Everpure | INFOTECH [IT & Communication]

Raider heißt jetzt Twix

Warum Pure Storage jetzt Everpure heißt

05.11.2026

Jörg Gradwohl
Account Manager



PURESTORAGE®

Everpure™

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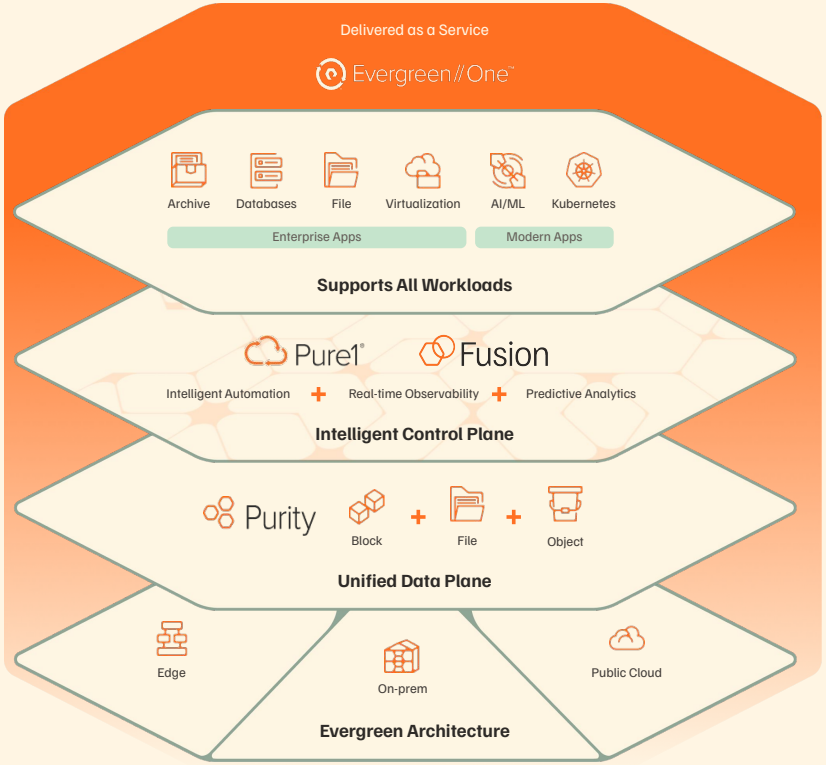
The Everpure Platform

The trusted leader in storage and data management.



- Virtualize and unify data across all environment
- Replace manual operations with policy-driven automation
- Protect data across all environments
- Innovation without disruption
- Simple, scalable business model

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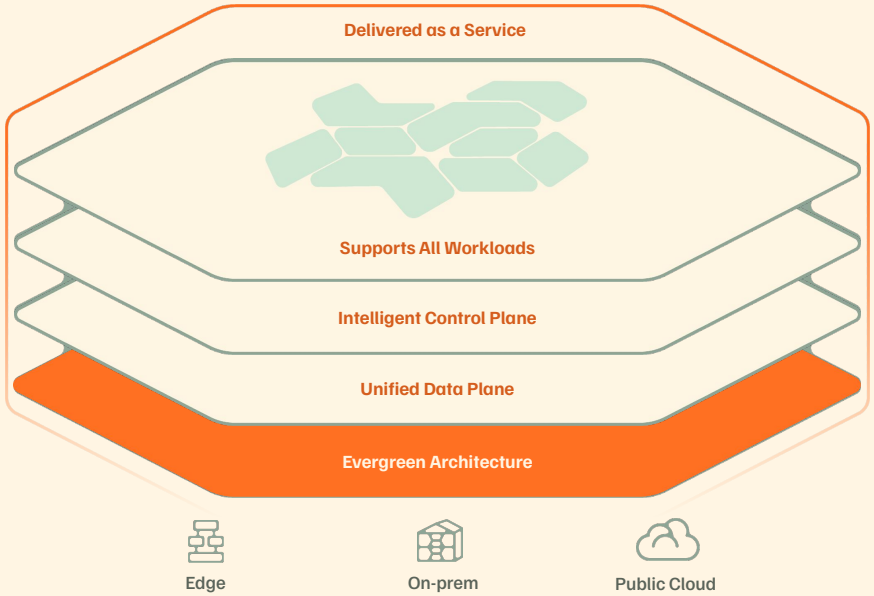
Unique Evergreen Architecture

Future Proof / Fully Stateless Architecture + Seamless Data Migration + Simplified Operations



Flexible consumption
Consume storage as a managed service that stays current without disruptive upgrades.

