

PURE Storage

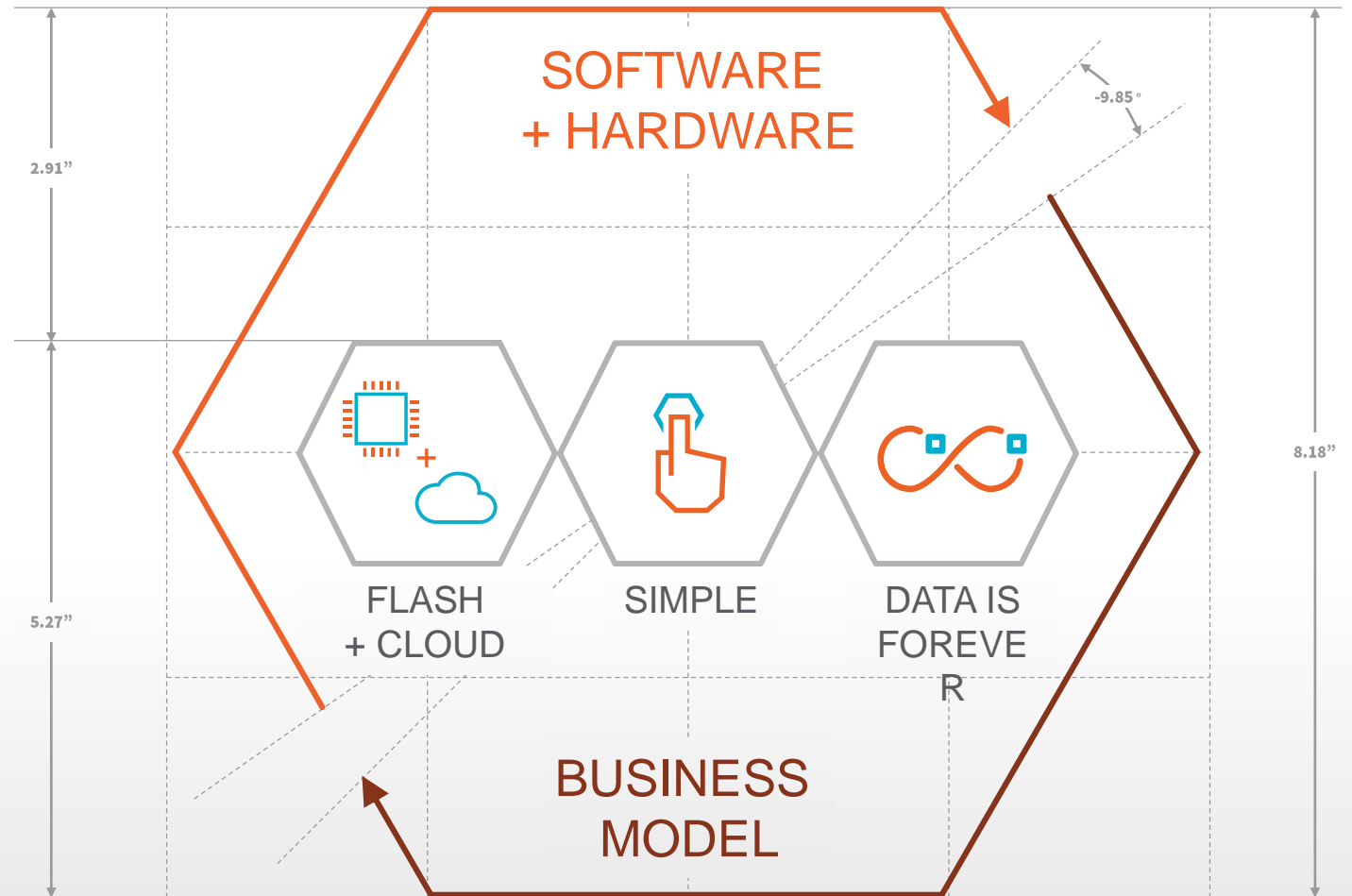
James Petter, VP EMEA

#jornadaserban16



Our Founding Vision

PLATFORM FOR STORAGE INNOVATION



Building a Better Storage Company

1

Evolved

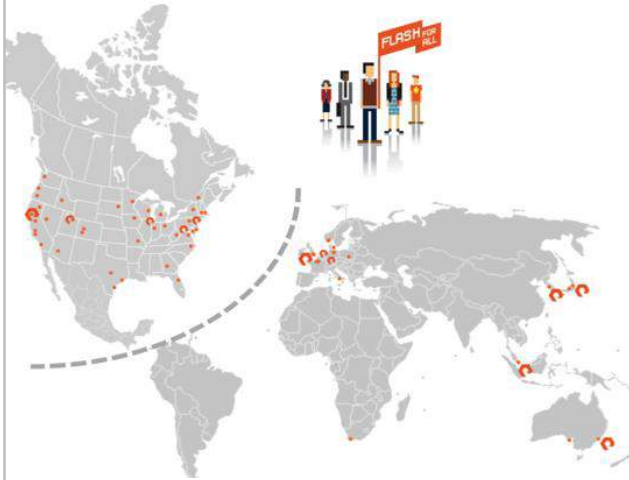
Founded in 2009, comprised of web-scale and systems experts



