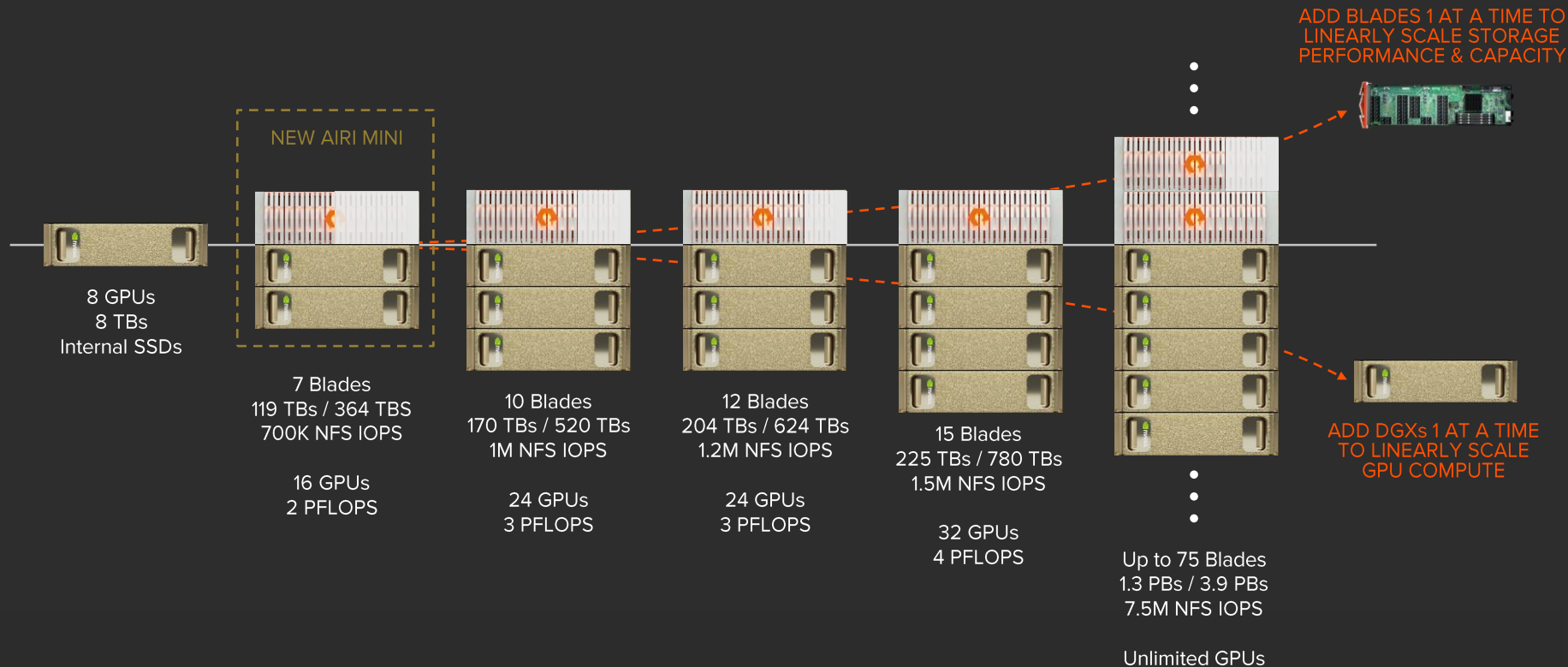


SIMPLE ELASTIC SCALE
**JUST ADD
A BLADE!**



DELIVERING ELASTIC SCALE AT EVERY PRICE POINT

SCALE-OUT ARCHITECTURE BUILT TO GROW PERFECTLY WITH YOUR AI JOURNEY



SMALLEST DATA CENTER YOU'LL EVER DEPLOY

YET THE MOST POWERFUL DATA CENTER YOU'LL HAVE EVER DEPLOYED



NVIDIA® DGX-1™
Delivering performance
of 20 racks of CPUs



PURE FLASHBLADE™
7 blades delivering performance
of 5 racks of disk



FlashStack™

ALL-FLASH CONVERGED INFRASTRUCTURE

FROM  +  PURESTORAGE®



STREAMLINE OPERATIONS

DELIVER VALUE FASTER,
RELIABLY

REDUCE RISK AND LOWER
IT COSTS

MANAGE WITH A SINGLE
OPERATIONS TEAM



CONFIDENTLY BUILD PRIVATE CLOUDS

