Redefine How You Handle Data

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Pure Storage Fast Facts

Growth

$2.75 Billion
FY23 Annual Revenue

$1.22 Billion
Q2 FY24 Subscription Annual Recurring Revenue (ARR)

+$60 Billion TAM

Customers

12,000+
Global Customers

325
New Customers in Q2 FY24

~59%
Of Fortune 500 companies

Leadership

Gartner Magic Quadrant
10 x leader!

81.4
Net Promoter Score
Highest in the industry

Company Milestones

Date	Milestone
2009	Founded
2011	Pioneer in All-Flash
2012	Introduction of FlashArray™
Late 2012	First International Office Opens in Europe
Mid 2014	Evergreen™ Non-Disruptive Upgrades
Early 2015	Pure1® Cloud-Based Management
Late 2015	IPO (PSTG)
Early 2018	Pure Introduces the First AI-Ready Infrastructure (AIRI™)
Mid 2018	Launch of as-a-Service Model (Pure as-a-service)
2018	Cloud Data Services
2018	$1B+ in Revenue
2019	Compuverde Acquisition
2020	Pure as-a-Service Celebrates 2 Year Anniversary
2020	Portworx Acquisition
2021	FlashBlade Reaches $1B in Sales
2022	$2B+ in Revenue
2022	Launch of Inaugural ESG Report
2022	Launch of FlashBlade//S™
2023	Launch of FlashBlade//E™
2023	Azure VMware Services integration
Late 2023	Launch of FlashArray//E™

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9 Year Storage Market Share

IDC: Market Share Changes From 2014 Through 2022
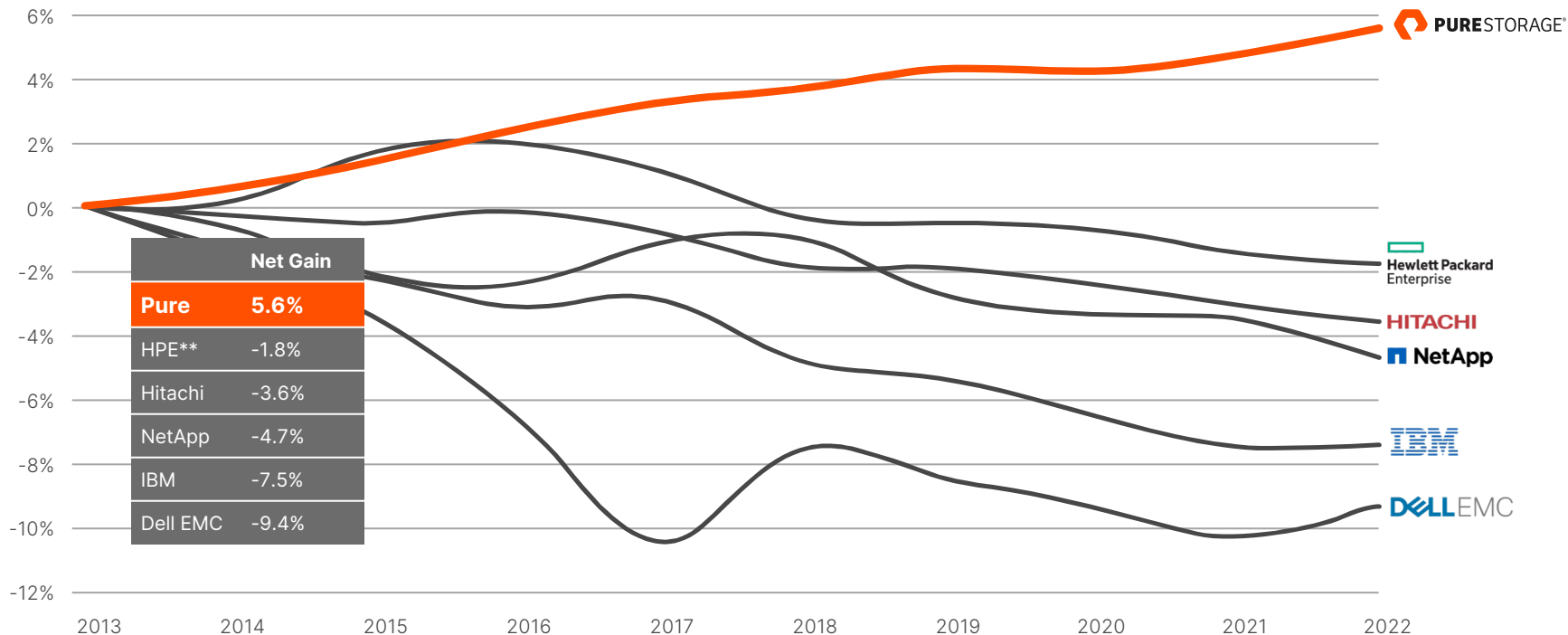
	Net Gain
Pure	**5.6%**
HPE**	-1.8%
Hitachi	-3.6%
NetApp	-4.7%
IBM	-7.5%
Dell EMC	-9.4%