One platform, everywhere
Maintains consistent control and flexibility across every environment.

Scale without disruption
Scale capacity and performance on demand without redesigns or expansion projects.

Industry leading SLAs
Stay focused on outcomes with guaranteed SLAs, ensuring uptime, performance, and efficiency.

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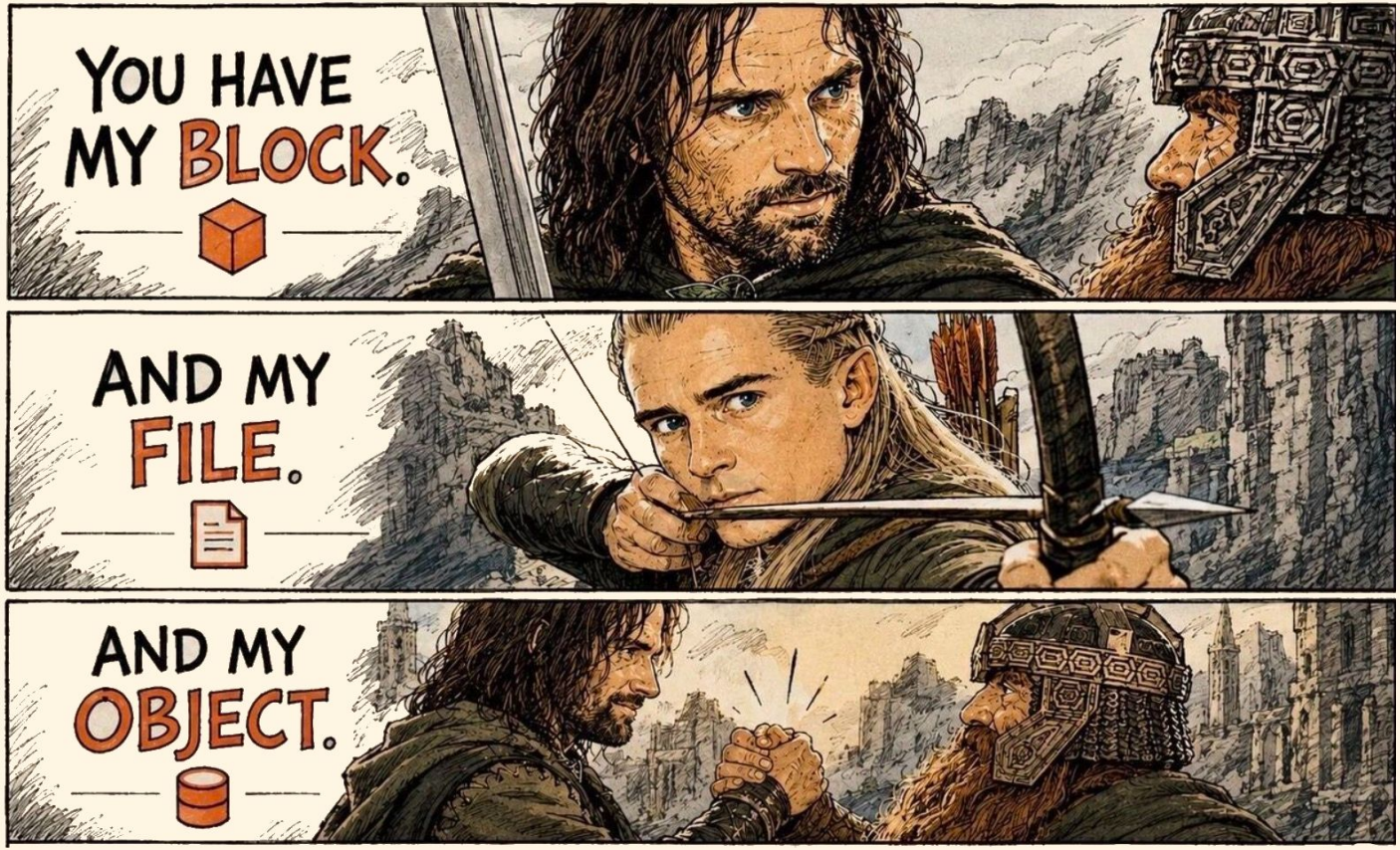
THE MIDDLE-EARTH TIMES "All We Have to Decide is What to Do With the Data That Is Given Us." SPECIAL EDITION



