

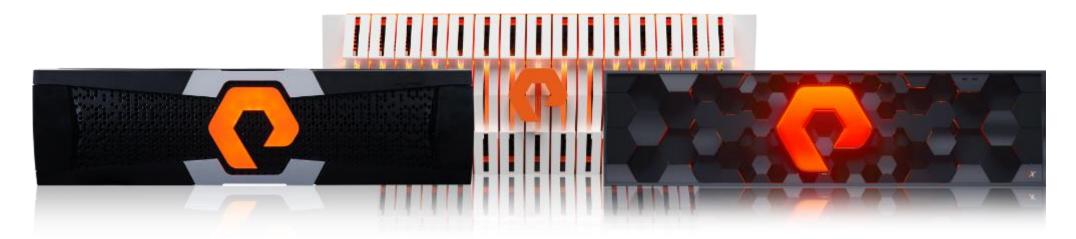
Architecture Matters – Our Founding Principals

Architectural Decisions that Guide Development – established 2009

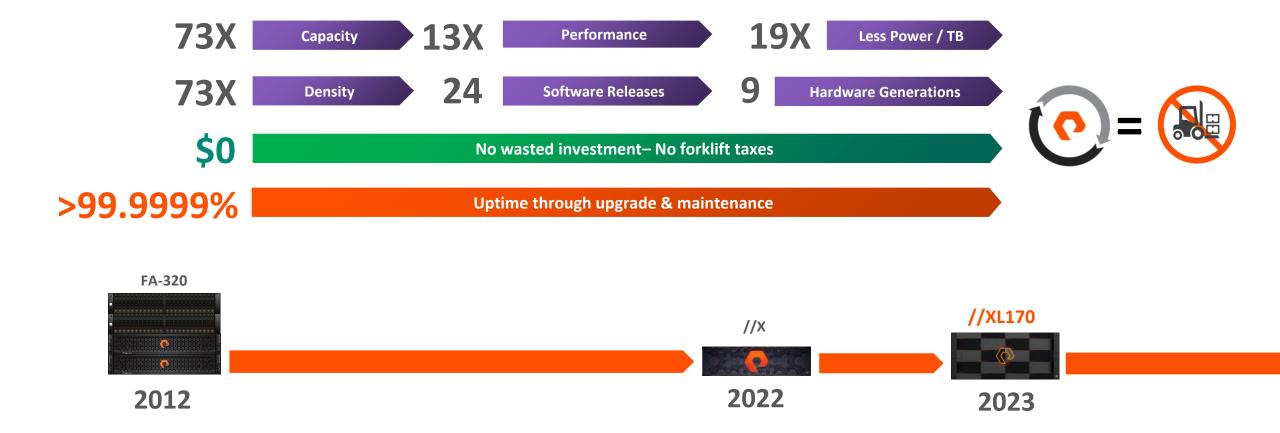
- 1. Built in Simplicity
- Evergreen Storage
- Data Reduction
- 4. Stateless Controllers
- 5. Active / Active
- Streamlined Code Paths

- 7. Really Usable Snapshots
- 8. Realistic Efficiency Metrics
- Adaptive Flexible RAID
- 10. Security: All the Data, All the Time
- 11. Metadata: The Secret Sauce
- 12. Toward the DIY Storage Array