MEET SLAS FOR ANY
WORKLOAD, SIMPLY

VIRTUALLY ELIMINATE
PLANNED DOWNTIME

INTEGRATE WITH LEADING
CLOUD PLATFORMS



START FLEXIBLE, STAY FLEXIBLE

PURCHASE ONLY WHAT
IS REQUIRED

INDEPENDENTLY SCALE
COMPONENTS AS NEEDED

REFRESH COMPUTE AND
STORAGE DISCRETELY



ARCHITECT WITHOUT COMPROMISE

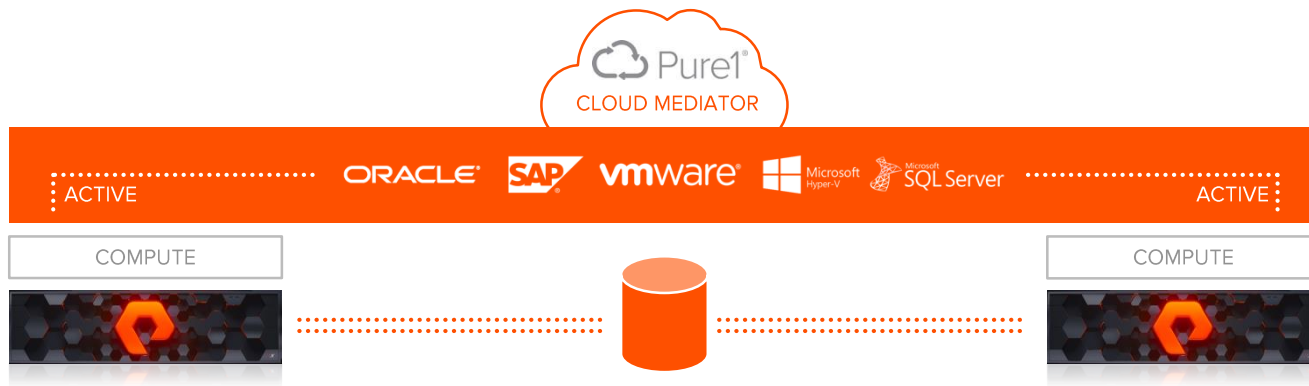
DELIVER BEST OF
Breed COMPONENTS

DEPLOY PRE-TESTED &
VALIDATED SOLUTIONS

ALWAYS STAY MODERN

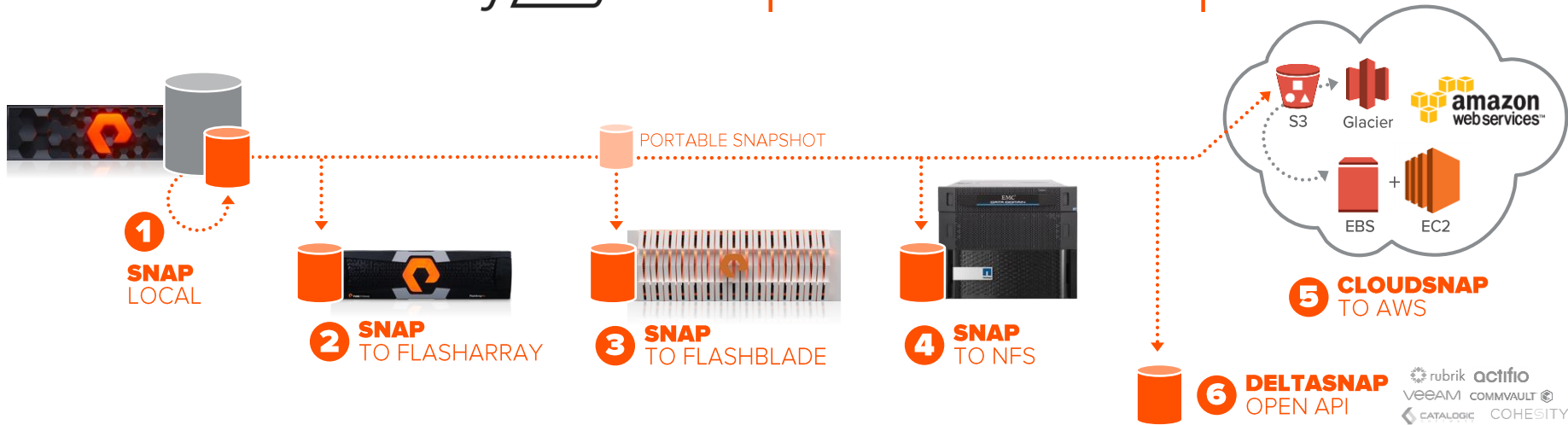


NEW INTRODUCING Purity **FA** ActiveCluster



Multi-Site Active / Active Stretch Cluster
Zero RPO, Zero RTO, Zero \$€¥£, Zero Additional HW

NEW INTRODUCING Purity **FA** Snap & CloudSnap



Snapshot to **heterogeneous targets**, natively-managed with **Purity protection policies**

Initial full, followed by **incremental forever snaps**, maintaining data reduction

Backup, restore, migration, and DevOps use cases

New **Portable Snapshot format** embeds recovery metadata

MANAGE EFFORTLESSLY

SEAMLESS MANAGEMENT FROM ANYWHERE



SIMPLE FROM THE START



ONE BOX



ONE CHASSIS



6 CABLES



NO MANUAL
REQUIRED



NO TUNING



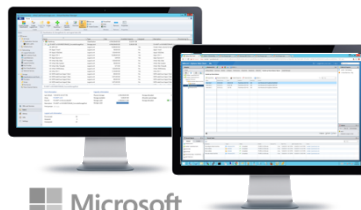
SAAS-BASED MANAGEMENT



Pure1®



MANAGE FROM YOUR CLOUD

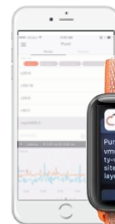


Microsoft

vmware®



ALERTS IN YOUR POCKET OR ON YOUR WRIST!



