

Pure Innovation

Rob Glanzman

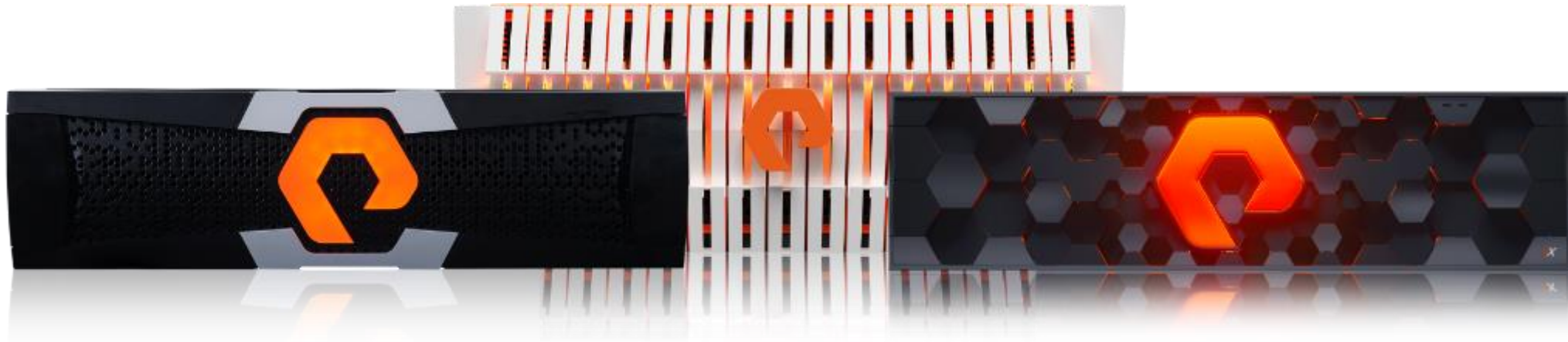
Global Strategic Alliances Principal Architect, Financial Services



Architecture Matters – Our Founding Principals

Architectural Decisions that Guide Development – established 2009

1. Built in Simplicity
2. Evergreen Storage
3. Data Reduction
4. Stateless Controllers
5. Active / Active
6. Streamlined Code Paths
7. Really Usable Snapshots
8. Realistic Efficiency Metrics
9. 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



