

# FLASHBLADE CUSTOMERS

## ADVANTAGES OF ALL-FLASH STORAGE

FlashBlade™ is the first all-flash storage system purpose-built for modern analytics – architected from the ground-up to deliver a powerful cloud-era data platform that is fast, compact, infinitely scalable and easy to manage.

Below, we summarize the experience of customers who are reaping the benefits of FlashBlade’s performance, scalability and ease of management.

*“FlashBlade removes roadblocks for our researchers, which means our findings positively impact public health faster than ever before. If a doctor knows exactly which treatment to prescribe a patient based on that patient’s genetic makeup, that patient is going to recover sooner. It’s that simple.”*

–

**PROFESSOR**

**ANTHONY D. JOSEPH**

A CORE FACULTY MEMBER OF  
UC BERKELEY’S CENTER FOR  
COMPUTATIONAL BIOLOGY

**ServiceNow**, an innovative leader in cloud-based software-as-a-service (SaaS). After using Pure arrays to increase performance on critical database applications, ServiceNow Cloud Group chose FlashBlade to drive greater customer density per rack, which enables more flexible and dynamic infrastructure and helps increase profits.

At the **University of California-Berkeley**, computer scientists are developing tools to help in genomics research, where the goal is to accelerate DNA sequencing in pursuit of precision medicine. After adding FlashBlade, researchers and clinicians can now sequence a greater volume of DNA samples in far less time, generating valuable new insights and, in some cases, delivering faster answers to life-and-death questions.

**Zenuity**, a joint venture between Volvo and Autoliv to develop software for autonomous driving and driver assistance systems. FlashBlade and NVIDIA’s DGX-1 artificial-intelligence supercomputer are the foundation of Zenuity’s deep learning/machine learning project to put the safest self-driving cars on the road by 2021.

**ION Geophysical**, a leading provider of three-dimensional seismic imaging for the oil and gas industry. Its solutions involve both huge amounts of data and computationally intensive processing. ION is using FlashBlade to deliver the high bandwidth it needs to keep its processors fully utilized. A single 4u FlashBlade system delivers more bandwidth than the 50 racks of legacy spinning-disk storage in ION’s data center.

*“In data-intensive, performance-driven industries like oil and gas, there is an increased demand for ever-improving imaging processes.”*

—

**JIM DOLAN**

GLOBAL MANAGER OF HPC AT ION

*“FlashBlade is easy to scale, easy to administrate, easy to make hardware changes to and has enormous capacity potential.”*

—

**BRIAN BOOS**

SENIOR IT MANAGER

PAYLOCITY

**Man AHL**, a global leader in systematic quantitative analysis with more than \$19 billion in assets under management. Man AHL’s business is all about applying complex computer models to huge amounts of data to make investment decisions. By installing FlashBlade, the firm’s quantitative analysts are able to develop and test a broader range of concepts in less time, generating positive results for clients and keeping the firm at the top of its field.

**National Hockey League**, the 31-team sports organization in the U.S. and Canada. FlashBlade has been installed to prepare the league for delivering high-impact fan experiences over the Web, including videos, advanced player analytics and other original content.

**City of Davenport**, a town of 100,000 people in eastern Iowa. One of Pure Storage’s earliest customers, the city was an early adopter of FlashBlade to solve a newly emerging challenge: the body cameras used by police officers generate a huge number of images to be stored, and when those images need to be analyzed, high-bandwidth storage is required to feed processing engines.

The **Mercedes-AMG Petronas Motorsport** formula 1 team uses its IT infrastructure to gain a competitive edge. Large amounts of data collected during every race are analyzed in an effort to improve a car’s performance by fractions of a second – enough time in Formula 1 to provide the winning edge.

**Paylocity** develops industry-leading, cloud-based payroll and human capital management software solutions. With FlashBlade, Paylocity gains efficiency with an elastic scale-out system.

**Mentor**, a division of Siemens, is a leader in electronic design automation (EDA) software. Mentor uses FlashBlade to enable faster time to market for new updates and features.

**Michigan Farm Bureau Insurance** serves more than 500,000 policyholders in Michigan with life, auto, farm and home insurance. A longtime customer of Pure Storage, the company chose FlashBlade for its ease of storage allocation and ability to deliver high performance infrastructure to the business.