

# Pure Storage

*Welcome to the future of data management in a multicloud,  
AI-driven world*

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Driving is the riskiest thing, no matter how skilled → yet we do it → It's the only thing we know !



# Manual Driving is like Legacy Data Storage

**Manually Driven  
Separately**



**Complexity  
and Maintenance**



**Misconfigurations  
Create Accidents**





# And the Problem is **Only Getting Worse**

Competitive  
Pressures

Escalating  
Costs to Scale

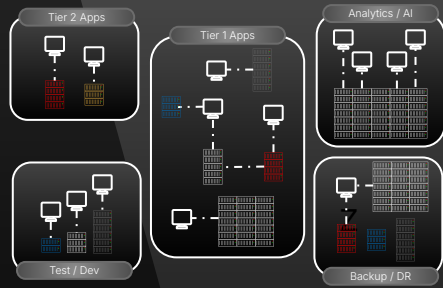
Increasing  
Security Risks  
& Exposure



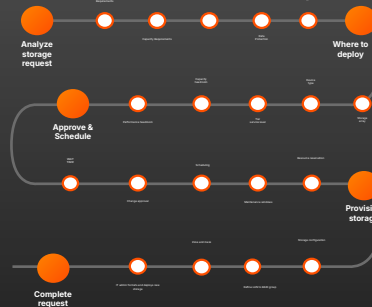
**Legacy Infrastructure**

# Legacy Data Storage **is at a breaking point**

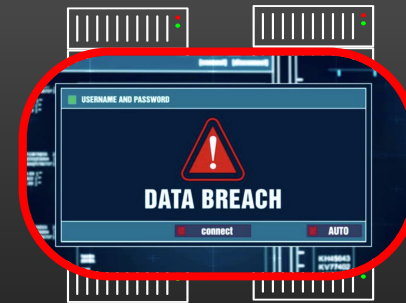
## Data Silos



## Complex Operations



## Cyber Resiliency



## Escalating Costs



## Forklift Upgrades



Wasting time and money

## Forced Migrations



Increasing risk and disruption

## Software Upgrades



Disrupting Operations

# The Impact is **Unsustainable**

**\$5M**

average cost of data  
breach

**30%**

increase in storage  
operation costs due AI  
projects

**80%**

of IT budget wasted  
maintaining outdated  
systems

**160%**

increase in data center  