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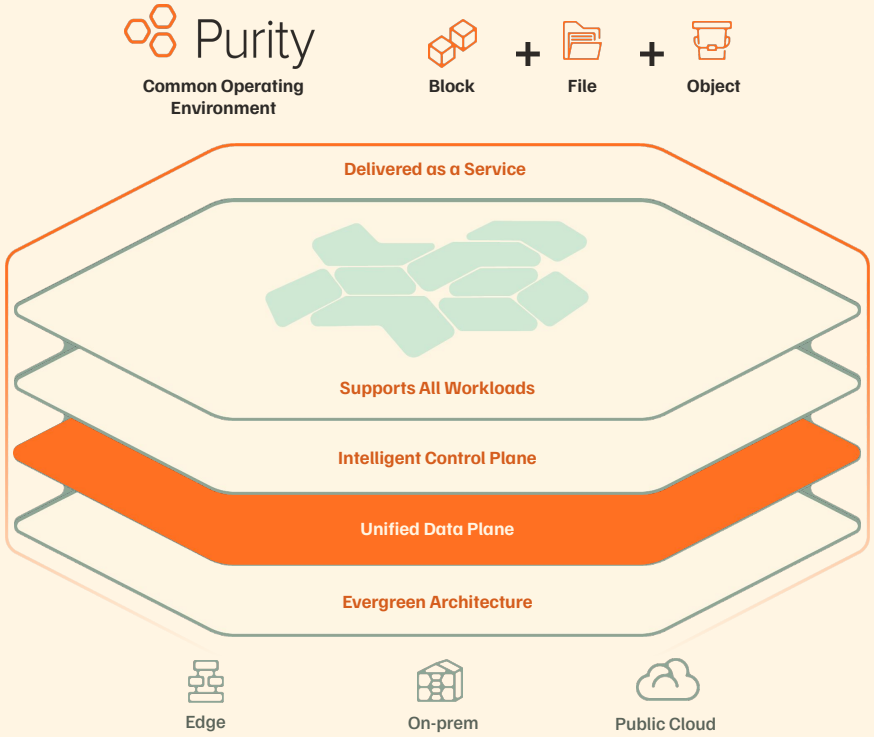
Unified Data Plane



Virtualized cloud of data
Breakdown silo's and unify your data across your entire estate.

Common operating environment
One operating environment that brings consistency, efficiency, and control.

Consistent enterprise data services
Uniform access, performance, and control across every environment.

Scale performance or capacity
From archive to AI, without re-architecture or downtime.

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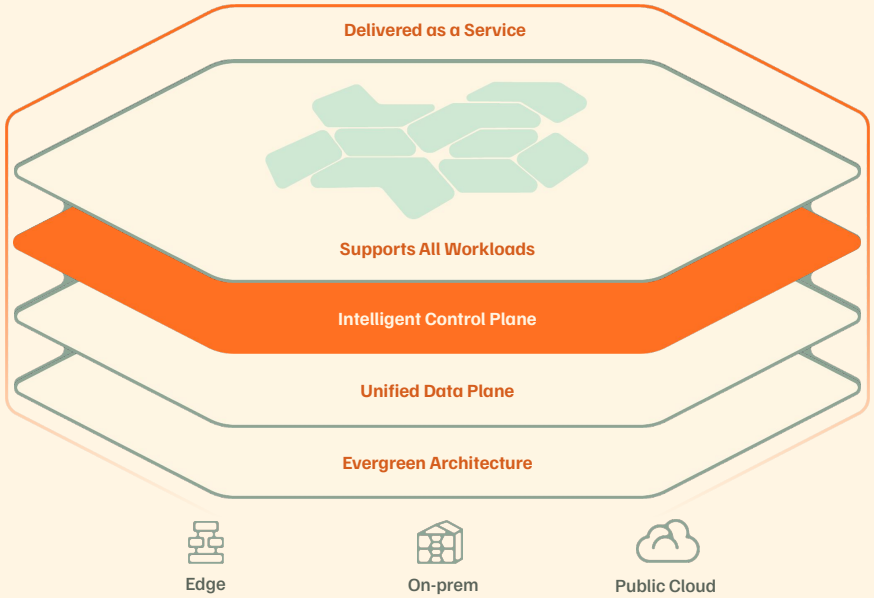
Intelligent Control Plane