Now in the 4th major release of Purity software

2

Globally capable and consistent



1,400+ people, 12 countries, >200 partners worldwide

3

The best support 24x7 from an operations centre in the US



As measured by thousands of Pure customers through NPS

4

Fair, innovative, and ethical business practices



PURE'S INCREDIBLE 2015

RECORDING-SETTING GROWTH AND CUSTOMER SUCCESS

0 TO 1,650+
CUSTOMERS
IN 3 YEARS



MAGIC QUADRANT
LEADER

Gartner



Magic Quadrant
Solid State Arrays, June 2015

CUSTOMER
SUCCESS

79
NETPROMOTER
SCORE

Satmetrix[®] CERTIFIED

>99.999%
UPTIME

INNOVATION IN
PRODUCT, CUSTOMER
EXPERIENCE, AND
BUSINESS MODEL



FLASHARRAY//M



AVERAGE ECONOMIC IMPACT OF PURE STORAGE PER BUSINESS



Return on investment

2X

Payback period

14 Mo.

IT TRANSFORMATION

Software license and maintenance

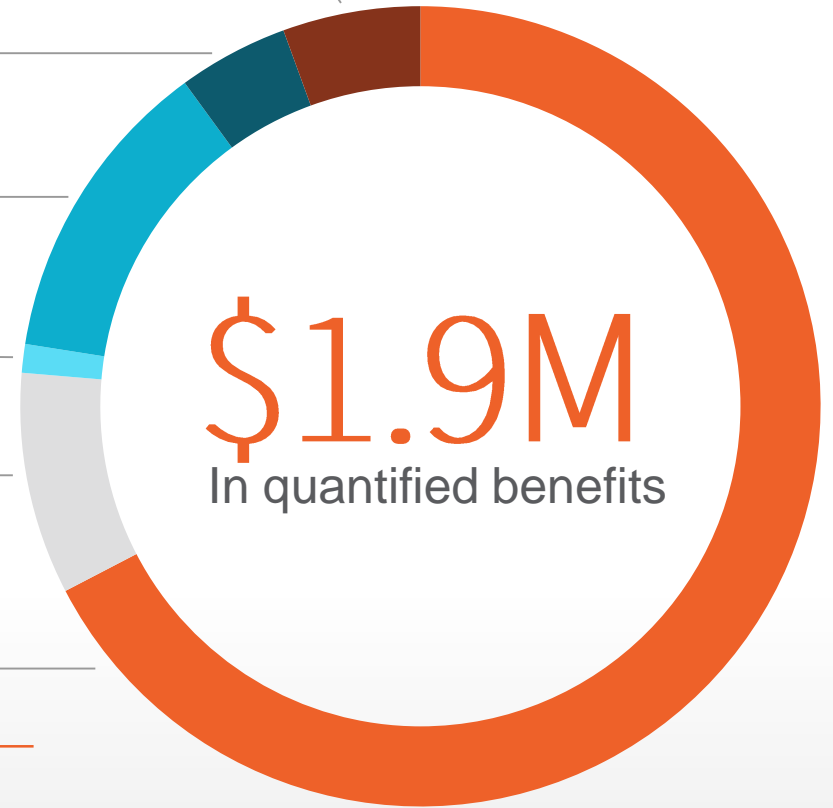
Power and cooling savings

Data center rack space

Storage health checks

Deployment and management tasks

Business benefits



BUSINESS TRANSFORMATION

FOR EVERY 250 TB
OF TIER 1 STORAGE

**PURE
STORAGE CAN
FREE UP**



½ EMPLOYEE
TO FOCUS ON MORE
STRATEGIC PROJECTS



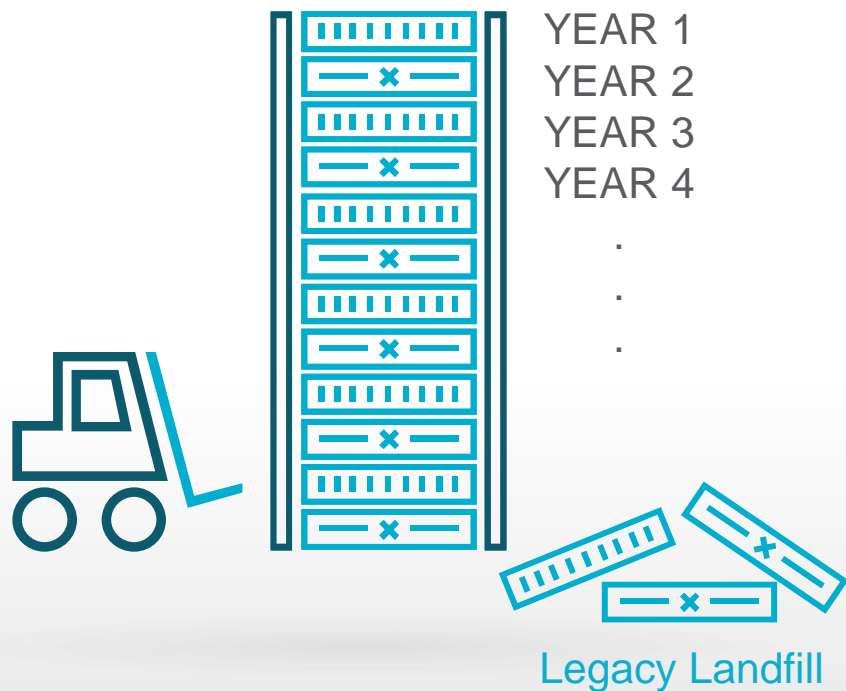
\$500K PER YEAR



Evergreen Storage: A Better Model for Storage Ownership

FORKLIFT UPGRADES OVER AND OVER

RISK EXPENSE WASTE



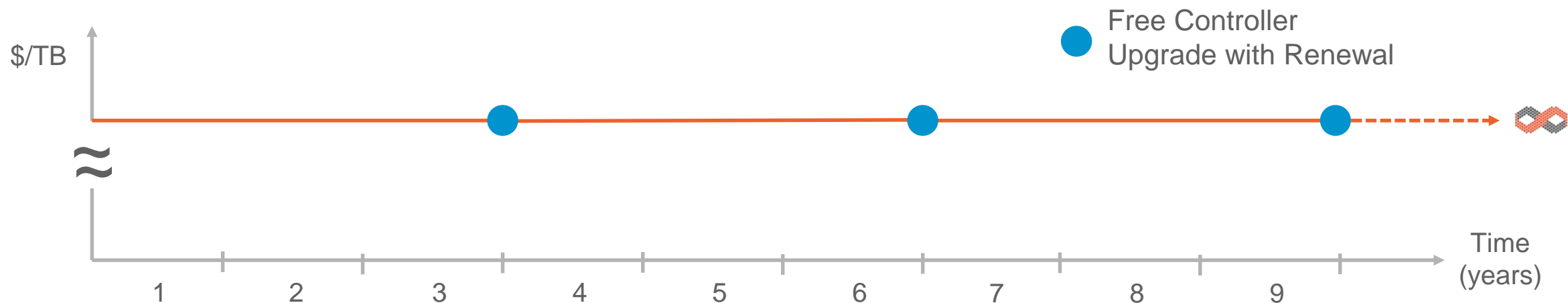
STORAGE IS NOW EVERGREEN

NO FORKLIFT UPGRADES — NO DATA MIGRATION — NO PLANNED DOWNTIME — NO PERFORMANCE DEGRADATION



- NON-DISRUPTIVE UPGRADES OF ALL HW AND SOFTWARE
- FLAT MAINTENANCE PRICING
- FREE CONTROLLER UPGRADE EVERY THREE YEARS
- FOREVER MAINTENANCE

