PURE DELIVERS DATA CENTRIC ARCHITECTURE

A NEW WORLD OF DATA DEMANDS NEW THINKING

Data growth – most of it now driven by machines rather than humans – continues to accelerate at an unprecedented pace. Enterprises recognize that data may now be their most valuable asset, a source of business intelligence and competitive edge. To truly harness the power of that data, we believe that future architectures will be multi-cloud and data-centric – even if everything runs on-premises.

PURE DATA-CENTRIC ARCHITECTURE BRINGS IT ALL TOGETHER

Pure Data-Centric Architecture is our end-to-end product suite, enabling storage teams to deliver elastic block, file, and object data services to power their multi-cloud environments. It's a consolidated, shared platform for data – purpose-built to drive both traditional and new stack modes of IT, with the speed and agility to **simplify everything**, **empower developers**, and **deliver next-gen AI and analytics**.

Pure Data-Centric Architecture is powered by our shared accelerated storage arrays: FlashArray for block data, FlashBlade™ for file and object data, FlashStack™ for converged infrastructure, AIRI™ for integrated AI-ready infrastructure, and Evergreen™ Storage Service (ES2) for pay-per-use OPEX consumption.

Today's organizations need to make data actionable and leverage it to power new customer services and experiences. With Pure Data-Centric Architecture, they can.
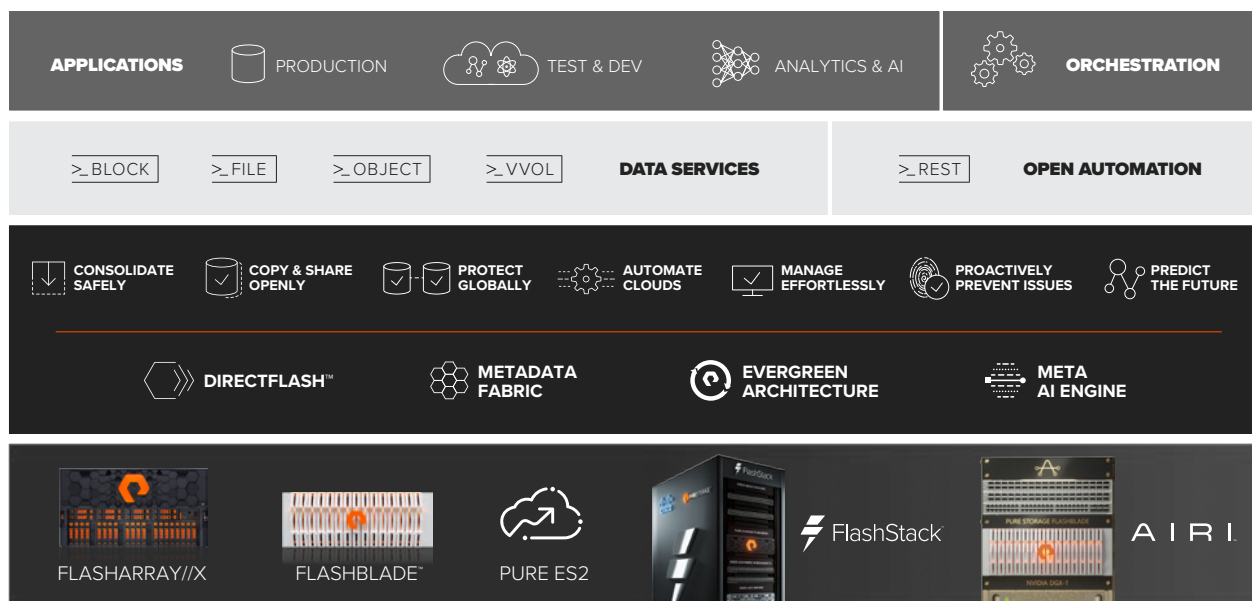
CONSOLIDATE & SIMPLIFY all your apps to a single storage tier and integrate effortlessly