CONSOLIDATE SAFELY

CONSOLIDATE WORKLOADS & STORAGE TIERS ON FLASH FOR GAME-CHANGING ECONOMICS



INDUSTRY-LEADING DATA REDUCTION

DEDUPE, COMPRESS,
THIN, SNAPS
5:1 AVG. DATA REDUCTION
12:1 AVG. TOTAL REDUCTION



99.9999% AVAILABILITY

HA & RAID-HA
BUILT-IN SNAPSHOTS,
REPLICATION & DR
PROACTIVE SUPPORT



BUILT FOR MIXED WORKLOADS

NVMe PERFORMANCE
VARIABLE METADATA
ALWAYS-ON QoS
ALWAYS-ON ENCRYPTION

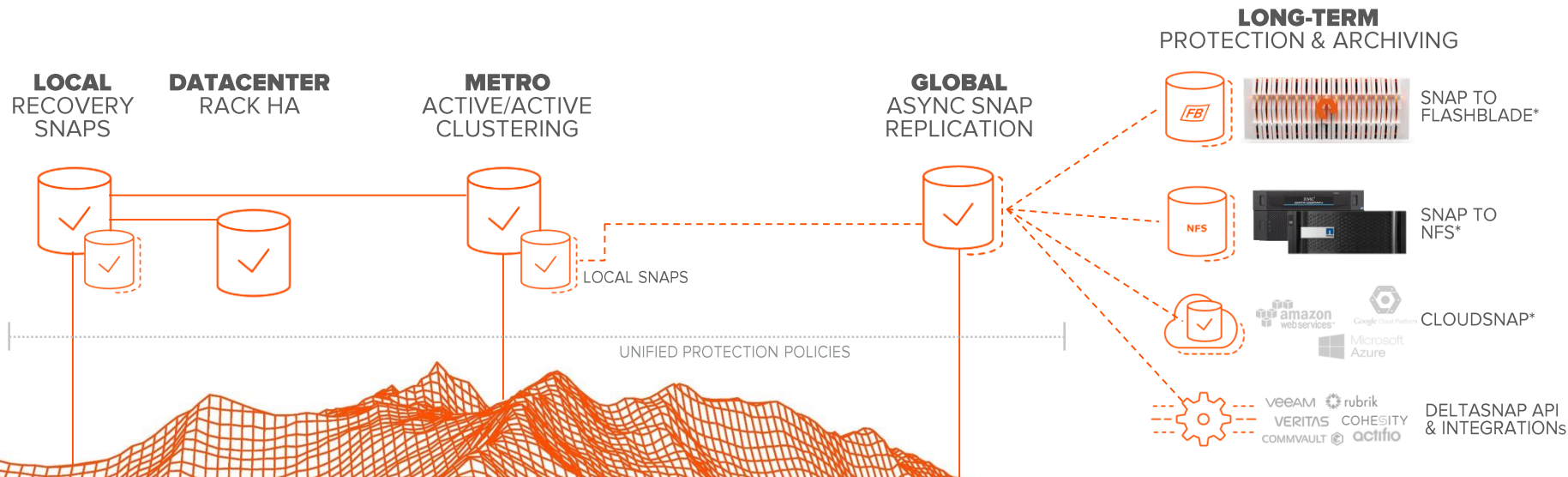


NDU- EVERYTHING

HARDWARE & SOFTWARE
NO PERFORMANCE LOSS
ON UPGRADE / FAILURE
MULTI-GENERATIONAL
EVERGREEN UPGRADES

PROTECT GLOBALLY

SELF-PROTECTING STORAGE, INTEGRATED WITH AN OPEN ECOSYSTEM



* NOT CURRENTLY GA

COPY SIMPLY & OPENLY

PROTECT

 INSTANT LOCAL SNAPS

 SNAP REPLICATION

 SNAP TO NFS*

 SNAP TO FLASHBLADE*

 SNAP TO CLOUD*

 OPEN DELTASNAP API

CLONE

 CLONE ANY SNAP/VOLUME

 VM-LEVEL CLONING

 VVOL → PHYSICAL CLONING

MIGRATE

 PURE-TO-PURE ONLINE

 LEGACY-TO-PURE ONLINE*

 TO/FROM CLOUD*

ORCHESTRATE

 PURE PROTECTION POLICIES

 SAP CAT (COPY AUTOMATION TOOL)

 VMWARE vCENTER PLUGIN & vREALIZE

 BACKUP SOFTWARE INTEGRATION

4 CORE TECHNOLOGIES

THAT MAKE PURE DIFFERENT

 DirectFlash™



PURITY SPEAKS
DIRECTLY TO FLASH

 Metadata Fabric

512-BYTE VARIABLE
METADATA POWERS
EVERYTHING IN PURITY

- BETTER DEDUPE
- BETTER COMPRESSION
- NATIVE GC & FLASH MANAGEMENT

 Evergreen™
ARCHITECTURE



ALWAYS UPGRADABLE
KEEP PACE WITH FLASH
& CPU ADVANCES

 PURE1
Meta

THE AI ENGINE THAT
AUTOMATES
MANAGEMENT &
SUPPORT


ISSUE
FINGERPRINTS


WORKLOAD
DNA


PROACTIVE
RESPONSE

AUTOMATE YOUR CLOUDS

SEAMLESSLY INTEGRATE WITH VM & CONTAINER-BASED CLOUDS



VAAI
VVOLs / VASA / SPBM
vCENTER PLUGIN
vREALIZE AUTOMATION XaaS
INTEGRATION
vREALIZE ORCHESTRATOR
PLUGIN & WORKFLOWS
vROPS MANAGEMENT PACK
LOG INSIGHT CONTENT PACK
SRM STORAGE REPLICATION
ADAPTOR
VMSC ACTIVECLUSTER CERT.
PRIVATE CLOUD VVD



