

10 Jahre Pure in DACH Das Erfolgsgeheimnis

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Wie alles anfang

Our Goal and Mission



Flash For All

All applications

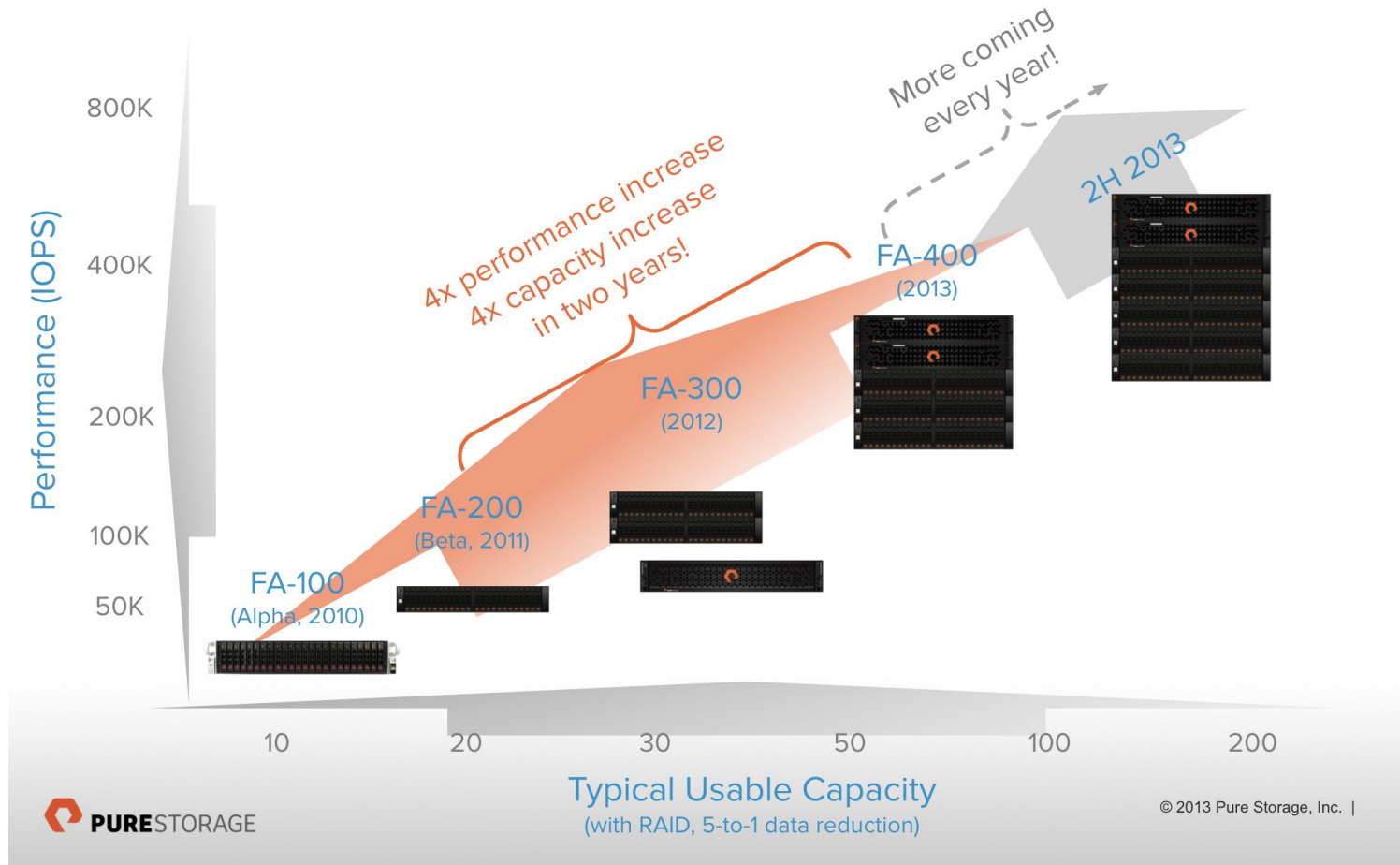
All environments

All the time



Die zugehörigen Systeme

The Software-Driven x86 Architecture Advantage: Predictable, Repeatable Performance & Capacity Growth



Our Technology Vision & Product Strategy



Reliable, Resilient & Serviceable

Scalable & High Performance

Simple to Operate

Rich Feature Set

Seamless Integration



Pure Storage Fast Facts



Growth

\$2.75 Billion

FY23 Annual Revenue



Customers

11,000+

Global Customers



Leadership



Gartner Magic Quadrant

9 x leader!