REAL-TIME data for faster apps, better customer experiences, and higher productivity

ON-DEMAND & SELF-DRIVING storage provides deep automation and data-as-a-service

MULTI-CLOUD with easy data portability, whether it's on-prem or hybrid

READY FOR TOMORROW and designed to evolve and innovate

| APPLICATIONS | PRODUCTION | TEST & DEV | ANALYTICS & AI | ORCHESTRATION |

| >_ BLOCK | >_ FILE | >_ OBJECT | >_ VVOL | DATA SERVICES | >_ REST | OPEN AUTOMATION |

CONSOLIDATE SAFELY · COPY & SHARE OPENLY · PROTECT GLOBALLY · AUTOMATE CLOUDS · MANAGE EFFORTLESSLY · PROACTIVELY PREVENT ISSUES · PREDICT THE FUTURE

DIRECTFLASH™ · METADATA FABRIC · EVERGREEN ARCHITECTURE · META AI ENGINE

FLASHARRAY//X · FLASHBLADE™ · PURE ES2 · FlashStack · AIRI

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SIMPLIFY EVERYTHING PRODUCTION

Pure Data-Centric Architecture is next-gen enterprise storage: effortless acceleration and consolidation for all workloads, comprehensive data protection, and ready for multi-cloud environments.

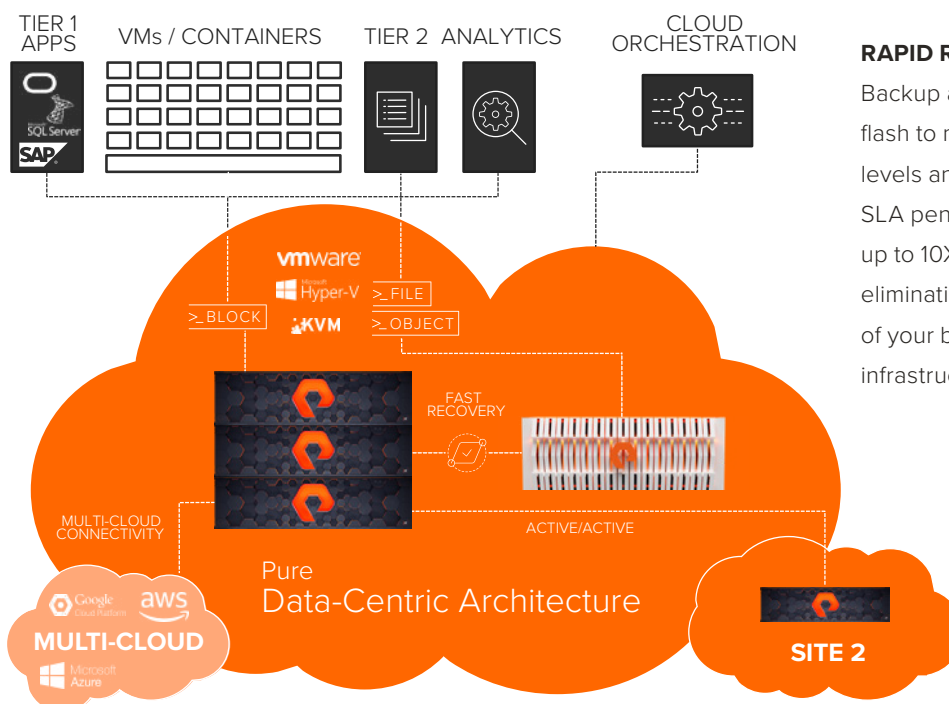## ACCELERATE MISSION-CRITICAL APPS

100% NVMe DirectFlash™ enables full performance for Tier 1 apps like SQL, Oracle, and SAP, while making NVMe affordable for all workloads.

AUTOMATE YOUR CLOUD

Out-of-the box, complete automation with VMware, Microsoft, and Open Source clouds, plus open APIs for integration with everything — including the latest Container-based platforms.