PURESTORAGE®

Hewlett Packard Enterprise

HITACHI

NetApp

IBM

DELL EMC

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We Deliver Outcomes

Driven by unique differentiation in **native flash management**, a **modern SW** architecture, and a focus on **simplicity and management at scale**

50%* Lower Total Cost of Ownership

2-5x* More Power and Space Efficient

10-30x
Fewer Service Visits, Significantly More Reliable

Products are Never Obsolete
Always-Improving Life cycle

Consolidation of All Tiers
1 HW/SW Design, 2 Architectures

Significant Time Savings
Automation-Driven Cloud Operating Model

Addressing Growing Challenges

Demands Increasing

- Application changes
- New Technology and Business Needs
- On-prem + Hybrid + Multi Cloud
- Speed & Developer Efficiency

Resources Shrinking

- Energy cost & usage
- Operational expertise
- Time, money, people
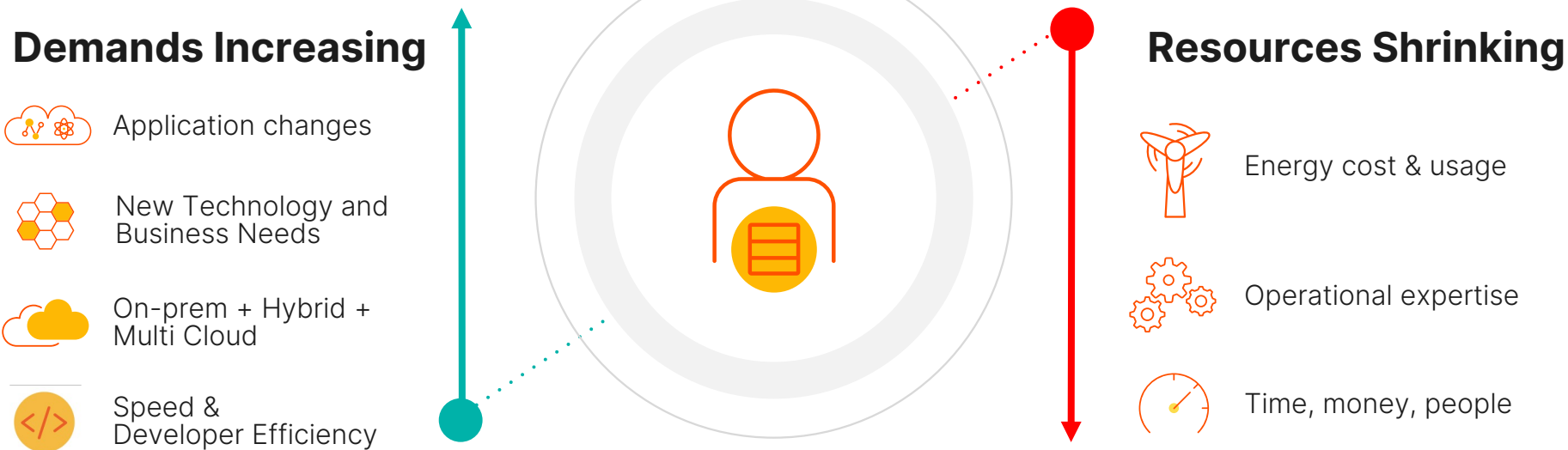
Need for Improved Efficiency in All Areas

Where disk underdelivers

Disk and inefficient silos are holding you back

Too much space

Imagine needing 10x the space of your current disk-based storage.

Too much energy

10x the energy-usage as costs continue to climb.

Too many resources

More racks, more complexity, more e-waste, more FTEs.

Hard drives are done.
SSDs are not the answer.

SSDs were the easy answer, but inherently inefficient

SSDs are hitting a wall, limited by firmware, DRAM, density, efficiency, reliability