\$1.10 Billion

Q4 FY23 Subscription Annual Recurring Revenue (ARR)

+\$60 Billion TAM

494

New Customers
in Q4 FY23

~58%

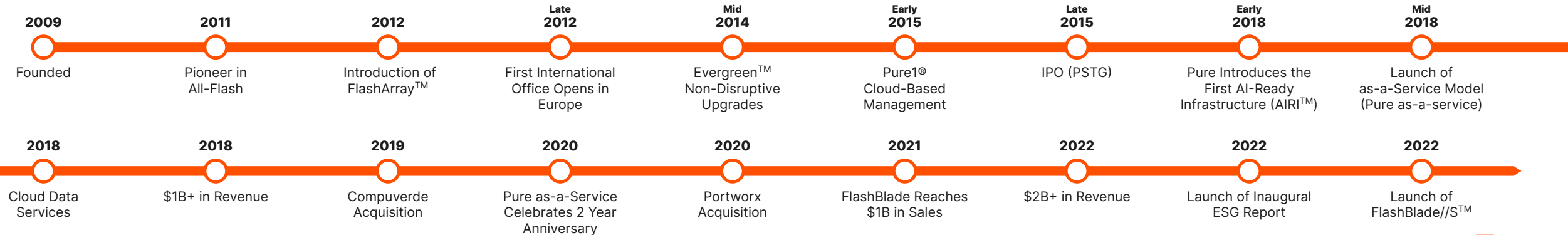
Of Fortune
500 companies

81.4

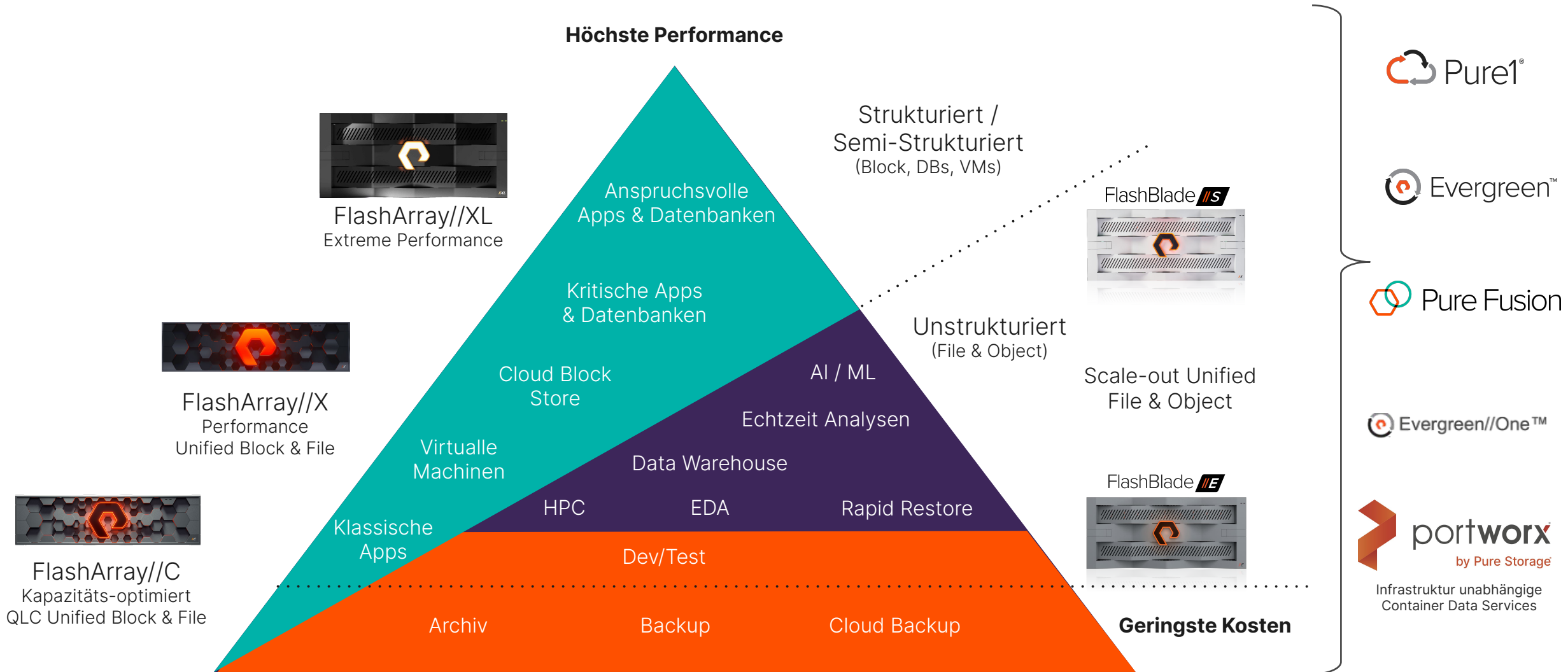
Net Promoter Score

Highest in the industry

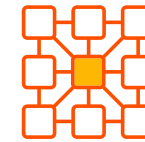
Company Milestones



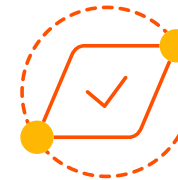
Pure Storage Portfolio Lösungen



Pure FlashArray, die erste echte Unified Block & File Plattform



Nativ implementiert
Kein Frankenstorage



Gleichwertig
Keine Kompromisse



Einfach und Flexibel
Für Block, File und VMs

Einfachheit

Immer!

Flash Design

DFM & Purity

Zukunftssicher

Evergreen + NDU für HW & SW

Pure1

SaaS Monitoring & AIOps



