

# THE DATA PLATFORM FOR MANAGED HOSTING

Accelerate your business and power transformation with Pure Storage



## INCREASED COMPETITIVENESS

Enhance quality and value through superior performance, efficiency, and the P3 partner program



## ENHANCED AGILITY

Remove complexity and simplify automation to enable faster business response and drive growth



## BUSINESS PREDICTABILITY

Maximize return on investment and economic value add (EVA)

Most organizations turn to service providers for digital transformation, business agility, and reduced IT cost. Once free of infrastructure and application management complexity, organizations look to focus on what drives their business. In return, they expect efficient and reliable services from providers. As a result, service providers are keenly aware of the need to provision, scale, and operate systems such that all their SLAs are met.

Moreover, in today's rapidly expanding multi-cloud market, service providers need to ensure that their infrastructure investments will enable customers to leverage intensive, next-gen applications that require low-latency and high throughput – such as predictive analytics – to get better insight into what is going on with their business, customers, and industry.

Whether your focus is digital transformation, multi-cloud, data portability, or analytics, Pure Storage™ has all-flash solutions that will transform your business with high-performance, efficient, and ultra-reliable storage that drives differentiation. Here's how Pure can help you:

## INCREASED COMPETITIVENESS

Accelerate your business with the quality and value of Pure Storage performance and efficiency alongside the growth potential of our Pure Partner Program (P3).

**Differentiated Solutions** Reach new markets with next-gen business apps (SAP HANA, Splunk, Elastic, and many more); optimized virtual environments including VMware and Hyper-V; and converged infrastructure (Pure FlashStack™).

**Pure SP Program** Take advantage of the P3 Service Provider program to accelerate sales with access to 100s of sales teams worldwide, go-to-market (GTM) benefits, and strategic initiatives.

**Unmatched Data Efficiency** Get industry-leading data reduction (typically 2x better than the competition), density (save 10X on consolidation, power, and space), and plug-n-play data access.

## ENHANCED AGILITY

Maintaining and growing your customer base requires the ability to adapt to changing market conditions, capitalize on business opportunities, and flexibly reduce costs or increase revenue streams.

**No Touch Performance** Get the performance you expect with <1ms latency and Quality of Service (QoS) for unpredictable application workloads and I/O block sizes – all while eliminating data tiering.

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“We want to significantly exceed our SLAs all the time, and Pure Storage allows us to do that comfortably.”

- Scott McIsaac, CTO, **SECURE-24**

**Rapid Deployment & Automation** Simplicity, SDKs, integrations, and restful APIs speed operations and free resources for value-add initiatives.

**Modern Support Ops** Drive customer satisfaction with smarter, faster response and proactive resolution that leverages Pure1® cloud-based management and Pure1 Meta™ global predictive intelligence.

## BUSINESS PREDICTABILITY

Improve cash flow and capital outlay by balancing expenditures with subscription revenues. Pure Storage can help with a variety of programs to enhance the alignment of storage costs and business growth.

**Evergreen™ Storage** Get storage that improves with age. Pure offers the industry's first subscription-based guarantee for performance, feature, and density innovations. Keep storage modern, ensure a non-disruptive path to NVMe, and avoid repurchasing TBs you already own.

**Flexible Purchase Models** Seamless acquisition and capacity enablement options reduce financial risk while ensuring you always have the capacity you need.

**Superior Service Levels** Consistently meet SLAs with proven 99.9999% delivered availability, no migrations or forklift upgrades, non-disruptive maintenance, and NPIV.

## IT'S NOT JUST THE FLASH

Pure Storage delivers more than just innovative solutions that will advance your business. We strive for, and deliver, customer satisfaction. The best gauge of that satisfaction? A Satmetrix-validated B2B NetPromoter Score of 83.7 for 2017, which puts us in the top 1% of all businesses and makes us the #1 recommended technology vendor by a wide margin.

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“The design of a cloud service platform that can minimize cost factors – especially when it comes to the underlying storage infrastructure – is critical because it directly influences the pricing and margins of cloud service offerings.”

- Kohei Sakai, Infrastructure Engineer, NIFTY