**All "Flash" were not Created Equal -
SSDs will fall further and further behind**

Improvement Curves

SSDs

HDDs

Today

Time

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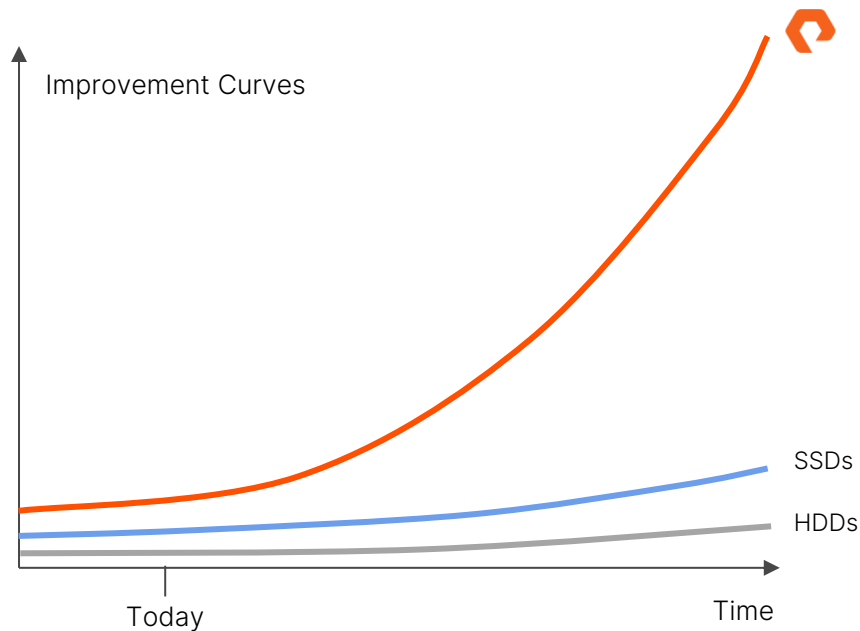
Key Technologies

DirectFlash®

Hardware / software co-design for maximum efficiency

FlashArray™ & FlashBlade®

Exascale platforms

Evergreen®

Architected flexibility, delivered as compelling business models

Pure Fusion™

Storage-as-code to enable autonomous data mobility

Portworx®

Container-native platforms and data services

A FlashArray for Every Business Need

From demanding databases to virtualized workloads to large-scale data repositories

FlashArray **X**

As low As 250µs Latency

Mission-critical applications
Workload consolidation
Virtualized environments

FlashArray **XL**
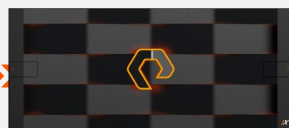
Up to 36GB/s Throughput

Most-demanding critical applications
Extreme workload consolidation
Large-scale virtualized environments

FlashArray **C**

Up to 9PB effective capacity

Business-critical workloads
Disaster recovery & data protection
Test/dev environments

FlashArray **E**™

Scales from 1 to 4PB

Unified file and block data
Large-scale data repositories
Data protection snapshots
Log/cold data archives

FlashBlade **E**™

Pure **E**™ Family

Scales from 4PB to 10+PB

Unified file and object data
Largest-scale data repositories
Video content libraries
Healthcare imagery

The All-Flash Industry Leader

From **entry-level to enterprise**

Run everything from large **databases to next-gen cloud-native applications**

Consolidate more business services on fewer arrays with exceptional density

Unifiy block and file workloads with support for ethernet and fibre channel environments

UPGRADE NON-DISRUPTIVELY with Pure's unique Evergreen storage experience

FlashArray //X

Speed Up Backup and Restore with FlashArray//C

Data protection that's integrated with your preferred backup provider

High performance to reduce RPO and RTO

- Backup with consistent speeds up to 10TB/hour
- Restore with consistent speeds up to 10TB/hour

Both snapshots and image-level backups

- Instantaneously snapshot any FlashArray volume
- Up to 5:1 data reduction reduces capacity costs

Highly available and efficient

- Always-on data reduction to reduce capacity
- 99.9999% of availability prevent data any loss
- Ransomware protections for fast, complete recovery

PRODUCTION STORAGE

FlashArray //X   FlashArray //XL   FlashArray //C

FILE PROXIES

BACKUP REPOSITORY

FlashArray //C
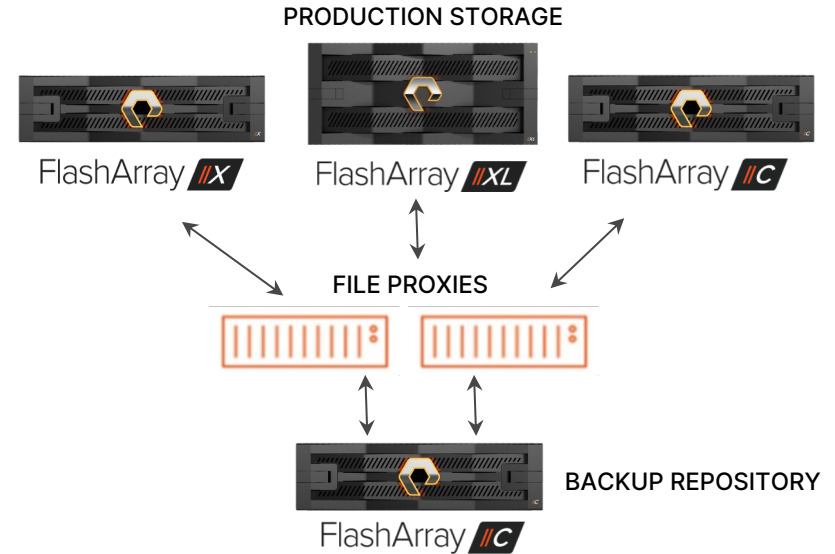
Innovation without Delay with Evergreen