Die Partner + Pure

Wie sind wir gemeinsam groß geworden? Fokus, Fokus, Fokus!!!



len

Evergreen// - Innovation als Fundament

Uncomplicate data storage, forever



Einmal bereitstellen, stetig aktualisieren



Keine geplante Downtime



Keine Datenmigration



Immer volle Performance



Keine End-of-Life Sorgen



Investitionsschutz ohne Neuanschaffung



Nachhaltigkeit



Kundenfokus

Pure Storage has the **highest NPS** in the industry!

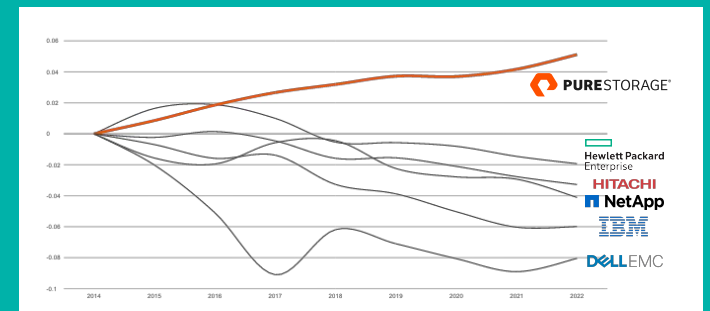
Pure's NPS is 81.4 for 2022

Pure Storage is an MQ Leader for 9 Consecutive Years!*



9 Year Storage Market Share

IDC: Market Share Changes From 2014 Through 2022



FlashArray is a 2021 Gartner Peer Insights Customers' Choice for Primary Storage Arrays



