

# Pure Storage is the #1 Recommended Technology Vendor Earning a Satmetrix-Certified NPS of 79

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The Company's Innovative Business and Support Models Lead to Ultimate Customer Satisfaction

MOUNTAIN VIEW, Calif., Nov. 17, 2015 /PRNewswire/ -- Pure Storage (NYSE: PSTG), the market's leading independent solid-state array vendor, today announces significant momentum and ongoing customer success, culminating in an industry-leading, Satmetrix-certified Net Promoter Score (NPS) of 79. Pure Storage's ranking reflects its mission to deliver data center storage that customers and partners love. Satmetrix reports high-tech vendors average an NPS of only 16<sup>1</sup>. Pure Storage's customer satisfaction puts it among the world's highest-regarded consumer brands, with the Apple iPhone ranking 63, for example.



"Pure Storage set out to change the way the storage industry does business. From the beginning, we put our customers and partners above all else, bringing new levels of simplicity into every interaction with them through simpler products, a simpler business model, and a simpler support experience," said Jonathan Martin, CMO, Pure Storage. "Today is another proof point, of why that strategy is making a marked difference to the lives of Pure customers. Happiness and storage are rarely used in the same sentence; but to know we have so many customers raving to their peers about the impact of Pure Storage on their organizations makes us incredibly proud. Willingness to recommend a product is the ultimate expression of happiness."

NPS certification is the gold standard for measuring customer experience and loyalty. An NPS score reveals how likely a customer is to recommend a vendor and is a broadly adopted methodology to gauge customer satisfaction across all elements of interaction with a company. According to Satmetrix, customers highlighted Pure Storage's ease-of-use, performance, reliability and simplicity, which together enable greater IT productivity and drive customer satisfaction, all contributed to its high NPS.

"Satmetrix provides customer experience software, data and expertise for unrivaled insight into customer sentiment across industry sectors," said Richard Owen, CEO of Satmetrix. "With popular consumer brands like the iPhone and Samsung receiving NPS scores of 63 and 54 respectively in our consumer benchmarks, the fact that Pure Storage's customers gave it a 79 clearly demonstrates its customer experience leadership in the B2B Technology sector. To have such a vocal fan base in B2B technology is an amazing accomplishment."

A series of innovations this year – including new FlashArray//m hardware, the Evergreen Storage ownership model, and the Pure1 cloud-based management and support platform – deliver a solution that is remarkably simpler, denser and more efficient than competing systems. Pure Storage has also eliminated the forklift upgrade and tedious data migrations that have impaired IT efficiency for decades.

"The success of our business relies on being able to quickly access and analyze information to engage with millions of customers every day," said Jack Hogan, Chief Technology Officer at Lifescript. "As our data demands have soared, our system performance was significantly impacting our ability to provide key business insight and critical innovation. Pure's technology helped us rethink what was possible with our data center, providing dramatic performance improvements while lowering costs and allowing us to focus on what matters most: providing the best possible service to our customers. Pure's support team goes beyond our expectations by

providing proactive support, they fix any issues that arise before we even have a chance to notice them."

"With a NPS score of 79, Pure Storage's innovation goes well beyond the technical," said Eric Burgener, Research Director for Storage at IDC. "Flash storage is becoming an increasingly complex market, with fierce competition from entrenched players and newcomers alike. Exceptional customer support makes Pure a standout, allowing its customers to become one of its greatest assets."

Tune in today at 8 a.m. PT to The Pure Report, a quarterly broadcast featuring the latest innovations from Pure Storage and how it is transforming the storage experience to help customers accelerate their businesses with flash. Coming in spring 2016 is 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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<sup>1</sup> As measured by Satmetrix 2015 Net Promoter Score Global B2B Benchmarks

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