Pure1® Fusion

Intelligent Automation + Real-time Observability + Predictive Analytics



Policy-driven automation
Automate provisioning, protection, placement, and lifecycle operations through policy.

Automated service levels
Enforce performance and availability targets with predictable outcomes.

Centralized governance
Streamline governance with automated policy controls across your environment.

Proactive, AI-driven management
Anticipate changes, prevent disruptions, and keep workloads optimized.

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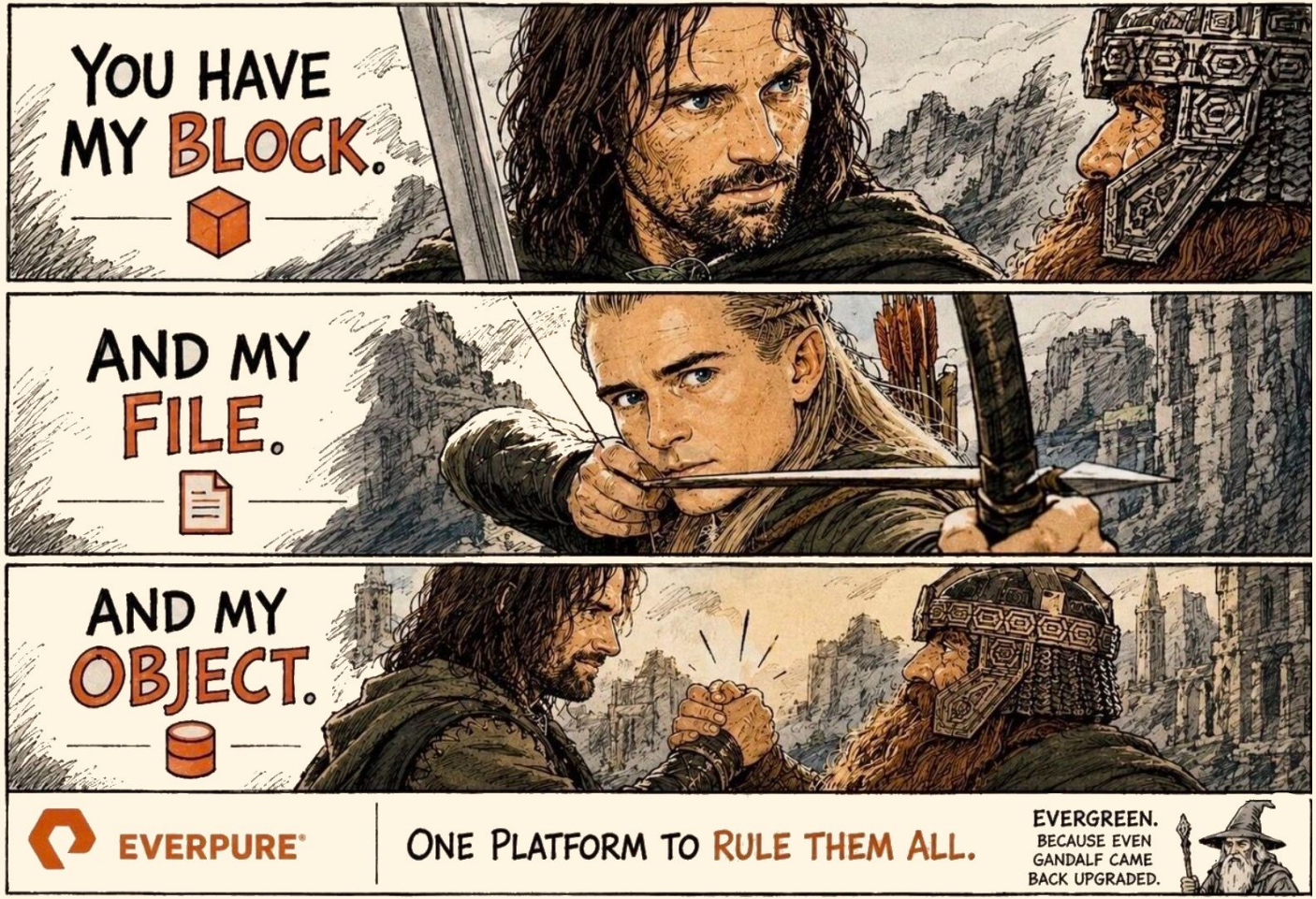