Figure 1: Magic Quadrant for Distributed File Systems and Object Storage

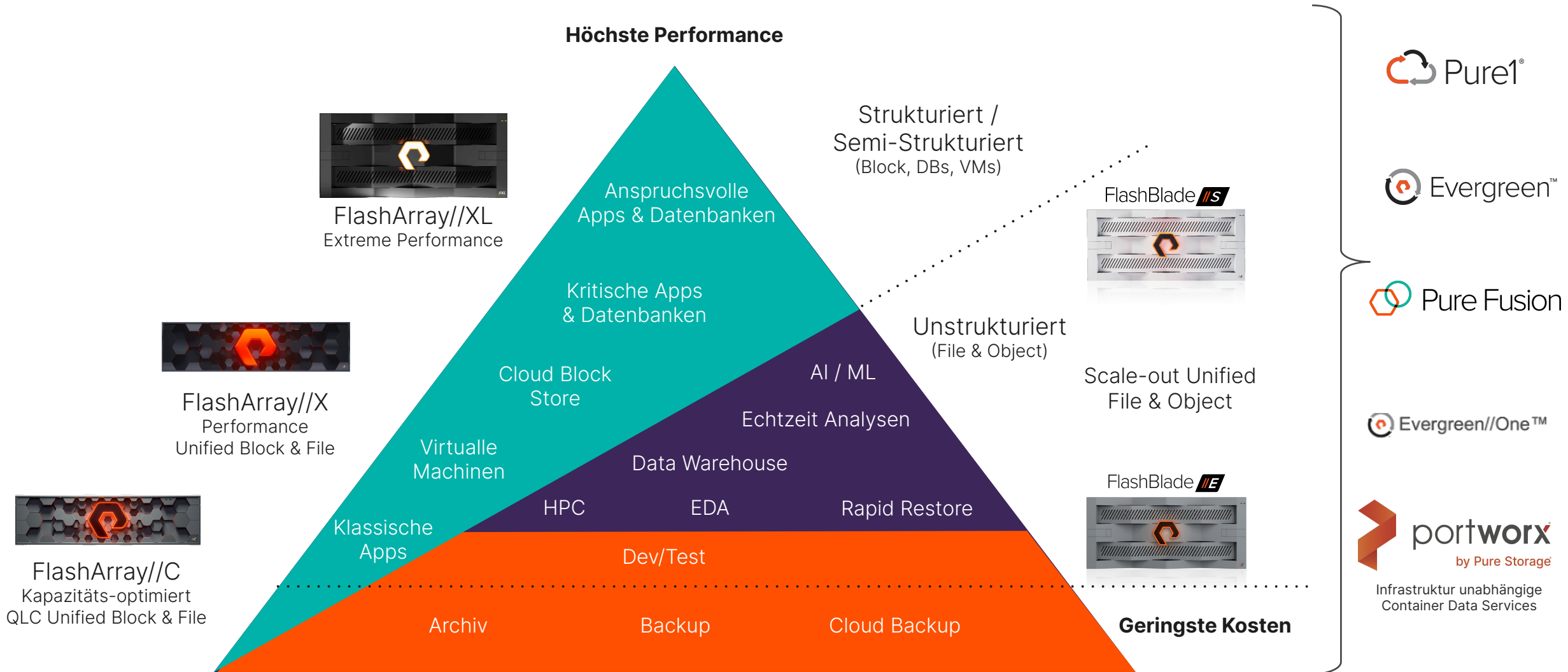


Pure Storage is a Leader in File & Object for the Second Consecutive Year!

FlashBlade is a 2022 Gartner Peer Insights Customers' Choice for Distributed File Systems & Object Storage



Pure Storage Portfolio Lösungen



Evergreen - Für alle Anforderungen

Evergreen//Forever

CapEx Hardware
inkl. Software

Term-based Evergreen

Subscription to Innovation

Evergreen Architektur (modular, stateless, NDU)	✓
Keine Rebuys	✓
investitions-geschützte SW/HW Upgrades	✓
Usage-based Subscription	
Kapazitäts Mobilität	
SLAs für Performance, Kapazität & Verfügbarkeit	
Echte Opex	
Eigentümer der Hardware	Customer

Evergreen//Flex

CapEx Hardware

Nutzungsabhängige Service
Subscription
(Software + Evergreen)