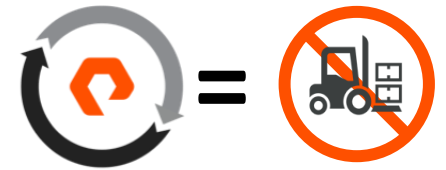
Pure Ongoing Innovation

73X Capacity → 13X Performance → 19X Less Power / TB

73X Density → 24 Software Releases → 9 Hardware Generations

\$0 No wasted investment – No forklift taxes

>99.9999% Uptime through upgrade & maintenance



2012



2022



2023

Not STAC Benchmarks



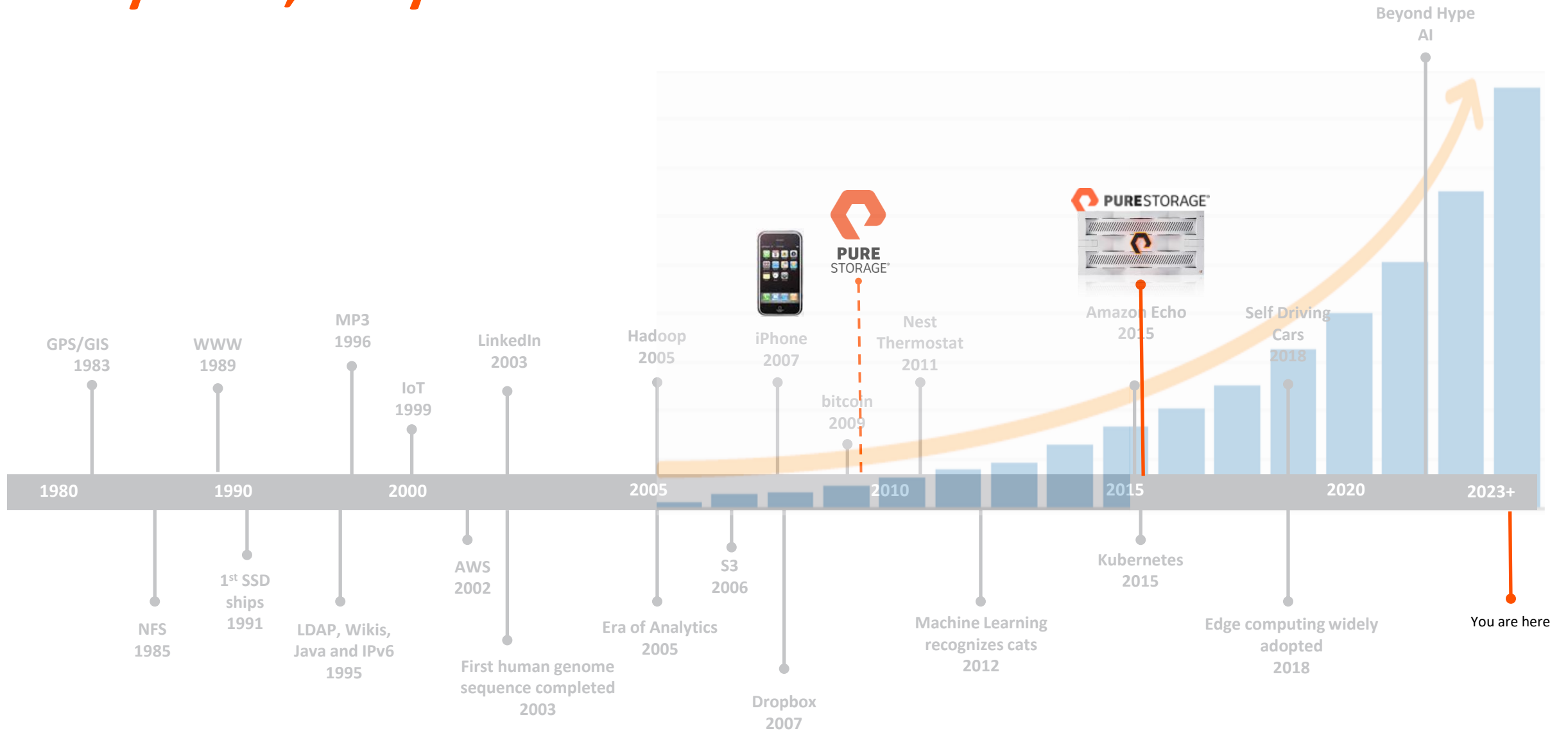
GLOBAL 10 BANK

15+ PB, 80+ ARRAYS

0.5 FTE (out of 5-person team)



Why Pure, Why Now?



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.

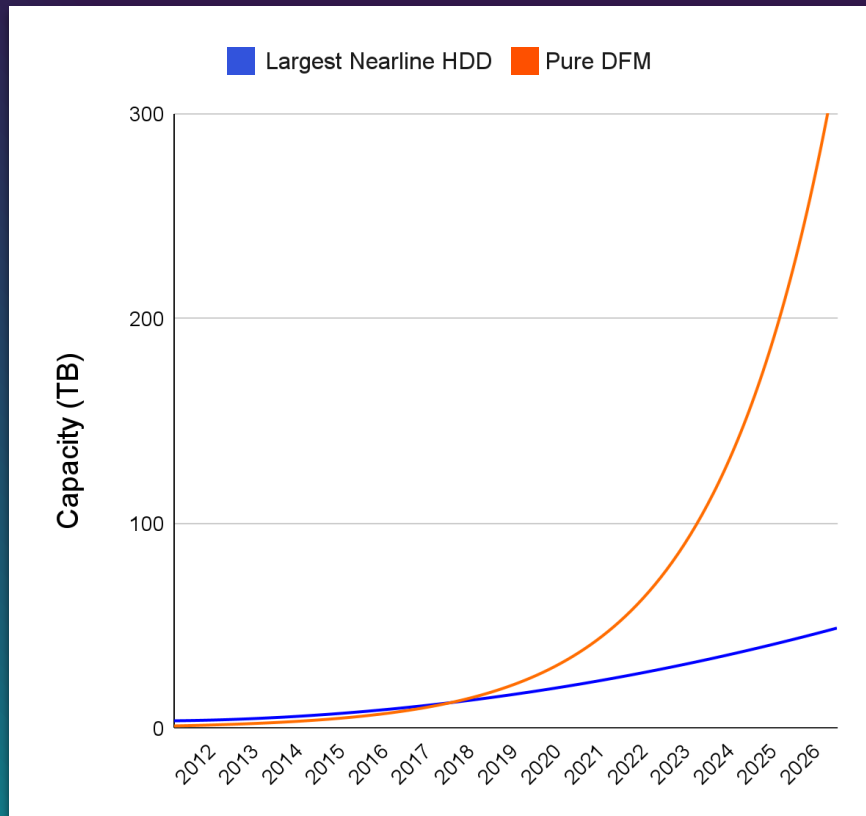
The exchange launched 3 new analytics products leveraging this previously inaccessible data as a result of the drastic improvement.

