

# Pure Storage Named a Leader in Inaugural All-Flash Array IDC MarketScape

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MOUNTAIN VIEW, Calif., Jan. 13, 2016 /PRNewswire/ -- Pure Storage (NYSE:PSTG), the market's leading independent solid-state array vendor, today announced it was named a Leader in the inaugural IDC MarketScape: Worldwide All-Flash Array 2015-2016 Vendor Assessment <sup>1</sup>.



IDC MarketScape is a quantitative and qualitative assessment of the characteristics that explain vendor success in the marketplace. For this report, IDC evaluated seven vendors in the all-flash array (AFA) market segment by analyzing current capabilities, as well as longer-term strategies that impact ability to provide solutions and gain market share. According to the IDC MarketScape, "there are certain design decisions and/or characteristics that differentiate vendors, particularly in the areas of system architecture (scale-up, scale-out, or some combination of the two), media packaging (custom flash modules [CFMs] or solid state disks [SSDs]), multitenancy, support for replicated configurations, and the ability to integrate well into existing datacenter environments."

In the report, Pure Storage is recognized as a Leader, noted as "one of the earlier entrants in the AFA space and the first vendor to realize and capitalize on the importance of inline data reduction." Furthermore, Pure Storage is recognized for its "comprehensive ability to cost effectively and nondisruptively perform in-place upgrades across technology generations" while "maintaining an unprecedentedly high level of customer satisfaction as evidenced by its extremely high Net Promoter Score."

"The impact of all-flash arrays in the datacenter and the cloud are unquestionable. All-flash arrays are critical for a modern datacenter and now provide greater cost-effectiveness, flexibility, performance, scalability and simplicity," said Eric Burgener, Research Director, IDC. "Pure has been a trailblazer in the advancement and maturation of the AFA market with its non-disruptive technology, which makes enterprise storage faster, more efficient and predictable, while maintaining an exceptional level of customer satisfaction."

## **Additional Findings from IDC MarketScape Report:**

- Pure is "still growing the overall business very rapidly" and "primarily sells its products through partners, using a high-touch, channel-fulfilled model that has scaled well over time." The IDC MarketScape also noted that Pure "is sold across a wide range of verticals to support databases (both relational and NoSQL) and other applications, mixed virtual server workloads, and VDI environments."
- Pure is the only vendor to offer a "Love Your Storage Guarantee that allows the unconditional return of a purchased system within 30 days, no questions asked." And "customers avoid the hassle and cost of forklift upgrades to move to new generations of technology" through its Evergreen Storage program, which "handles generational upgrades and investment preservation like no other company."
- Pure "delivers AFA industry-leading management capabilities with Pure1, a global cloud-based storage management platform fully instrumented with telemetrics tracked at the individual system and the entire installed base level that are available for both customers and Pure employees in engineering, support, and product management." Pure is "an early provider in the AFA space and has prompted AFA competitors to emulate this kind of functionality."

"The storage industry is firing on all cylinders amidst a sea of profound innovation. Today and in the years to come, solutions that solve customer IT headaches and importantly, which translate into tangible business value -- via a dramatic increase in performance with flash, and dramatic reduction in complexity and costs through a cloud-centric model -- will prevail," said Scott Dietzen, Pure Storage CEO. "We are pleased to be featured as a leader in the inaugural 2016 IDC MarketScape, and we are thrilled to see the IDC MarketScape's recognition of all-flash storage as a strategic imperative. In our view, this validation reaffirms the future is all-flash. We remain grateful to our customers and partners for helping us get to where we are today and we look forward to continuing to push the boundaries of what's possible -- getting customers to the next big thing faster and by helping them unlock their future possibilities today."

## **For More Information**

The IDC MarketScape is supported by discussions of the key criteria that contribute to a vendor's current and future success in the market and highlights the differentiators that play a role in each participant's placement. The evaluation is completed based on structured discussions, surveys, publicly available information and interviews with market leaders, participants and end users. Download a complimentary copy of the IDC MarketScape: Worldwide All-Flash Array 2015-2016 Vendor Assessment, doc # US40721815, December 2015.

## **About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

Join us in March 2016 for the first annual Pure//Accelerate conference, as disruptive to the tech conference space as Pure Storage is to the datacenter, Pure//Accelerate will bring current and future technology/business leaders together to share in a dialogue about what is possible...for their businesses and for themselves.

## **About Pure Storage**

Pure Storage (NYSE:PSTG) accelerates possible, transforming businesses in ways previously unimagined. The company's disruptive, software-driven storage technology combined with a customer-friendly business model drives business and IT transformation for customers through dramatic increases in performance and efficiency at lower costs. Pure Storage FlashArray//m is simpler, faster and more elegant than any other technology in the datacenter. FlashArray //m is ideal for the move toward big data and for performance-intensive workloads such as cloud computing, database systems, desktop virtualization, real-time analytics and server virtualization. With Pure's industry leading NPS score of 79, Pure customers are some of the happiest in the world, and include large and mid-size organizations across a range of industries: cloud-based software and service providers, consumer web, education, energy, financial services, governments, healthcare, manufacturing, media, retail and telecommunications. With Pure Storage, companies push the boundaries of what's possible to become faster, smarter and more innovative.

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1. IDC MarketScape: Worldwide All-Flash Array 2015-2016 Vendor Assessment, IDC Doc#US40721815, Dec. 2015.

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