Hardware-basiertes Consumption Pricing

✓
✓
✓
✓
✓
Customer

Evergreen//One

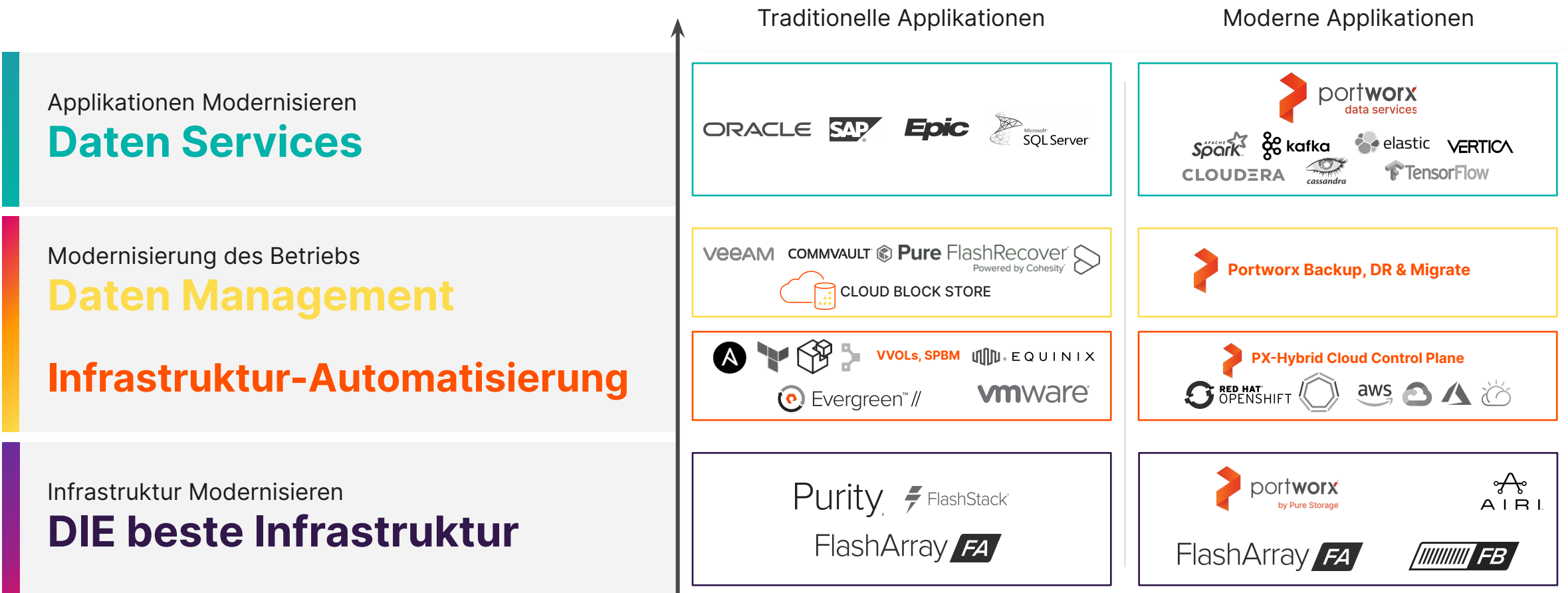
Nutzungsabhängige
Service Subscription

Storage as-a-Service

✓
✓
✓
✓
✓
✓
✓
Pure



Traditionelle & Moderne Applikationen



Next Steps:



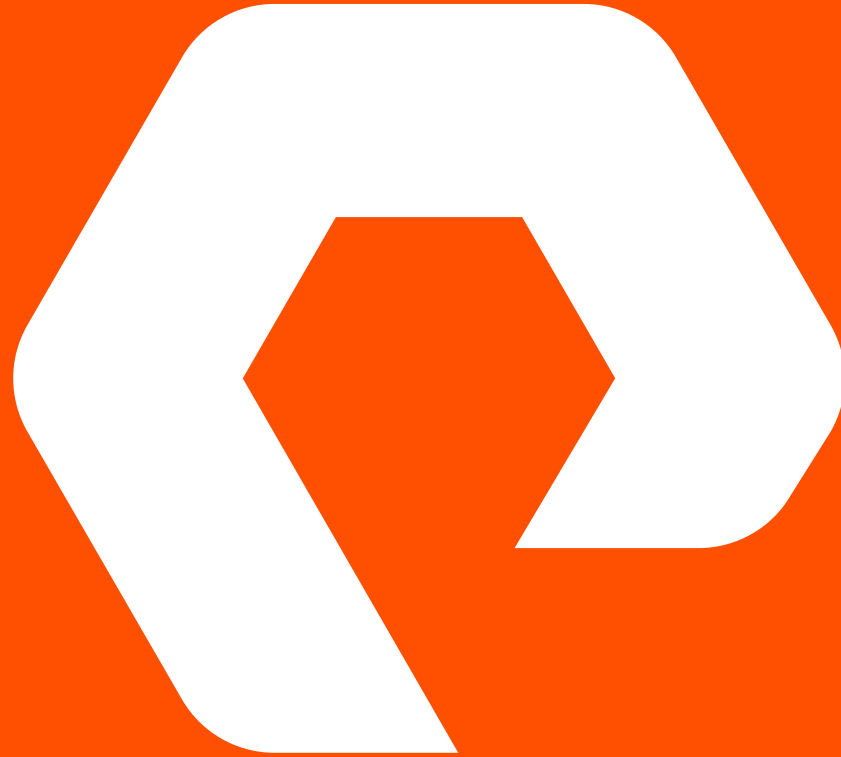
Pure For You - Eventpage für Partner

Alle Events im Überblick

- Daten
- Anmeldung
- Präsentationen



SAVE THE DATES: 26.9. Hamburg, 28.9. Frankfurt, 5.10. Wien, 12.10. München



Uncomplicate Data Storage, Forever