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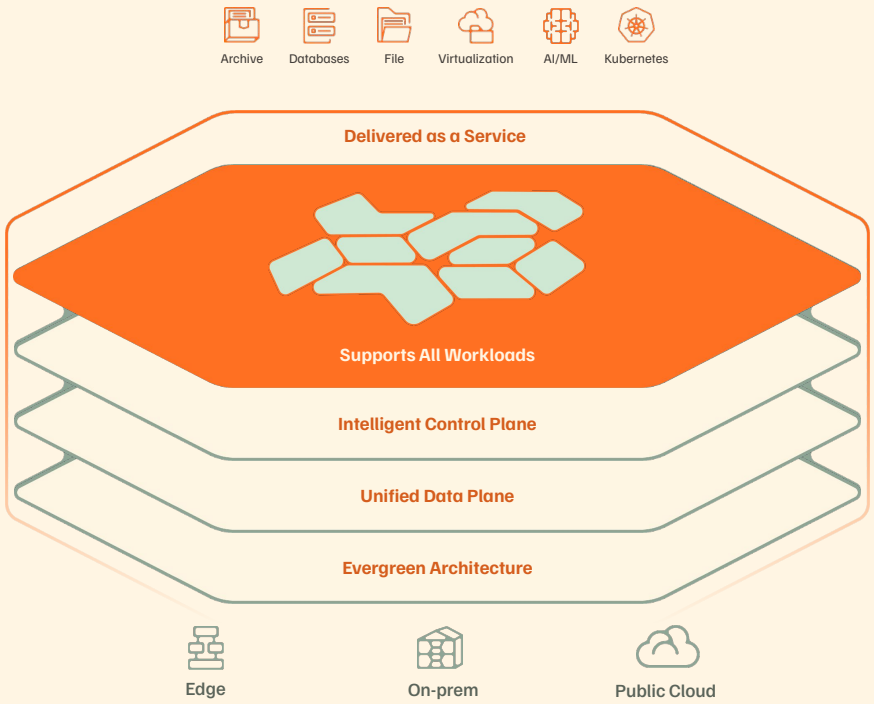
Support All Workloads



Cloud-native Kubernetes
Enterprise data services purpose-built for Kubernetes at scale.

AI at scale
AI-ready storage that drives large-scale training and interference with fast, unified data pipelines.

Modern databases without compromise
Deliver high performance, simple operations, built-in protection and full control for every database

Modern virtualization choices
Built to fit your virtualization strategy today and help you adapt for tomorrow.

