

Armor Sees Rise of Customer Demands, Turns to Pure to Keep Cloud-Based Security Solutions Online

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Move to all-flash reduces delays, improves power efficiency and saves money

MOUNTAIN VIEW, Calif., Jan. 26, 2016 /PRNewswire/ -- Pure Storage (NYSE: PSTG), the market's leading independent solid-state array vendor, today announced that Armor, the leader in active cyber defense, is using Pure Storage to accelerate its fully-integrated secure managed cloud. With Pure, Armor was able to significantly reduce system latency for its hosted services and provide exceptional performance enhancements for customers.



In an industry like cybersecurity, latency is a nonstarter. Downtime can mean the difference between successful protection and an undetected attack. As organizations digitize business operations, they face a constant barrage of emerging security threats and potential cyber attacks. Armor's proven cybersecurity approach and proprietary cloud infrastructure designed for security, compliance and performance protects against that risk.

Armor customers include retail and ecommerce enterprises, healthcare organizations such as HITRUST, payment leaders like FTNI and financial institutions. These types of customers have additional security constraints that necessitate keeping data in virtual private clouds. As the demand for Armor's secure managed hosting services, Armor Complete, continued to rise, legacy hardware could not scale to support the influx of customers, which forced Armor to deploy resources better spent on threat detection toward troubleshooting.

By switching to all-flash with Pure Storage, Armor significantly reduced the risk of customer downtime, while superior efficiency and ease of use saved the company money, helping to accelerate growth and gain an edge against entrenched players. The simplicity of Pure Storage, coupled with its non-disruptive operations and easy scalability, also helped Armor reduce its datacenter footprint, lower operational costs and maintain its focus on threat intelligence.

"Dealing with a constantly evolving list of threats on a daily basis means that all our systems need to function flawlessly, so rather than trouble shooting performance issues, our time is spent keeping customers' information safe," said Bruce MacFadyen, SVP of Technology Alliances at Armor. "Since we've moved to Pure, we have enhanced our ability to focus on keeping threat actors at bay because Pure's array achieves the perfect balance of performance and efficiency. It just works."

"Legacy storage simply wasn't built to handle the demands of modern digital businesses and in today's world, system performance that is fast and reliable shouldn't be a luxury," said Jonathan Martin, CMO at Pure Storage. "Simple cloud-friendly infrastructure is paramount to the success of every business in the digital economy. Armor is a great example of how Pure partners with customers to build modern, cloud-centric architectures that support the critical initiatives required to drive business forward, unleashing new and improved outcomes and innovations."

About Armor

The leader in active cyber defense, Armor offers customer-centric security outcomes for retail and eCommerce

enterprises, healthcare organizations, payment leaders and financial institutions. Armor protects highly sensitive data for the most security-conscious companies in the world. With its proven cybersecurity approach and proprietary cloud infrastructure built specifically for security, compliance and performance, responsible businesses choose Armor to reduce their risk. For more information, visit armor.com or call 1-844-682-2858.

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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.

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.

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Analyst Recognition:

Gartner Magic Quadrant for Solid-State Arrays

IDC MarketScape for All-Flash Arrays

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