CONSOLIDATE ON ALL-FLASH

Simplify infrastructure with DirectFlash-enabled density. Put all your business workloads on flash — Pure's data reduction, QoS, and FlashArray's 6-9s mean safe and cost-effective consolidation. Save not just racks, but rows of data center space.

RAPID RESTORE

Backup and recover to flash to meet service levels and eliminate SLA penalties. Recover up to 10X faster while eliminating 30-50% of your backup infrastructure.

TIER 1 APPS   VMs / CONTAINERS   TIER 2 ANALYTICS   CLOUD ORCHESTRATION

vmware
Microsoft Hyper-V
>_BLOCK   KVM   >_FILE   >_OBJECT

FAST RECOVERY

MULTI-CLOUD CONNECTIVITY

ACTIVE/ACTIVE

Pure
Data-Centric Architecture

Google Cloud Platform   aws
MULTI-CLOUD
Microsoft Azure

SITE 2

BUILD YOUR MULTI-CLOUD

Own your data and rent the cloud. Enable hybrid and multi-cloud workloads and protection workflows. Mobile snapshots and CloudSnap technology (coming in 2H 2018) mean you can have your data where you want it, when you want it.

MAKE ENTERPRISE BUSINESS CONTINUITY EFFORTLESS

Run seamlessly between two datacenters with RPO & RTO zero, even across metro regions. Add an async 3rd site for global DR protection.

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EMPOWER DEVELOPERS

In tomorrow's economy, every business is powered by software, and DevOps is key to innovation and productivity. Pure Data-Centric Architecture accelerates every aspect of the CI/CD pipeline — and delivers competitive advantage.

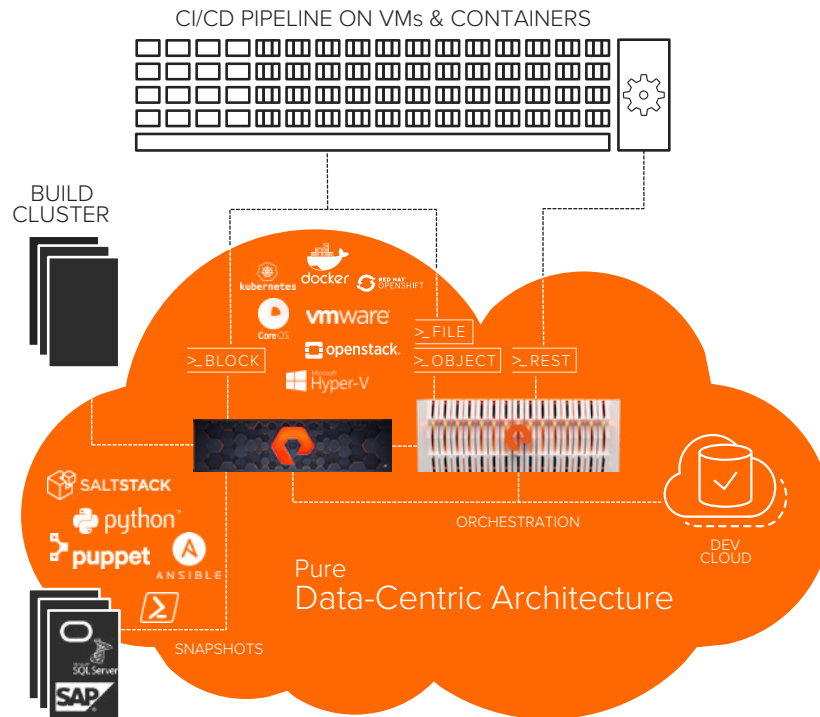### IMPLEMENT CI/CD PIPELINE ON CONTAINERS & FLASH

Run the entire CI/CD pipeline faster. Pure Data Centric Architecture powers modern DevOps on an all-flash foundation with out-of-the-box integrations to VMware, OpenStack, Docker, and Kubernetes, as well as a reference architecture for OpenShift.