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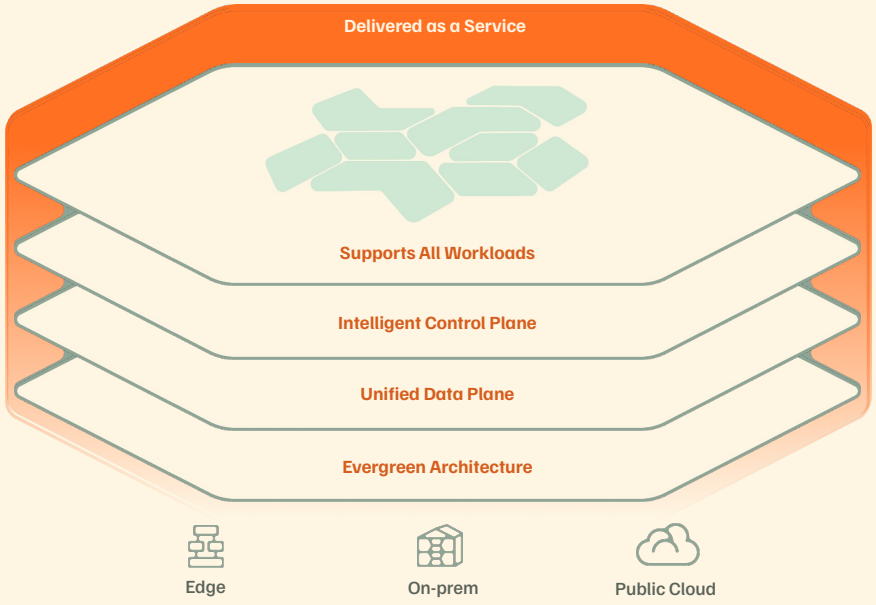
One Platform, Delivered as a Service

Evergreen//One™

Flexible consumption + Scale without disruption + Industry leading SLAs + One platform, everywhere



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Industry leading SLAs
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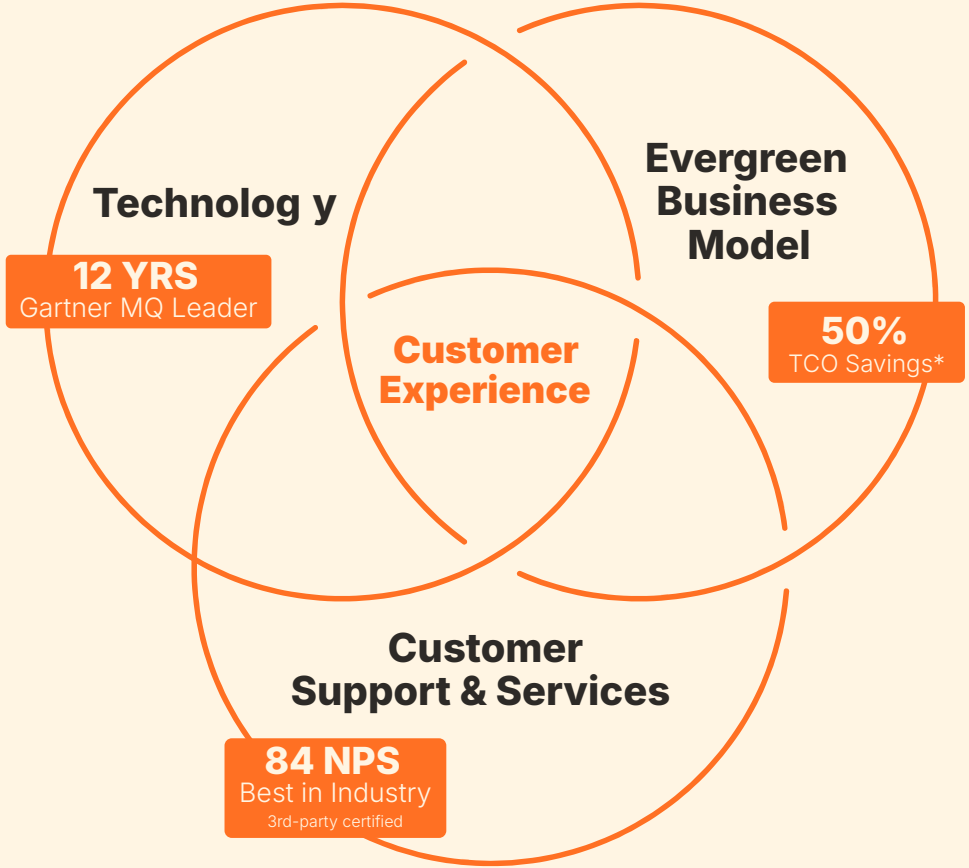
Why Pure