SCVMM
ODX
AZURE EXPRESSROUTE
AZURE CLOUD
SMI-S
POWERSHELL TOOLKIT
VSS
PROVIDER/REQUESTOR
SCOM MANAGEMENT
PACK



FULL IN-TREE CINDER
DRIVER
FUEL PLUGIN
PYTHON SDK LIBRARY
OPENSTACK
FOUNDATION
CORPORATE SPONSOR
CORE CINDER TEAM
MEMBER



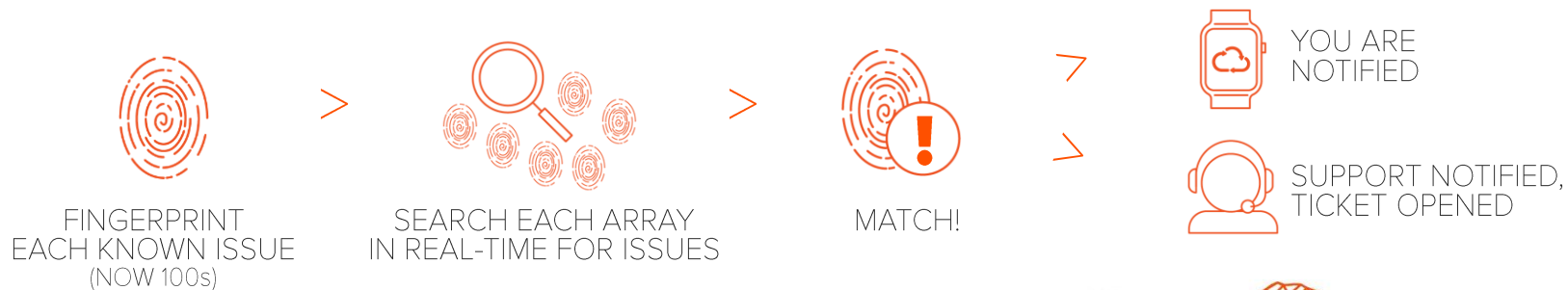
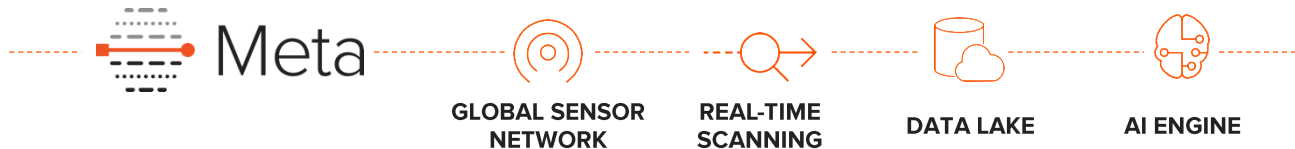
DOCKER PLUGIN
KUBERNETES PLUGIN
OPENSIFT RA
MESOSPHERE
DVDCLI
DOCKER SWARM