SPEED BUILDS WITH PARALLELISM

Don't make developers wait hours to see the results of check-ins. Massive parallelism speeds builds by up to 3x and delivers feedback in minutes.

REFRESH PROD DATA INTO DEVELOPMENT

Easily deliver the latest production data to developers via snapshots and replication.

CI/CD PIPELINE ON VMs & CONTAINERS

BUILD CLUSTER

kubernetes docker RED HAT OPENSHIFT
vmware
CoreOS
>_BLOCK openstack >_FILE >_OBJECT >_REST
Hyper-V

SALTSTACK
python
puppet ANSIBLE

SQL Server
SAP

SNAPSHOTS

ORCHESTRATION

DEV CLOUD

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SPEED FAILURE ANALYSIS

Automate root cause analysis of failed tests with real-time analytics.

DELIVER DEVELOPER PAAS & IAAS

Give developers instant access to DBs, VMs, Containers, and more.

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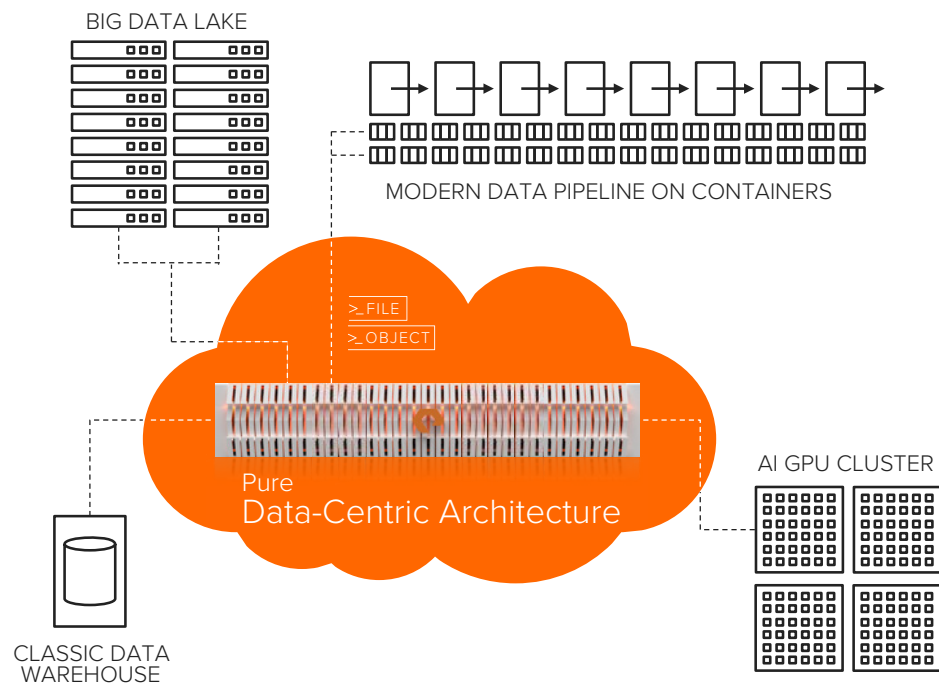
DELIVER NEXT-GEN ANALYTICS

If data is potentially an organization's most important asset — then data analytics is a critical initiative for any enterprise. Pure Data-Centric Architecture dramatically simplifies the complexities of an analytics infrastructure by consolidating to a single platform. No more siloed workloads: instead, all-flash power for every workload.

CONSOLIDATE YOUR DATA PIPELINE

Move from 10s of disparate tools and data silos to powering your entire data pipeline with shared flash to enable elastic scale. Store data once, and power broader analytics and flexibility to adopt tomorrow's tools.

TURN YOUR DATA LAKE INTO AN ALL-FLASH DATA CLOUD

Move your Hadoop cluster to all-flash while transitioning from MapReduce to Spark. Get interactive queries and real-time results, and disaggregate compute scale from storage.

