



## PURE1 AT A GLANCE

### META IS AN AI ENGINE

delivering global predictive intelligence

### 1 TRILLION DATA POINTS

collected and analyzed daily from 1000s of cloud-connected arrays

### EFFORTLESS, SAAS-BASED, CLOUD MODEL MANAGEMENT

for one array or an entire fleet

### PERFORMANCE FORECASTING

delivers worry-free consolidation and workload optimization

### ASTONISHING, CUSTOMER-FIRST SUPPORT

including predictive analytics and ultra-proactive support staff

### SATMETRIX-AUDITED NPS OF 83

puts Pure Storage in the TOP 1% FOR CUSTOMER SATISFACTION

### PURE STORAGE RECOGNIZED AS A LEADER IN GARTNER MAGIC QUADRANT

for solid state arrays three years in a row

## Cloud-Based Management, Analytics, and Support

For many years, storage users have endured a complex and expensive storage management model. Support, too, has been underwhelming and – to say the least – frustrating. But it doesn't have to be that way. Storage management can be better than just easy, and support can be better than merely satisfactory. With Pure1, storage management and support is effortless and intelligent.

Pure1 capabilities are founded on the global predictive intelligence of Pure1 Meta. Leveraging accumulated real-time call-home data from 1000s of cloud-connected arrays and machine learning predictive analytics, Meta is the AI engine for Pure1 services.

## PURE1 MANAGE

In the Cloud IT operating model, installing and deploying management software is an oxymoron: you simply login. Pure1 Manage 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.

## PURE1 ANALYZE

For the first time in the industry, Pure1 Analyze 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.

## PURE1 SUPPORT

Our philosophy is always to do what is right for the customer. No excuses, we focus on delivering a solution no matter the situation. We combine an ultra-proactive support team with the predictive intelligence of Meta to deliver unrivaled support that's a key component in our proven 99.9999% availability. You'll be astounded when we fix issues you did not even know existed.



Pure1®



## GLOBAL PREDICTIVE INTELLIGENCE POWERS PURE1

Pure1 Meta leverages machine learning artificial intelligence to make the Pure customer experience ever more effortless. Meta applies predictive analytics to a massive collection of storage array performance data to enable both a white glove customer support experience and breakthrough capabilities like accurate performance forecasting.

### ONE TRILLION DATA POINTS PER DAY

Pure1 Meta receives a rich set of telemetry data from each of the 1000s of cloud-connected Pure Storage arrays currently deployed. Sensors at multiple levels – from the array itself to external, connected devices – provide more than 1 trillion data points per day, which to date has created a data lake of more than 7+ PB that Meta is able to analyze.

### GENERATING WORKLOAD DNA

With visibility into the performance of more than 100,000 workloads, Pure1 Meta is able to generate “workload DNA” – workload profiles based on deep analytics of key performance characteristics.

From this continuously-refined set of profiles, Meta is able to give customers critical insights on how the workloads on a FlashArray will interact with each other, how they will grow over time in terms of capacity and performance, and whether a new workload will fit on the array. The result? Worry-free consolidation.

### REAL-TIME SCANNING FOR ISSUE FINGERPRINTS

Pure1 Meta also scans telemetry data continuously to protect Pure Storage arrays from known vulnerabilities and to alert customers to potential issues beyond the array that may have an effect on performance. Pure1 Support develops “issue fingerprints” – a set of data points that are uniquely a predictor of an issue – and Meta then uses these fingerprints to examine incoming data from our global installed base of arrays. When Meta finds a match, the customer is notified, and Pure1 Support automatically opens a ticket and proactively remediates the situation, even before an issue has occurred.



## PURE1 META IS CONSTANTLY GETTING SMARTER

The global predictive intelligence of Meta is always expanding and refining what it knows about array performance and health, moving toward a future of self-driving storage. For the customer, that means even less time spent thinking about storage and more time innovating for the business.

