

# Pure Storage Goldfinger

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**Hi James,  
warum sollte ich mir  
Pure Storage mal  
ansehen?**

# Pure Storage At A Glance

FY24 Revenue

**\$2.83B**

3% Y/Y Growth

Q4FY24  
Subscription ARR<sup>(1)</sup>

**\$1.37B**

25% Y/Y Growth

Evergreen//One and  
Evergreen//Flex

Annual TCV sales<sup>(2)</sup>  
exceeding **\$400M**  
and growing over  
**100%**

Q4FY24 Total Cash  
& Marketable  
Securities

**\$1.53B**<sup>(3)</sup>

Customers

**12,500+**

Global Customers

Satisfaction

**82 NPS**<sup>(4)</sup>

Highest in the  
Industry

FY24 Non-GAAP  
Operating Margin

**16.2%**<sup>(5)</sup>

Q4FY24 Remaining  
Performance  
Obligations

**\$2.30B**

31% Y/Y Growth

(1) Subscription ARR is a key business metric that refers to total annualized contract value of all active subscription agreements on the last day of the quarter, plus on-demand revenue for the quarter multiplied by four.

(2) Sales, or bookings, of Pure's Evergreen//One and Evergreen//Flex offerings is an operating metric, representing the value of orders received and/or expected to be received during the fiscal year.

(3) Consists of cash in banks, cash equivalents (highly liquid investments with an original maturity of three months or less), and available-for-sale securities.

(4) Per Audited NPS customer score as of December 2023.

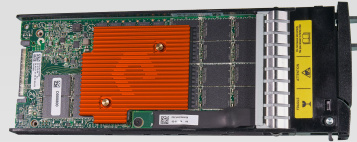
(5) See GAAP to Non-GAAP reconciliation in Appendix.



# The Most Consistent Data Storage Platform



Purity +



FlashArray™



Cloud  
Block  
Store

FlashBlade®



Pure1®



Evergreen®  
//Forever™ //Flex™ //One™

Pure Fusion

## Scale Up

Unified Block & File  
Low Latency  
High Performance  
to High Capacity

## Direct to Flash

Block, File, Object  
Consistent APIs  
Best data reduction  
Highest Sustainability

## Scale Out

File and Object  
High Throughput  
High Performance to  
High Capacity

## Integrated SaaS Mgt

All Products  
Predictive Support

## Cloud Native

Kubernetes Data  
Management  
Supports all  
environments

## Cloud Operating Model

and Subscription Services



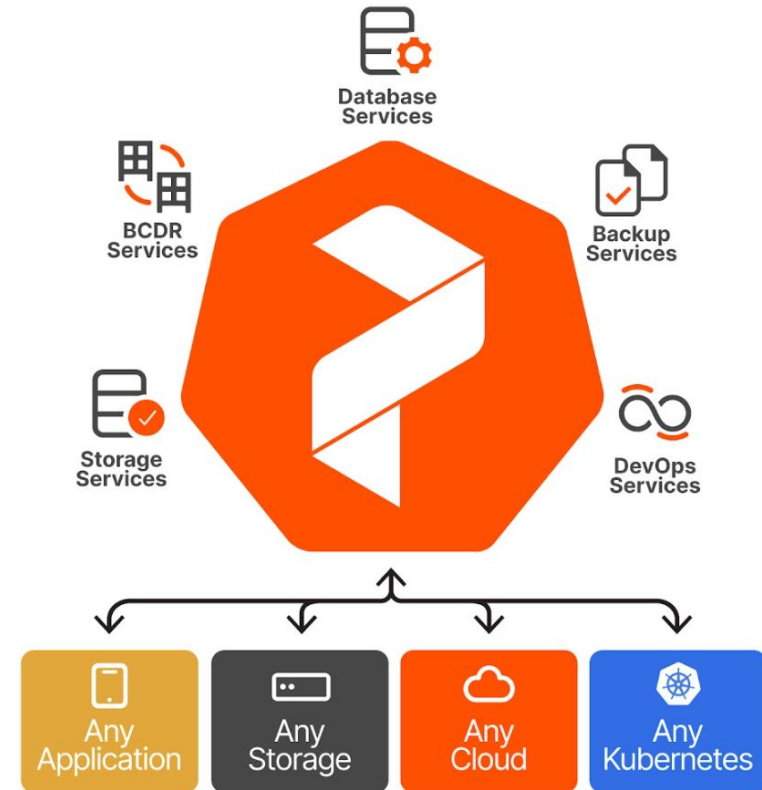
# Pure Storage Goldfinger



**Weißt du Auric,  
seit unser Q eine Pure  
Data-Plattform einsetzt,  
bekomme ich echt coole  
Gadgets**

# Accelerate Application Modernization

Unlock the Value of Kubernetes  
Data at Enterprise Scale





# Application Modernization Drives Enterprise Innovation

Engage Customers

Empower Employees

Optimize Operations

Transform Products

# Kubernetes Platforms and Containers Underpin App Modernization

By 2029, **35% of all enterprise applications will run in containers**, an increase from less than 15% in 2023.