- 13. Fixing It Before It Breaks
- 14. Consumer-grade flash



Pure Ongoing Innovation





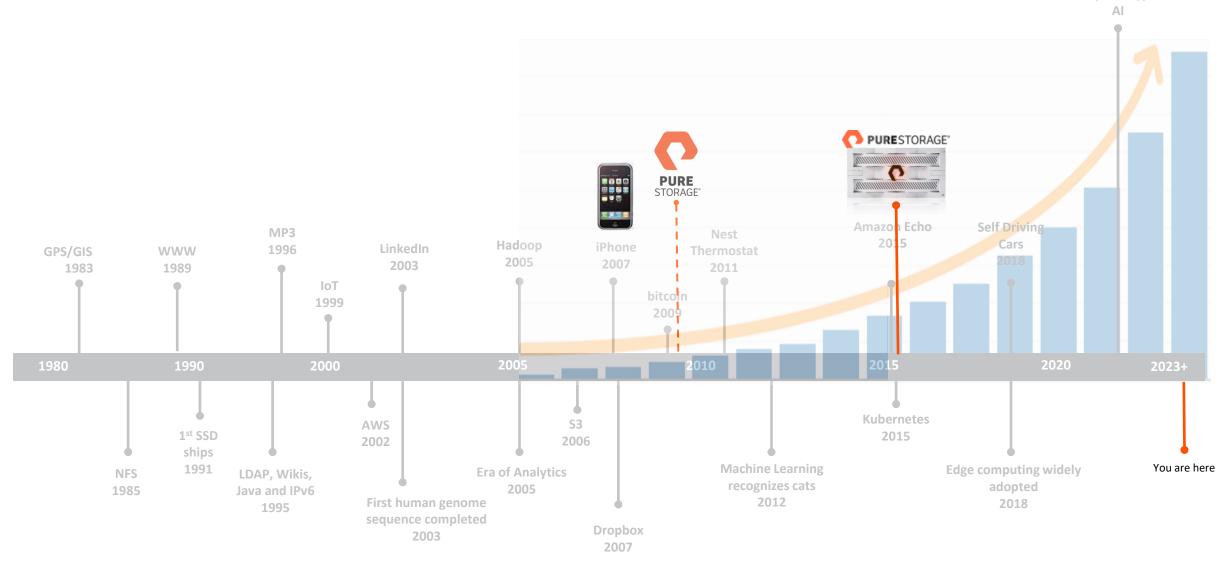
GLOBAL 10 BANK

15+ PB, 80+ ARRAYS

0.5 FTE (out of 5-person team)



Why Pure, Why Now?



Beyond Hype

Case Study: Top 10 Exchange

Meet SEC requirements while simultaneously launching new revenue streams from trade data!



Challenges

Needed to scale their KX kdb+ cluster to "replay" all trades at the end of each day to meet regulatory requirements

"Replays" produce up to 500K signals per second and the job must be completed before the end of the second day or face penalties from the SEC.



Results

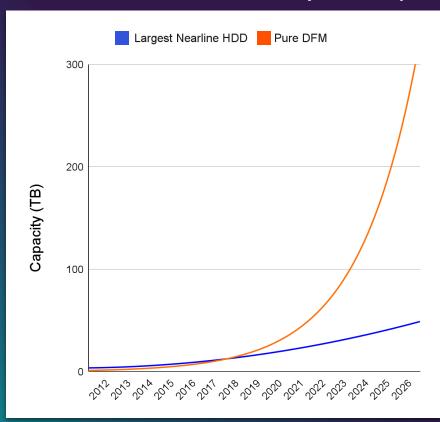
Satisfied regulatory requirements in record time by simplifying, securing and consolidating data pipelines.

The exchange launched 3 new analytics products leveraging this previously inaccessible data as a result of the drastic improvement.

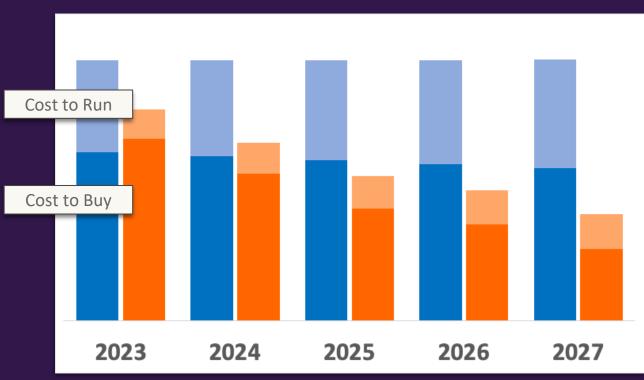
Allowed staff to focus on generating alpha, rather than managing infrastructure.

Colossal datasets will be affordable

Flash Module vs. Disk Density Roadmap



Annualized TCO







The #1 Kubernetes Data Platform

3X

Faster time to production for apps

99.999%

Availability for Apps and DBs

1/3rd

of Cloud
Infrastructure Cost

I love quotes!

"If I had Pure 20 years ago...

...I could have got 19 years of my life back!" - Rob Glanzman