# Pure1<sup>®</sup> **MANAGE**

**CLOUD-BASED MANAGEMENT**

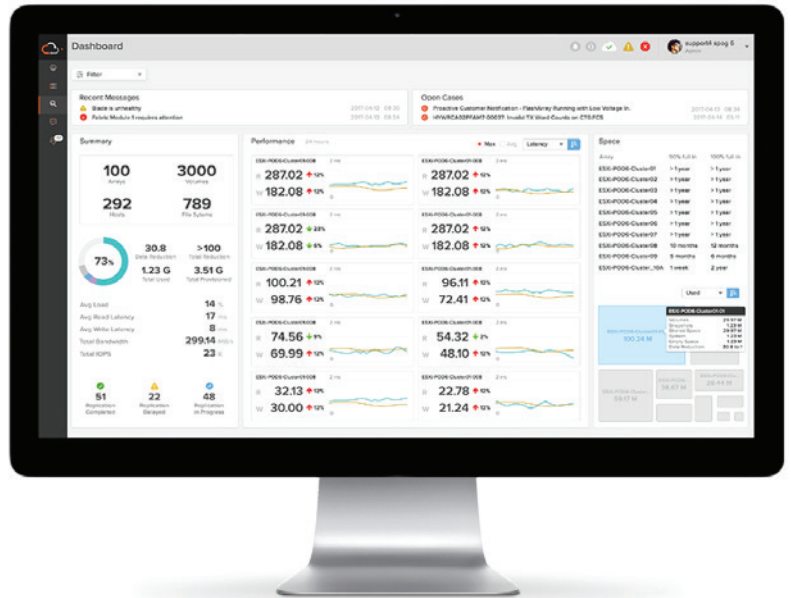
## **STORAGE MANAGEMENT FOR THE CLOUD ERA**

Pure1 was specifically designed to meet the demands of Cloud IT, delivering an effortless and cost-effective storage management model via SaaS.

With Pure1, there is no software to license, install, upgrade, or manage. As new features become available, you have immediate access to them. From any browser on any device, Pure1 gives you the freedom to manage storage anywhere, anytime. Not that there will be much for you to do: Pure Storage solutions are largely self-managing, and the Pure1 Mobile App delivers notifications in case your attention is needed.

Pure1 is the common management platform for both the Pure Storage FlashArray and FlashBlade™. Monitor all the vital stats of your Pure Storage fleet by logging into the new Pure1 Global Dashboard. Cloud-connected analytics and reporting will keep you updated on the health and performance of your storage as well as provide recommended actions.

Pure1 Manage makes storage management effortless. Best of all, it's included with every array.



## **WEB-BASED MANAGEMENT**

Nothing to license, install, upgrade, or manage

## **FULL CONTROL FROM ANY DEVICE**

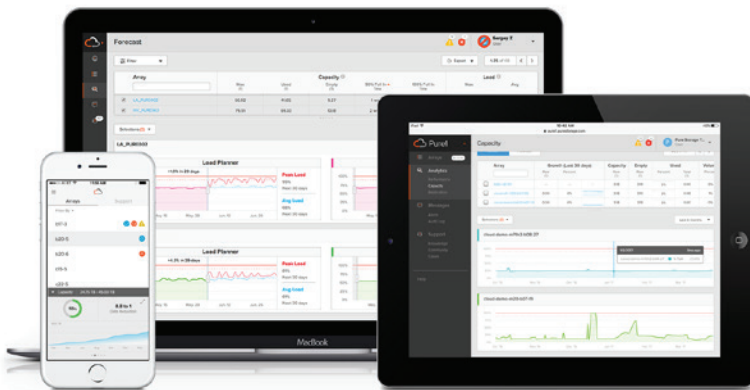
If you're inside your firewall or connected via VPN, Pure1 can log you into your arrays for complete administration. Any browser, any device, anywhere you have a connection.

## **DASHBOARD VIEW**

Access to FlashArray and FlashBlade in one place. Manage one array or a fleet of arrays.

## **MORE INFORMATION, MORE INTELLIGENCE**

Drill down to an expanded view for greater insight into the usage and health of FlashArray and FlashBlade. See capacity usage trends over months, performance detail over hours, and the health of every component.