**Gartner**

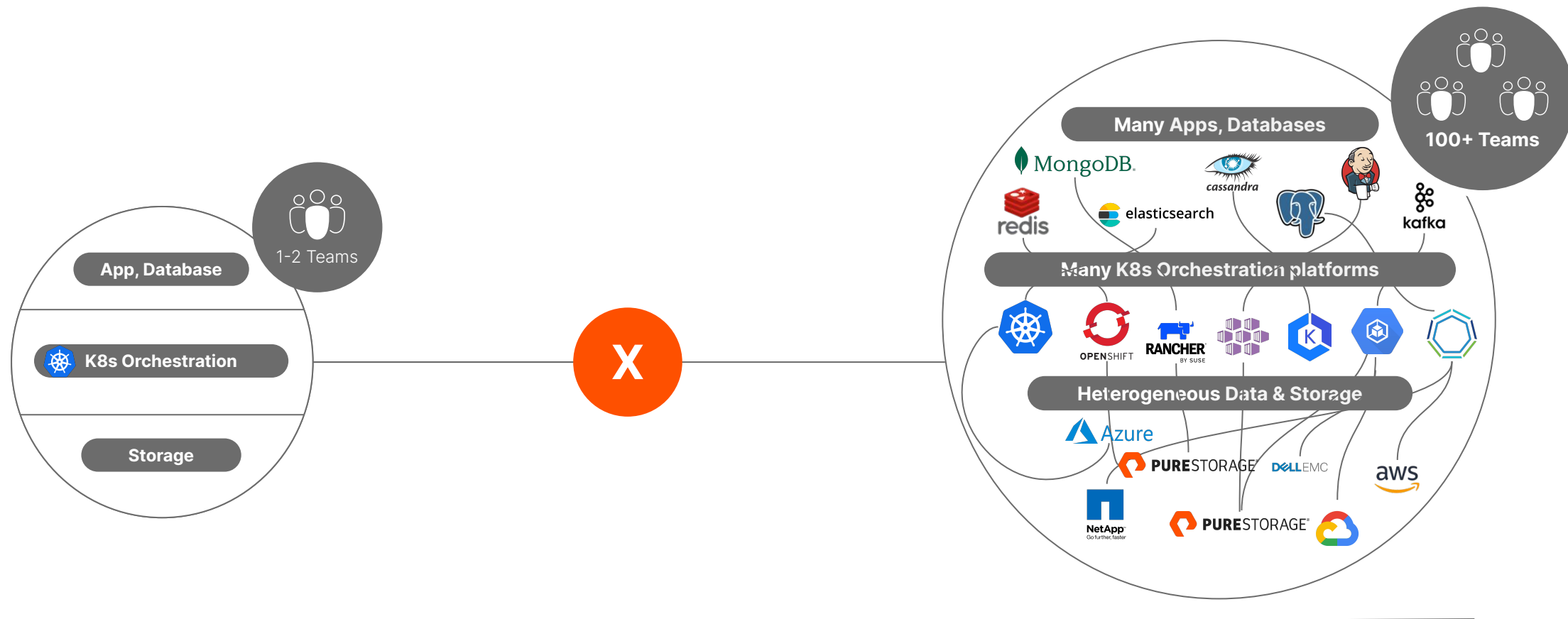
By 2026, **80% of software engineering organizations will establish platform teams**, to accelerate the delivery of applications and the pace at which they produce business value.

**“When an organization has the right platform, one designed for agility and portability, they can better respond to change and outperform their peers by 4.5x shareholder return.”**