power

# It's Time to **Rethink** Data Management and Storage

Effortless Control  
Over All Your Data

Reduce Costs and Optimize  
Resources

Empower Users with  
Security and Control

Financial Flexibility

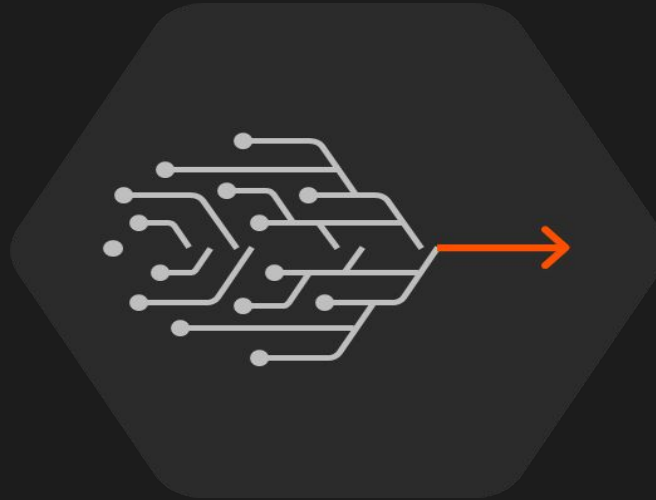
# Imagine an **Enterprise Data Cloud**

## **Virtualize**



Silos to a Virtualized  
Storage Cloud

## **Automate**



Manual Data Management to  
Intelligent automation

## **Govern**

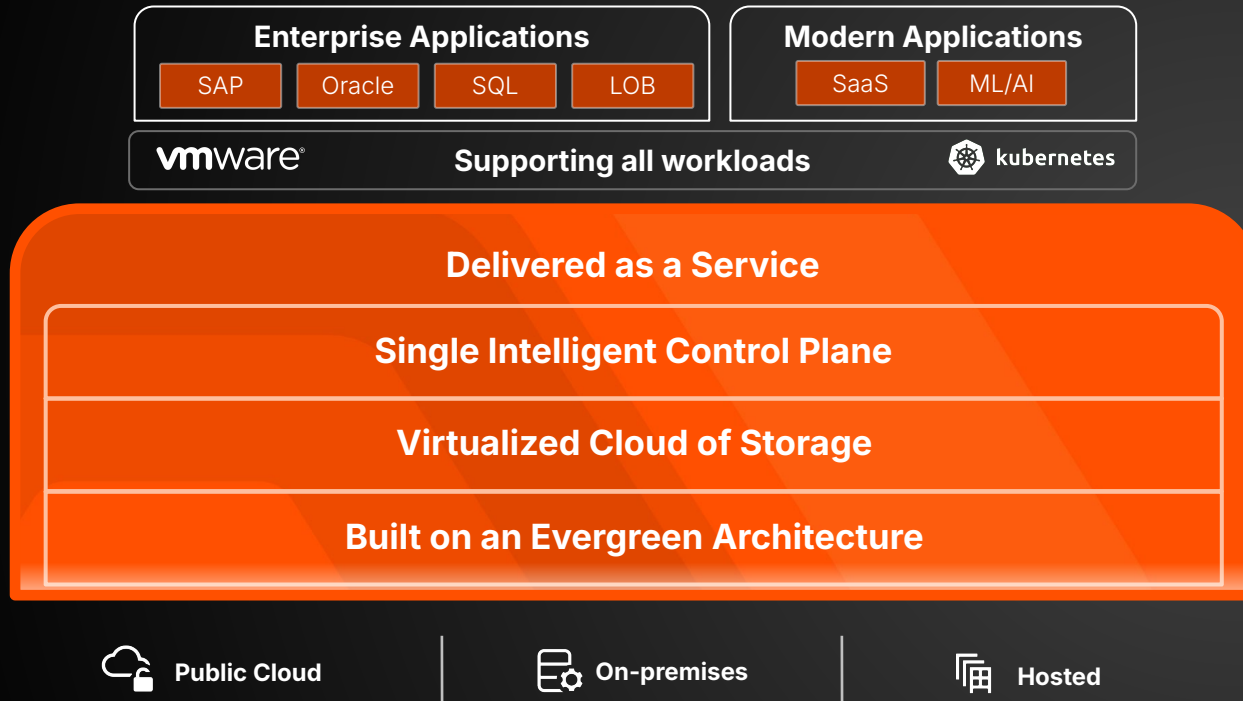


Data Sprawl to  
Efficient Governance



# The Enterprise Data Cloud

Only made possible by the Pure Storage Platform



## Virtualized cloud of data

One platform, one experience across on prem, cloud and hosted. Purpose-built from day one to deliver high performance across all workloads.

## Intelligent control plane

Automated workflows, self-service upgrades, co-pilot assistance reduce operational risk and provide consistency and compliance.

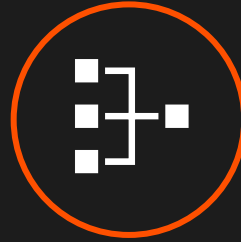
## Data governance and security built-in

Policy driven data protection and placement reducing risk and exposure.

## Delivered as a service

Flexible consumption options with guaranteed SLAs. Always getting better with non disruptive everything.