# Pure1<sup>®</sup> ANALYZE

## MACHINE LEARNING PREDICTIVE ANALYTICS

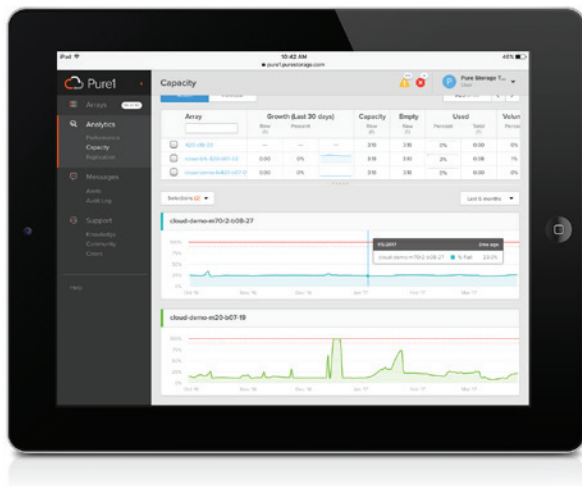
### TRUE PERFORMANCE FORECASTING

The global predictive intelligence of Pure1 Meta enables Pure1 to accurately predict your current and future performance and capacity needs. This makes managing your current workloads, and adding new ones, a simple, worry-free exercise.

With the rich telemetry data of 1000s of sensor-equipped arrays calling home every 30 seconds, Pure1 Meta is able to run machine learning models that yield accurate predictive results when applied to individual performance and capacity projections.

These analytics replace the guesswork of the past. Whether a new workload will fit, whether two workloads will interact well together, and how an array's performance and capacity needs will grow – the Pure1 Workload Planner uses the intelligence of Workload DNA to provide answers to these questions, enabling customers to truly optimize the placement of each workload.

In addition, Pure1 enables you to track array performance and capacity consumption in real-time, at a granular level. Look back to see trends in your storage usage over time.



### WORKLOAD PLANNER DELIVERS CRITICAL INTELLIGENCE

#### ELIMINATE THE RISK OF RED-LINING

No more wondering whether your current workloads are putting you at risk of maxing out your array's performance or capacity – and no more overprovisioning for safety.

#### INTELLIGENTLY ADD NEW WORKLOADS

Get clear visibility into whether a new workload will fit based on predicted performance and capacity load, as well as the compatibility of workloads.

#### OPTIMIZE, OPTIMIZE, OPTIMIZE

With volume-level analysis of migration or growth impacts, Meta can help optimize your workload placement as you grow. This also allows customers to align infrastructure expansion with purchasing budgets and schedules.



**SUPPORT THAT PUTS YOUR NEEDS FIRST**

## FOCUSED ON CUSTOMER SATISFACTION

The Pure1 Support experience will leave you speechless. Key to this experience is our driving philosophy: Always do what is right for the customer. At Pure Storage, your needs come first. So, whatever the situation may be, we focus on delivering a solution – so that you can focus on growing your business.

Pure1 Support has been a core factor in Pure delivering proven 99.9999% availability over the last two years, inclusive of maintenance and generational upgrades. Continuous monitoring, predictive analytics, and proactive responses have all played essential roles in keeping our customers' data online and productive.

## SMART PEOPLE + SMART TECHNOLOGY

Pure's proactive and predictive support experience combines top industry talent with the global predictive intelligence of Pure1 Meta to go beyond just detecting potential issues – we aim to fix issues before they become problems – and even before the customer notices the issue. We open the majority of support cases, and so far we've resolved more than 500 Sev1 cases before they affected our customers.



## PROACTIVE

### WE MONITOR YOUR ENVIRONMENT AND ALERT YOU WHEN NECESSARY

With our proactive support, our team becomes your team. Our experts are keeping tabs on your arrays at all times, helping you through upgrades, responding within a mere 15 minutes for any Sev 1 incident, and ready to notify you if we need your assistance. If you do call us, we'll be standing by with instant access to L2 support. As we work with you, our goal is to resolve issues and maintain availability while providing an unmatched, global support experience that is 100% Pure.

## PREDICTIVE

### WE PREDICT AND RESOLVE ISSUES BEFORE THEY HAPPEN

With our predictive support, you will be delighted when we find and fix issues you did not even know existed. Pure1 Meta provides big data predictive analytics and machine learning built around our array telemetry to identify and resolve any issues before they affect you. Our arrays send home logs every 30 seconds and we run these logs against a growing issue fingerprint library. If any matches are found, incidents are automatically opened and support staff are notified of a potential customer issue.

*"The support we receive makes Pure Storage an extension of our team" -  
Matt Harris, Head of IT, MERCEDES AMG PETRONAS Formula One™ Team*



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