**BCG**



# Kubernetes at Enterprise Scale **is COMPLEX**



Initial Kubernetes project

Enterprise Scale Kubernetes Deployment

Kubernetes Platforms **will FAIL** without a Storage & Data Management Solution





# Challenges and Requirements of an Ideal Data Management Solution

## Developer Experience

**Manual**

Developer Toil Slows Pace of Innovation

**Automated**

Accelerated Innovation

## Storage & DB Operations

**Disparate & Siloed**

Operational overhead of mixed environments; Lock-in

**Unified Data Management**

Consistent and Flexible

## Data Resiliency

**Limited Capability**

Poor App Performance and Outages

**Enterprise-grade BCDR**

Rapid Recovery  
Zero Data Loss

## Data Security

**Inconsistent policies**

Increased Risk of Data Security

**Enterprise policy enforcement**

Improved Data Security Posture

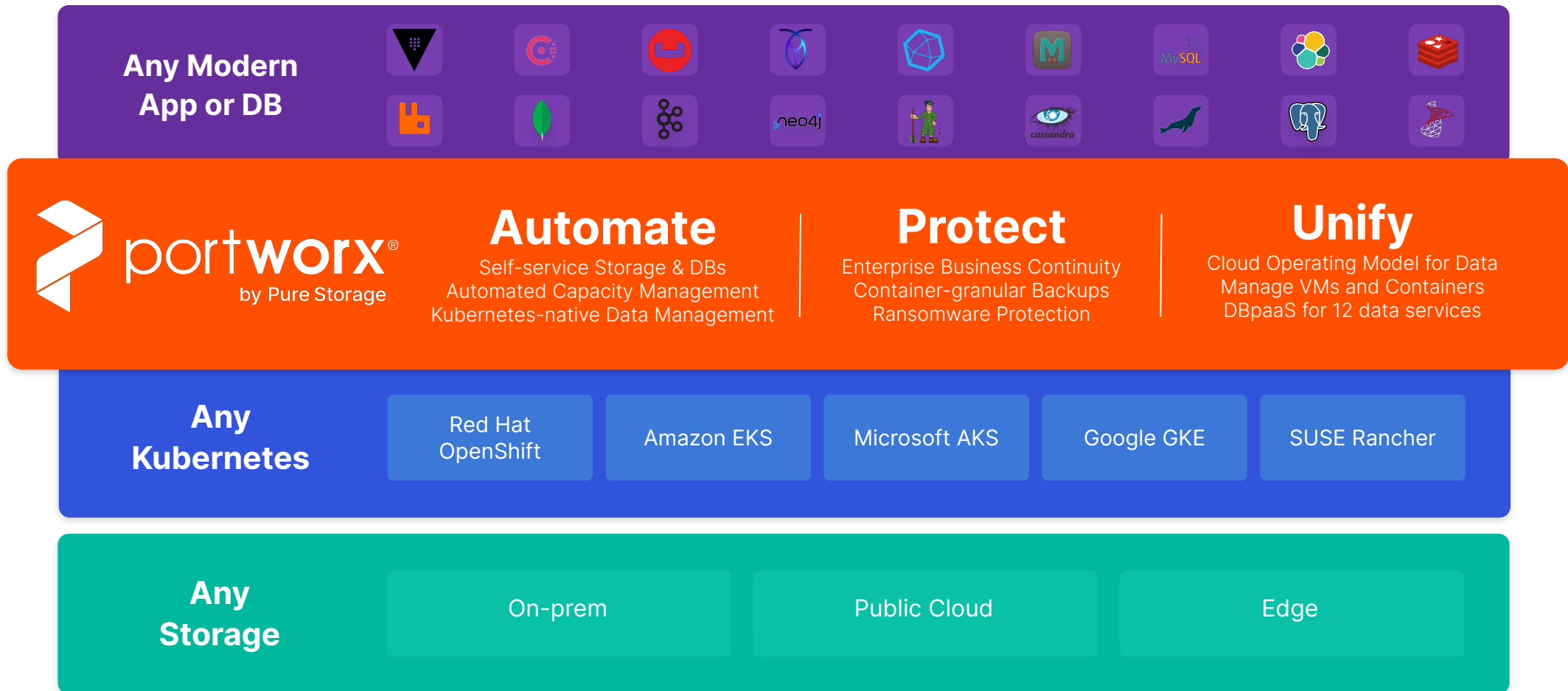
**Current State: CSI plugins**

**Desired State & Outcomes**



# Automate, Protect and Unify Modern Applications and Data Anywhere

Portworx by Pure Storage is THE Leading Kubernetes Data Platform for Enterprise Scale

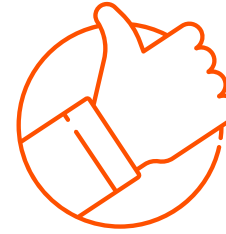


# Business Outcomes of Portworx by Pure Storage

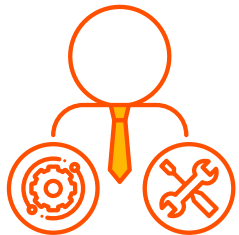
Automate, Protect and Unify Kubernetes Data Anywhere with a few clicks



Accelerate application modernization in production  
**at 3X Speed**



Optimize Storage consumption with thin provisioning  
**by 65%**



Architect Data Resiliency for business continuity  
**with Zero RPO.**



Reduce operational overhead for platform engineers/SREs by  
**up to 75 %**

\*Customer experiences may vary depending on configuration and use case.