Unique solutions to modernize data storage and operations



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Positioned Highest in Execution, Furthest in Vision

2026 Gartner® Magic Quadrant™ for Enterprise Storage Platforms

Figure 1: Magic Quadrant for Enterprise Storage Platforms



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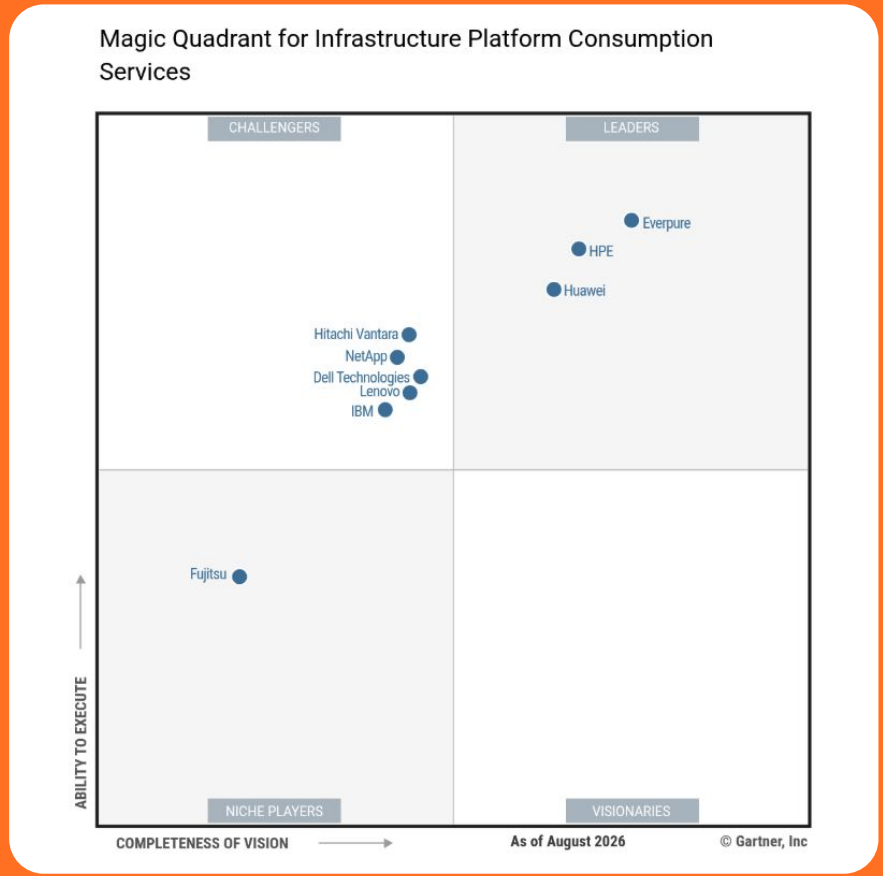
Positioned Highest in Execution, Furthest in Vision

2026 Gartner® Magic Quadrant™ for Infrastructure Consumption Services



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Powering Logistics and Shopping with Data

Objective

REWE International is responsible for many popular retail food brands under REWE Group in Austria and Eastern Europe. Facing strong competition in the retail food sector, REWE International needed to promote digitization and adopt future technologies.

Solution

With Pure Storage, REWE International gains a strong digital foundation, allowing it to logistics and get goods onto shelves faster. The company can leverage data to serve consumers across digital and in-person touchpoints.

Results



Improves customer experiences with fast and reliable data



High resilience guards against potential data loss caused by cyberattacks



Positions the IT environment for a migration to hybrid cloud

REWE GROUP

"With Pure, our employees always have updated merchandise data on hand. We can better leverage data to serve consumers and provide them with a modern shopping experience."

Michael Pehböck
Head of IT Infrastructure, REWE International AG

Geo
EMEA (Austria)

Industry
Food Retail

Solution Area
Accelerate Core Applications, Modernize Data Protection

Products in Use
Pure Storage® FlashArray™//X, Pure Storage FlashArray//C, Pure1®



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