OPENCONNECT FOR AWS
OPENCONNECT FOR MS
AZURE
CLOUDSNAP

PROACTIVELY PREVENT ISSUES

DON'T CALL US, WE'LL CALL YOU



PREDICT THE FUTURE

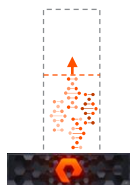
AI-DRIVEN PERFORMANCE & CAPACITY SIZING



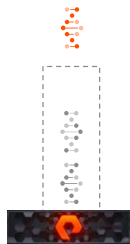
WORKLOAD PLANNER

POWERED BY WORKLOAD DNA

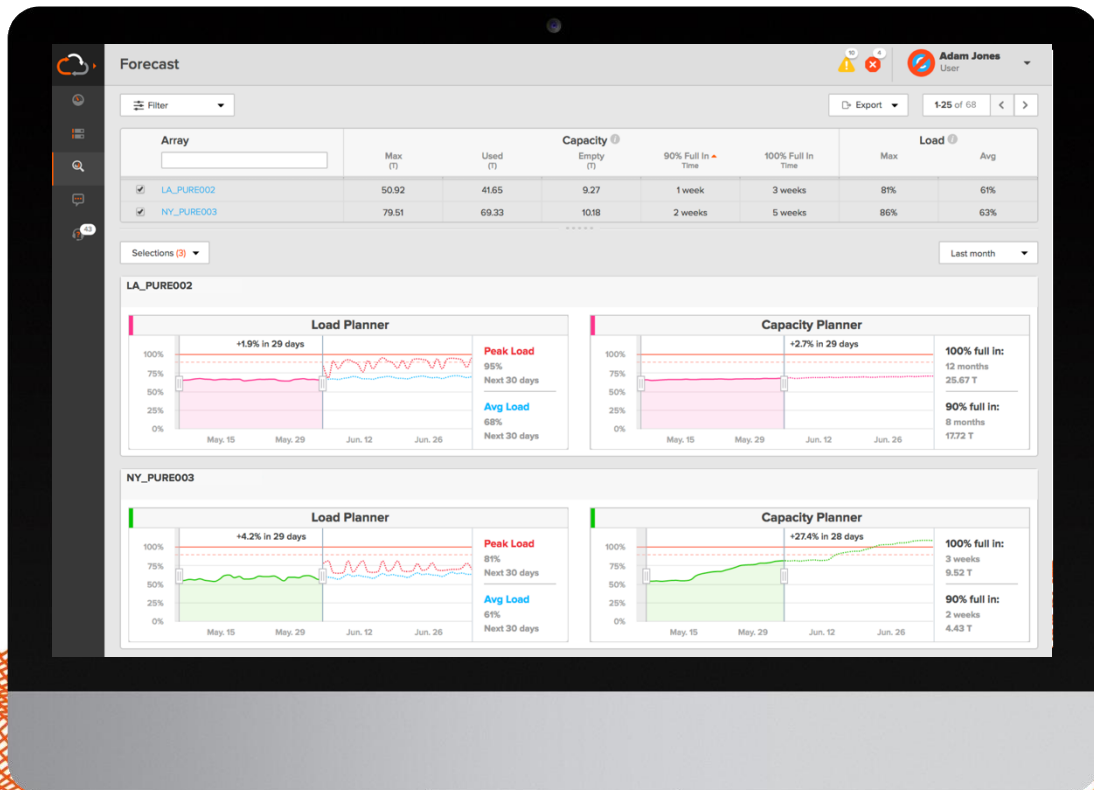
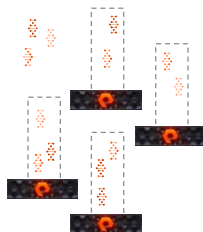
HOW WILL
PERFORMANCE
& CAPACITY
GROW?



WILL A NEW
WORKLOAD FIT?



HOW CAN I
OPTIMIZE
PLACEMENT?