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

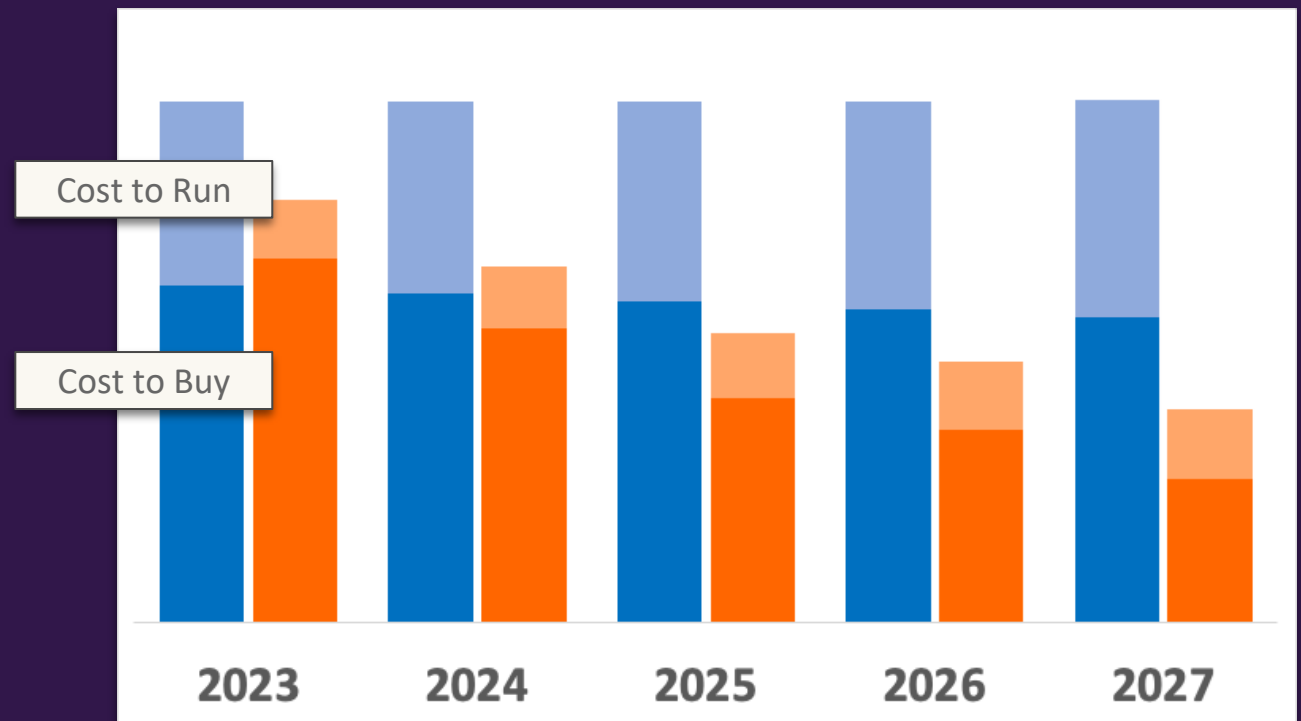


Colossal datasets will be affordable

Flash Module vs. Disk Density Roadmap



Annualized TCO





portworx
by Pure Storage®

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*