# Why can't **competitors** do this?



FRAGMENTED,  
MULTI-SYSTEM  
ARCHITECTURES



COMPLEX,  
MANUAL  
MANAGEMENT



PRE CLOUD  
ARCHITECTURES



DISRUPTIVE  
UPGRADES &  
DATA MIGRATIONS

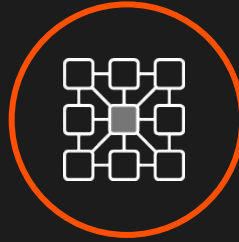


INCONSISTENT  
SECURITY &  
COMPLIANCE



HIGH COSTS &  
INEFFICIENCIES

# Why can only **Pure Storage** do this?



Truly Unified  
Architecture



Evergreen,  
Always-Modern  
Design



Instant, Agile  
Scalability



Guaranteed  
Performance &  
Efficiency



Built-In  
Automation &  
Self-Service



Cloud Economics  
On-Prem

# Pure Storage at a Glance

FY25 Total  
Revenue

**\$3.17B**

12% Y/Y Growth

Q4FY25  
Subscription  
ARR<sup>(1)</sup>

**\$1.66B**

21% Y/Y Growth

Q4FY25  
Total Revenue

**\$879.8M**

11% Y/Y Growth

Q4FY25  
Total Cash &  
Marketable  
Securities<sup>(2)</sup>

**\$1.52B**

Customers

**13,500+**

Global Customers

~62% of Fortune  
500 Customers

Satisfaction

**81 NPS<sup>(3)</sup>**

Highest in the  
Industry

Q4FY25  
Non-GAAP  
Operating Margin

**17.4%<sup>(4)</sup>**

Q4FY25  
RPO

**\$2.62B**

14% Y/Y Growth



# 11X A Leader,\* 5X Furthest in Vision and Highest in Execution

2024 Gartner® Magic Quadrant™  
for Primary Storage Platforms

Source: Gartner Magic Quadrant for Primary Storage Platforms, by Jeff Vogel, Chandra Mukhyala. Published 17 September, 2024.

This graphic was published by Gartner, Inc. as a part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Pure Storage.

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Figure 1: Magic Quadrant for Primary Storage Platforms



Gartner

Gartner®

\*This includes 5 years as A Leader in the Magic Quadrant for Solid State Arrays, and now 6 years as A Leader the Magic Quadrant for Primary Storage.



# Even hyperscalers are choosing Pure Storage: Transformative Shift in Cloud Efficiency and Performance



## A Historic Hyperscaler Design Win

**Empowering Enterprises with the Cloud Operating Advantage**

In a move that redefines what the industry thought possible, Pure Storage® has been selected by a top-four hyperscaler as the foundation of its storage infrastructure.

This decision validates the performance, efficiency, and sustainability of the Pure Storage hardware and software platform at massive scale, making it the obvious choice for replacing traditional hard drives and off-the-shelf solid state drives (SSDs).

**The Beginning of a New Era**

For the first time in the storage industry's history, a top-four hyperscaler is replacing its legacy hard disk storage with a unified, all-flash solution, demonstrating the unprecedented scalability and transformative impact of Pure Storage architecture. The Pure Storage solution scales seamlessly to meet hyperscale demands, managing petabytes of data with unmatched efficiency while delivering the consistent performance required for diverse workloads. This hyperscaler is transitioning from a storage infrastructure design based on traditional hard disk drives (HDD) to Pure Storage DirectFlash® technology, opting against off-the-shelf SSD alternatives. This achievement is not just a testament to 15 years of Pure Storage innovation leadership; it's a clear signal that the industry is entering a new era of unmatched performance, reliability, and efficiency. As the era of hard disk systems comes to a close, all-flash storage platforms are set to dominate, with Pure Storage at the forefront of this transformation.

Impact by the Numbers		
<b>Reliability</b>	<b>Sustainability</b>	<b>Availability</b>
<b>7x</b> Better than HDDs	<b>5x</b> Better than SSDs	<b>90%</b> Less power used
	<b>75%</b> Less cooling than legacy hard disk	<b>Zero</b> Unplanned downtime

## THE Operating System for All Flash

The most performant, cost effective, reliable, and efficient data plane compared to anything on the market today

## Leading Efficiency and Resiliency

10% of the power, 5% of the space, and 25% of the cooling compared to legacy systems

## The Industry's Best TCO

Lowest total cost of ownership in the industry by optimizing power, space, cooling, and operational processes - even at hyperscale

# These Leading Enterprises Are Already Building Their Data Clouds

Financial Services				Healthcare			Government		
									
									
									
									
									
Cloud/SaaS/Gaming				Retail				MSP	
									
									
									