Dashboard

Storage

Analysis

Performance

Capacity

Replication

Health

Settings

Help

Terms

Log Out

Array
m20aync1
Purity//FA
5.0.4.post1
Logged in as pureuser

Capacity



Volumes	35170 G
Snapshots	0.00
Shared	2.03 G
System	0.00
Empty	2.45 T

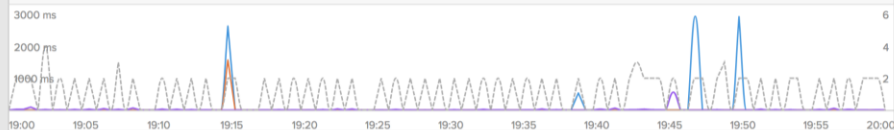
2.2 to 1
Data Reduction

353.73 G 2.79 T
Used Total

20.3 to 1
Total Reduction

7.01 T
Provisioned Size

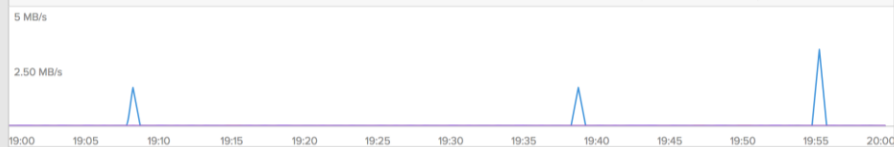
Latency



IOPS



Bandwidth



Recent Alerts

No recent alerts

Hardware Health





Evergreen

& ForeverFlash

ENGINEERED TO STAY EVERGREEN

FLASHARRAY Modulare Bauweise, SOFTWARE-DEFINED Architektur

**UPGRADABLE
CONTROLLERS**
FOR PERFORMANCE



LONG-LIFE CHASSIS
10+ YEAR LIFESPAN



**UPGRADABLE,
EXPANDABLE FLASH**
FOR CAPACITY & DENSITY



MLC, 3D TLC, & NVME
FLASH MODULES

UPGRADABLE SOFTWARE

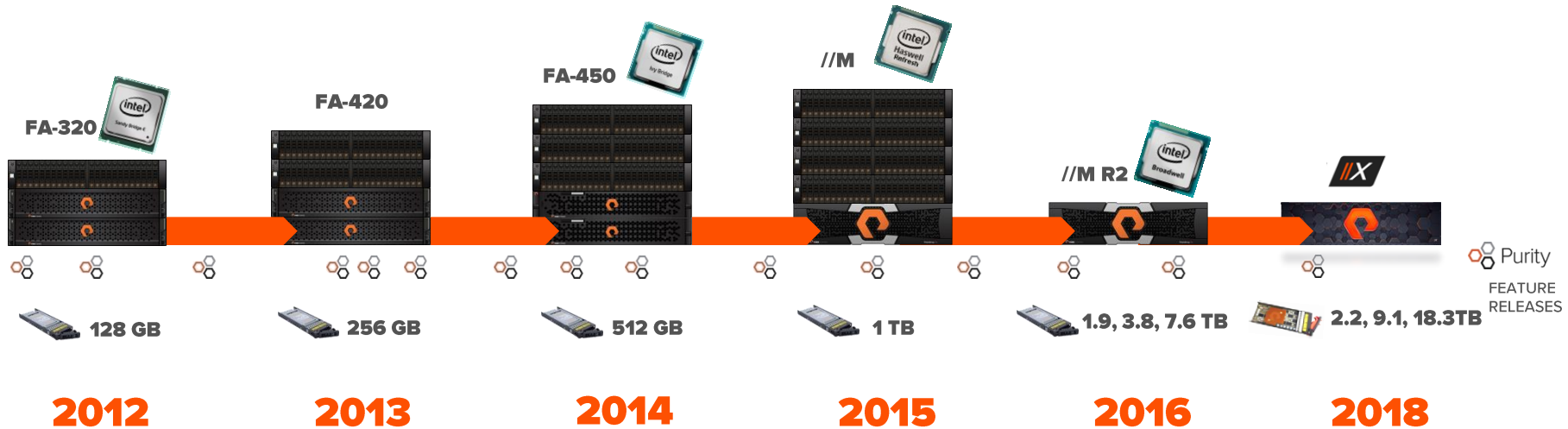


**UPGRADE
EVERYTHING ONLINE**

WITH NO DOWNTIME,
PERFORMANCE LOSS,
OR DATA MIGRATION

Evergreen™ Storage

EVERY //M CAN UPGRADE TO //X WITHOUT DOWNTIME



PureStorage Evergreen

Silver Support

zusätzlich im Gold Support:

LOVE YOUR STORAGE

innerhalb von 30 Tagen zurückgeben und erhalten den gesamten Kaufpreis zurück. Bei jedem Kauf ist Software inklusive.

RIGHT-SIZE GUARANTEE

Garantierte effektive Kapazität – ohne Risiko und schriftlich – für sechs Monate.*

FOREVER MAINTENANCE

gleichbleibende Wartungskosten, auch im 5. – 6. 10. Jahr

FLAT AND FAIR

Unsere Wartungs- und Supporttarife sind „Flat and Fair“. Das heißt, sie werden in Zukunft nicht steigen („flat“)

FREE EVERY THREE

umfasst aktualisierte Controller bei jeder 3-Jahres-Verlängerung für Wartung und Support.

UPGRADE FLEX

Sie können Ihre alten Controller für aktualisierte Controller in Zahlung geben.

CAPACITY CONSOLIDATION

Geben Sie alte Storage-Shelves in Zahlung und Sie TBs, die **Sie bereits besitzen werden angerechnet.****