A Leader in Container Data Management, per IDC

(IDC Worldwide MarketScape 2023)

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400+ Global 2K  
Customers

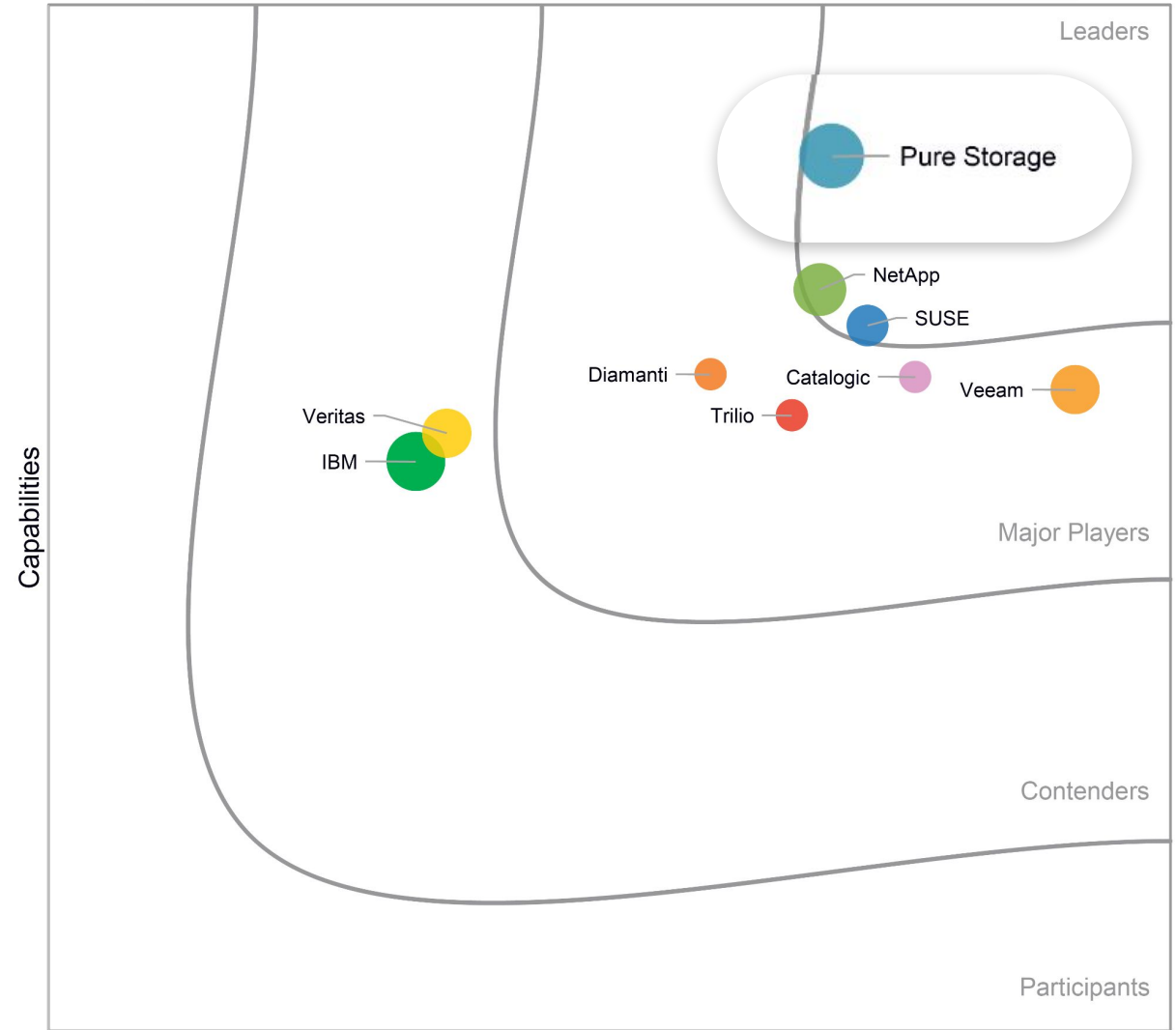
Uncomplicate Data Storage, Forever





“Organizations that are running or looking to run **mission-critical applications, databases, CI/CD tools, or AI/ML workloads** in containers will want to consider **Portworx by Pure Storage**”