Choose the purchasing model that works best for your business

Evergreen™ //Forever

Traditional purchase with ongoing subscription to software and hardware upgrades

Buy it once, use it forever

Storage ownership combined with subscription to software and hardware upgrades and world-class customer experience.

Evergreen™ //Flex

Hardware ownership with usage-based capacity
and software subscription

Flexibility with control

Own and control the hardware with the flexibility to pay for the subscription based on utilization of purchased capacity.

Evergreen™ //One

SLA-driven Storage-as-a-Service

Ultimate storage subscription

SLA-driven storage service for customers that want cloud operations and cloud economics for their on-premises or hybrid data centers

Pure Storage is a Leader for 10 Consecutive Years!*

A Leader in the 2023 Gartner® Magic Quadrant™ for Primary Storage

*This includes 5 years as A Leader in the Magic Quadrant for Solid State Arrays and now 5 years as A Leader the Magic Quadrant for Primary Storage.
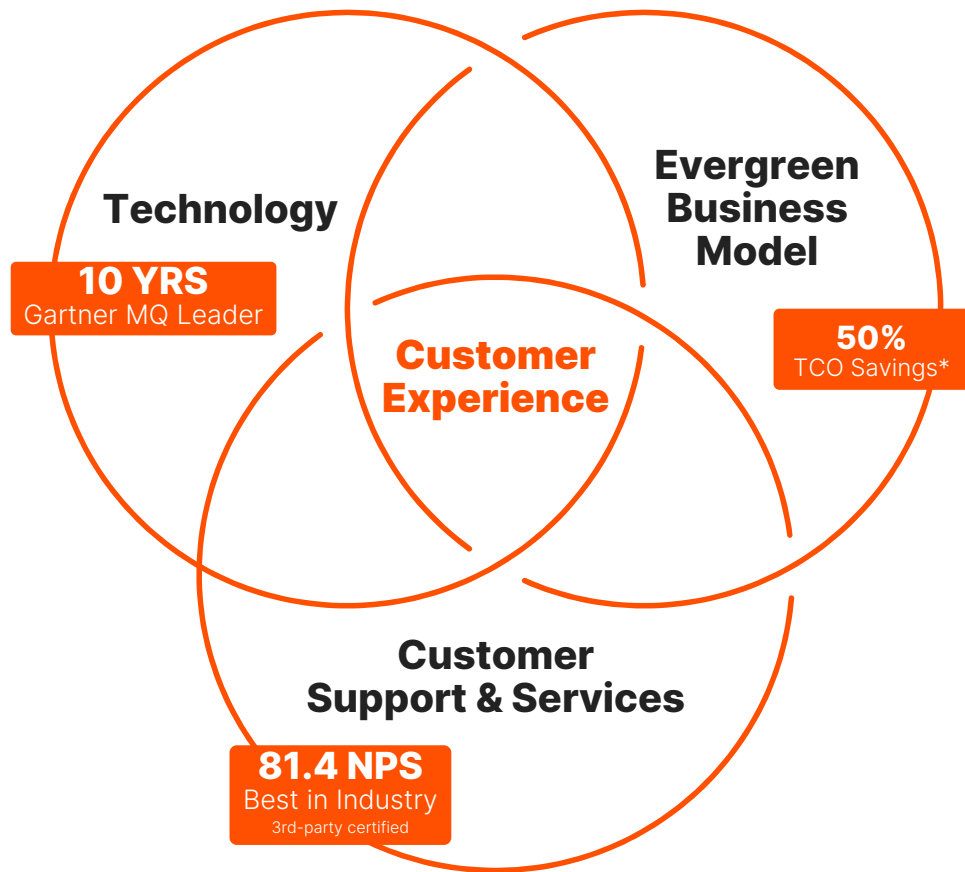
Figure 1: Magic Quadrant for Primary Storage

Source: Gartner

Placed highest for Ability to Execute AND furthest for Completeness of Vision for the 4th Consecutive Year!

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Why Pure

Unique solutions to modernize data storage and operations

Technology

10 YRS
Gartner MQ Leader

Evergreen Business Model

50%
TCO Savings*

Customer Experience

Customer Support & Services

81.4 NPS
Best in Industry
3rd-party certified

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