BIG DATA LAKE

MODERN DATA PIPELINE ON CONTAINERS

>_ FILE
>_ OBJECT

Pure
Data-Centric Architecture

AI GPU CLUSTER

CLASSIC DATA WAREHOUSE

BUILD AN AI CLUSTER

Give your organization the tools to take advantage of AI and Machine Learning. Keep the GPUs in your AI cluster busy with all-flash shared storage.

UPGRADE AND EXTEND YOUR DATA WAREHOUSE
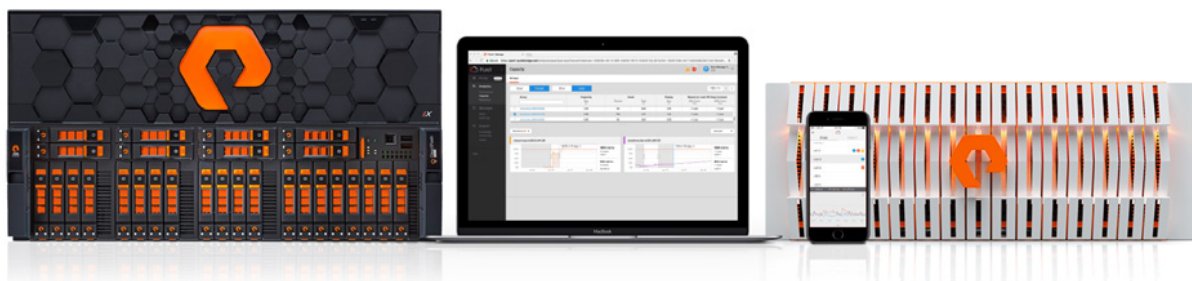
Modernize your Data Warehouse with new levels of all-flash performance and rich data sets served by batch and real time data pipelines.

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ONE ARCHITECTURE DOES IT ALL

Next-generation shared accelerated storage to consolidate all your data and all your workloads: Pure Data-Centric Architecture powers everything – and it's always effortless, efficient, and Evergreen™.

THE ESSENTIAL COMPONENTS OF YOUR DATA-DRIVEN FUTURE

Pure Storage FlashArray and FlashBlade™ products provide all the storage services – block, VM, file, or object – needed to consolidate everything, whether databases, virtual machines, analytics, or webscale applications. Pure arrays deliver rich data services to all workloads, and drive productivity with industry-leading data reduction, FlashArray's proven 99.9999% availability, no planned downtime, built-in data protection, DirectFlash™-powered global flash management, endless extensibility, and effortless simplicity. Learn more

FLASHSTACK: ALL-FLASH CONVERGED INFRASTRUCTURE

FlashStack™ is streamlined, flexible, and transformative converged infrastructure that fully supports mission-critical enterprise applications and provides a robust platform for cloud services. Pairing the Cisco Unified Computing System™ (Cisco UCS®) and Pure Storage FlashArray in Cisco Validated Designs, FlashStack solutions accelerate time to deployment, lower overall IT costs, and reduce deployment risk. Learn more

ES2: STORAGE-AS-A-SERVICE

Pure Storage Evergreen Storage Service (ES2) delivers true OPEX storage-as-a-service (STaaS) for private and hybrid clouds. Get the effortless, efficient, and Evergreen Pure Data Centric Architecture experience, on demand, as a service! Learn more

AIRI: AI-AT-SCALE, MADE SIMPLE AND FAST

AIRI™ is the industry's first complete AI-ready infrastructure, architected by Pure Storage and NVIDIA® to extend the power of NVIDIA® DGX™ systems. Powered by FlashBlade storage and NVIDIA DGX-1 servers, AIRI and AIRI "Mini" offer enterprises a simple, fast, and future-proof infrastructure to meet their AI demands at any scale. Learn more