IDC MarketScape Worldwide Container Data Management, 2023



Source: IDC, 2023



# Portworx is the Most Widely Deployed Container Data Management Platform Across Industries

COMCAST

Johnson  
Controls

Ford

kpn

Scottish Government  
Riaghaltas na h-Alba

CHG<sup>®</sup>  
Healthcare

options

TeleMessage

HEALTHEDGE

SYLOB

MILLENNIUM

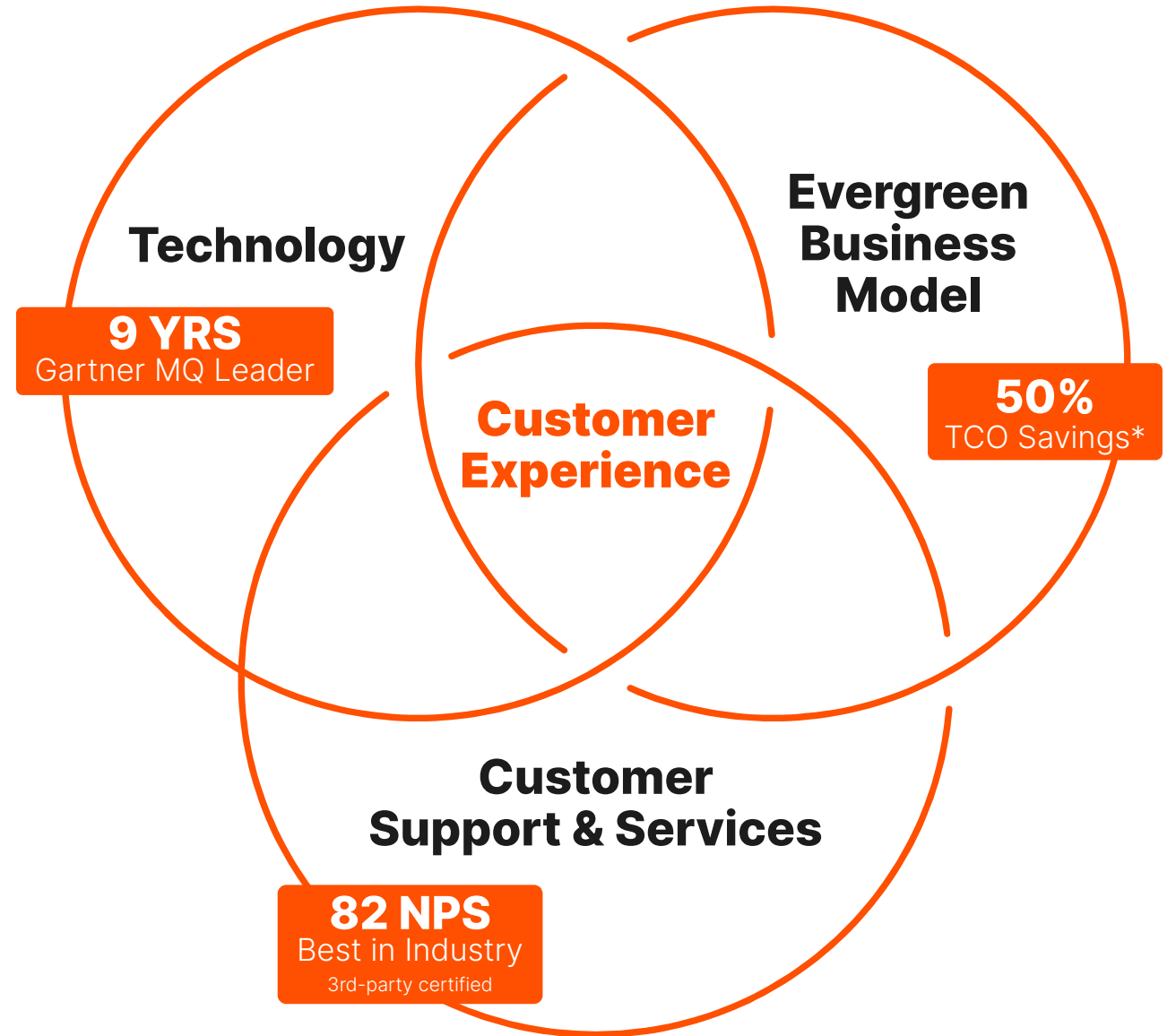
MEZMO

and more



# Why Pure

Unique solutions to modernize data storage and operations





**Oddjob,  
mach mir dringend einen  
Termin bei dem Erik Sterck,  
die sollen mal mit Pure  
vorbeikommen**



**PURESTORAGE<sup>®</sup>**

Uncomplicate Data Storage, Forever