INTRODUCING FOREVER FLASH



Flat & Fair, Forever

- **Flat:** Maintenance & Support pricing will **never exceed** original contract!
- **Fair:** All renewals use **then-current** prices for the applicable in-rack configuration, often lower YoY
- **Consolidate** to a **single contract** at any renewal

→ **Keep OPEX low over time**



Free Every Three, Forever

- **Free controller upgrades** with every 3 year maintenance renewal!
- **Always** Flat & Fair maintenance rates

→ **Improve array performance & features over time for free**



Forever Maintenance

- **Replacement of any problematic HW and SW** while on active maintenance & support contract
 - **No restrictions** on flash age or usage patterns
 - **Proactive replacement** before failure (with customer consent)
- **Eliminate worries about flash wear**

Pure Storage is Flash for the Enterprise



Mission-critical reliability

Achieving >99.999% measured uptime in the field



Lower cost data storage

Superior deduplication & compression technologies



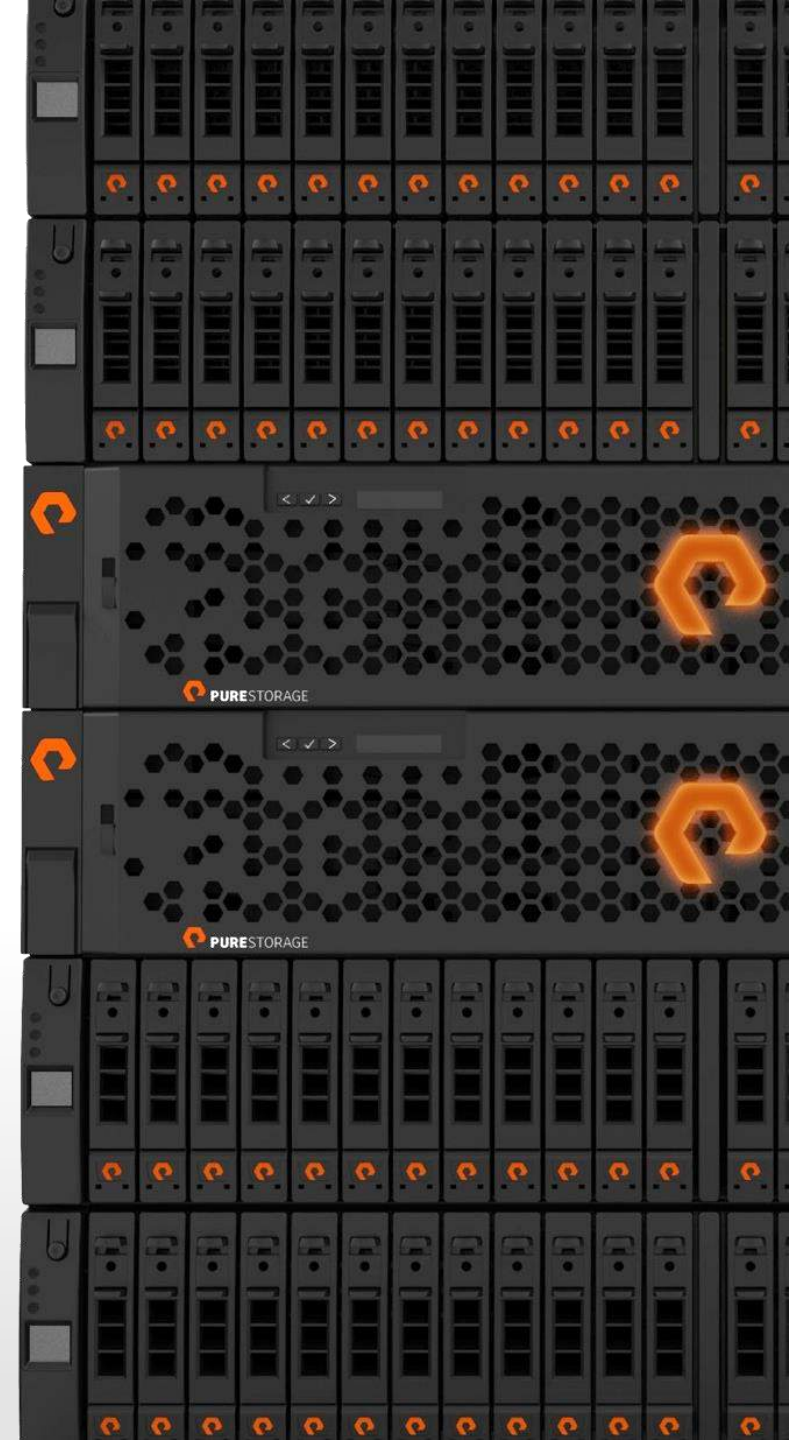
Consistent performance

100% MLC Flash, streamlined software algorithms



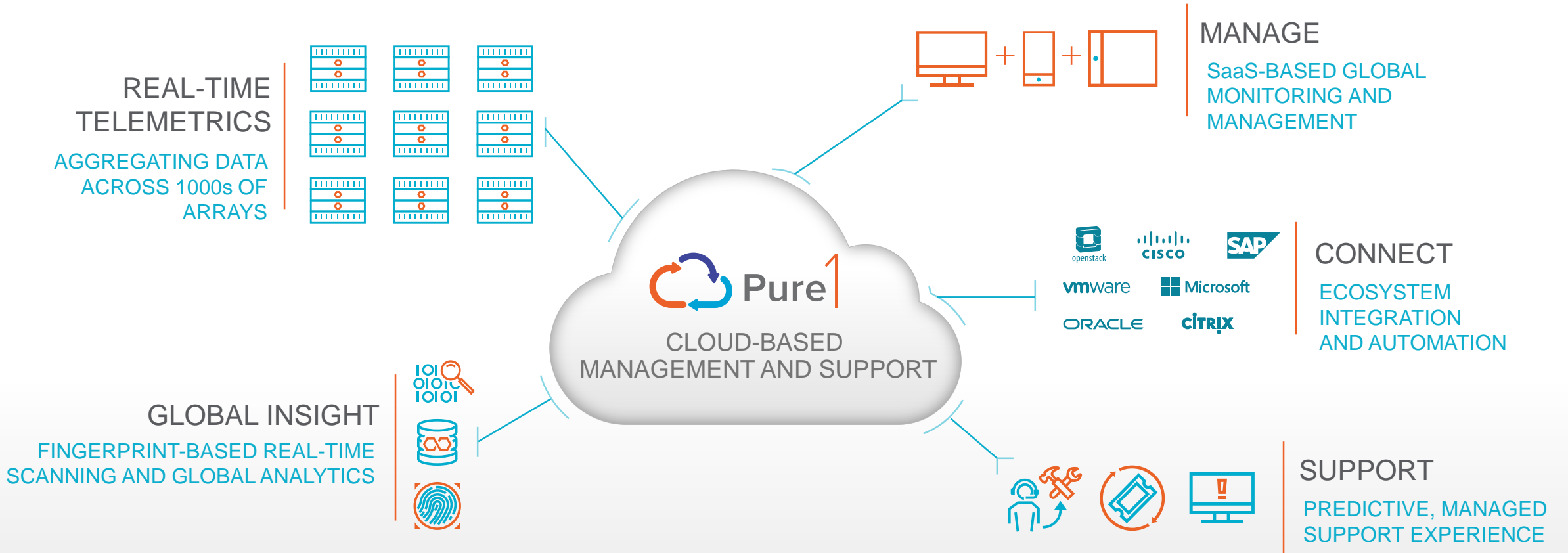
Simple, scalable & compatible

10 → 100s of TBs, Purity software





Pure1: Cloud-Based Management & Support



THANK YOU