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INTELLIGENT, SELF-DRIVING INFRASTRUCTURE

Pure1®, our AI-driven management, analytics, and support platform, expands the self-managing, plug-n-play design of our products with the machine learning predictive analytics and continuous scanning of Pure1 Meta™ to enable an effortless, worry-free Data-Centric Architecture. Learn more
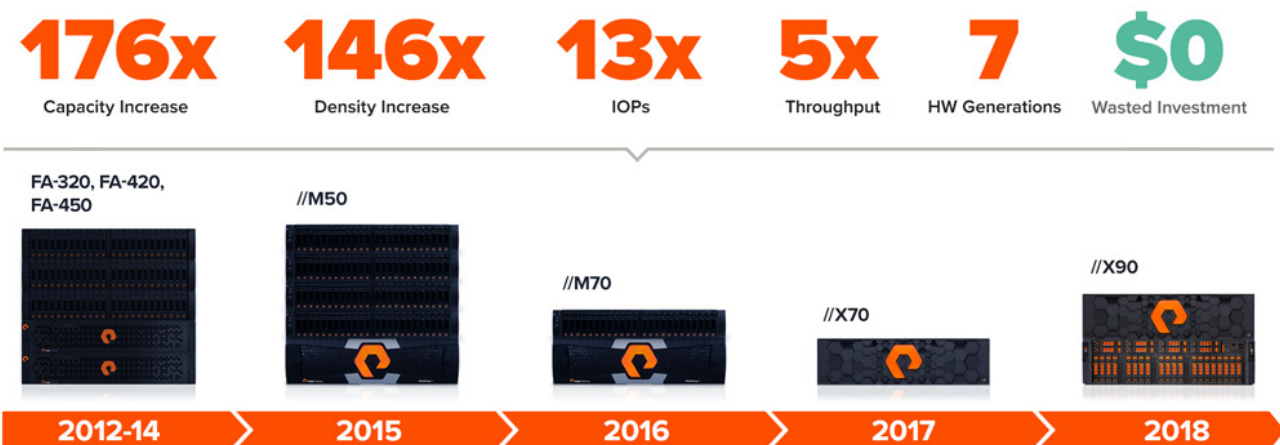
- **Manage** – Pure1 is SaaS-based, allowing you to manage your array from any browser or from the Pure1 Mobile App – with nothing extra to purchase, deploy, or maintain. Just login, and from a single dashboard you can manage all your arrays, with full visibility on the health and performance of your storage.

- **Analyze** – Pure1 delivers true performance forecasting – giving customers complete visibility into the performance and capacity needs of their arrays – now and in the future. Performance forecasting enables intelligent consolidation and unprecedented workload optimization.

- **Support** – Pure1 combines an ultra-proactive support team with the predictive intelligence of Pure1 Meta to deliver unrivaled support that's a key component in FlashArray's proven 99.9999% availability. You'll be astounded when we fix issues you did not even know existed.

- **META** – The foundation of Pure1 services, Pure1 Meta is global intelligence built from a massive collection of storage array health and performance data. By continuously scanning call-home telemetry from Pure's installed base, Pure1 Meta uses machine learning predictive analytics to help resolve potential issues and optimize your workloads.

PURE DATA-CENTRIC ARCHITECTURE GETS BETTER WITH AGE

Deploy storage once and enjoy a subscription to continuous innovation as you expand and improve storage performance, capacity, density, and/or features for 10 years or more – all without downtime, performance impact, or data migrations. Evergreen Storage Subscriptions keep your storage fresh and modern – and always ready to meet your business needs. A typical Evergreen journey delivers multi-dimensional improvements to your infrastructure over time – with nothing lost from your investment. Learn more

7 YEARS OF NON-DISRUPTIVE **EVERGREEN** IMPROVEMENTS

176x	146x	13x	5x	7	$0
Capacity Increase	Density Increase	IOPs	Throughput	HW Generations	Wasted Investment

FA-320, FA-420, FA-450	//M50	//M70	//X70	//X90
2012-14	2015	2016	2017	2018

To find out more visit www.ethostec.net, call 01295 675867 or email info@ethostec.net.