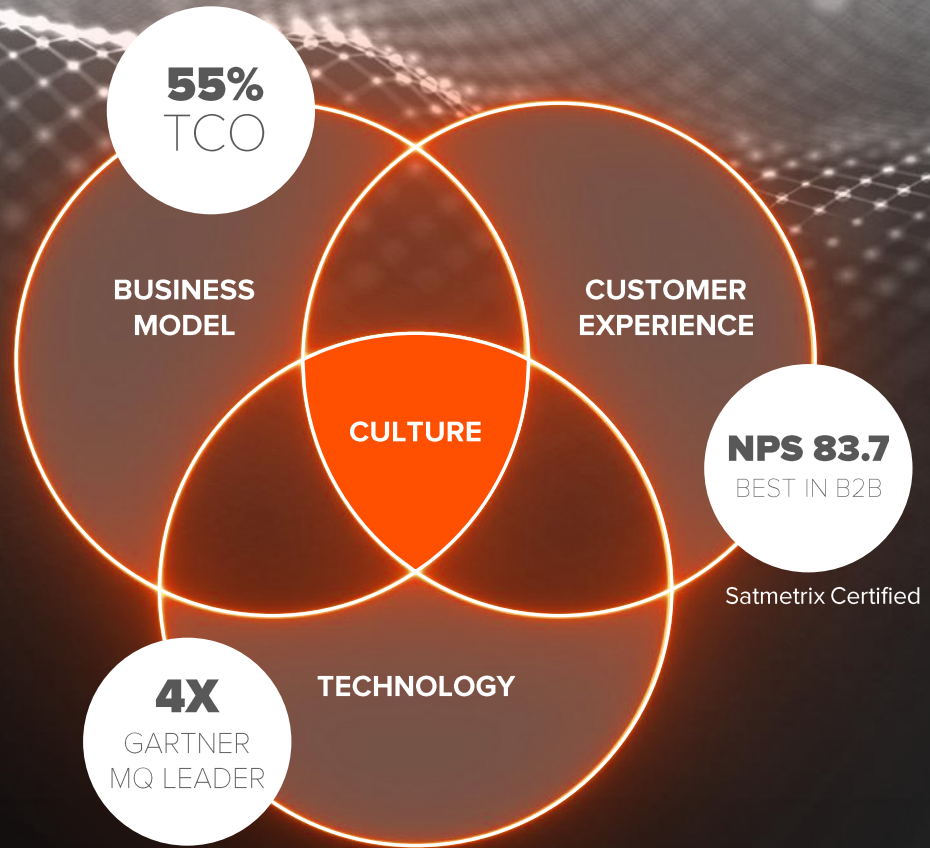
Kurz Zusammengefasst



ERADICATE COMPLEXITY



Why PURESTORAGE® ?





- 01** CONSOLIDATED + SIMPLIFIED
- 02** REAL-TIME
- 03** ON-DEMAND + SELF-DRIVING
- 04** MULTI-CLOUD
- 05** READY FOR TOMORROW



GLOBAL INSIGHT ENGINE
(PREDICTIVE SUPPORT)



**PREDICTIVE ANALYTICS,
FORECASTING & REPORTING**



**SUPPORT MANAGED
UPGRADES**



4HR

**ON
SITE**
BREAK/FIX

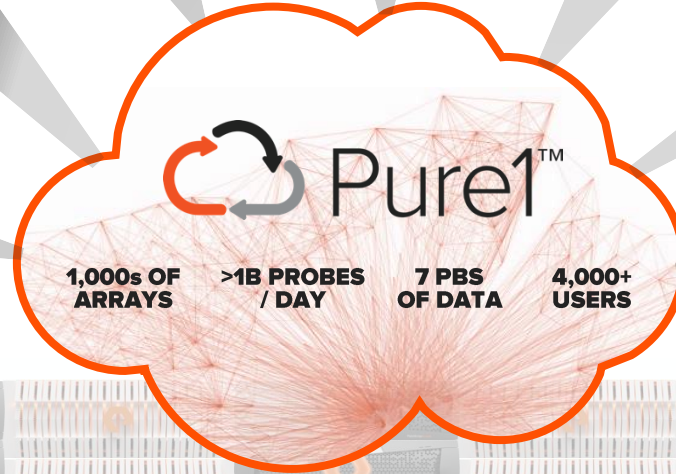
SEV 1

15
MINUTE SLA

**INSTANT L2
SUPPORT**



**GLOBAL, MOBILE
MONITORING & REPORTING**



**1,000s OF
ARRAYS**

**>1B PROBES
/ DAY**

7 PBS OF DATA

**4,000+
USERS**



THANK YOU