A New Vision for Enterprise Data

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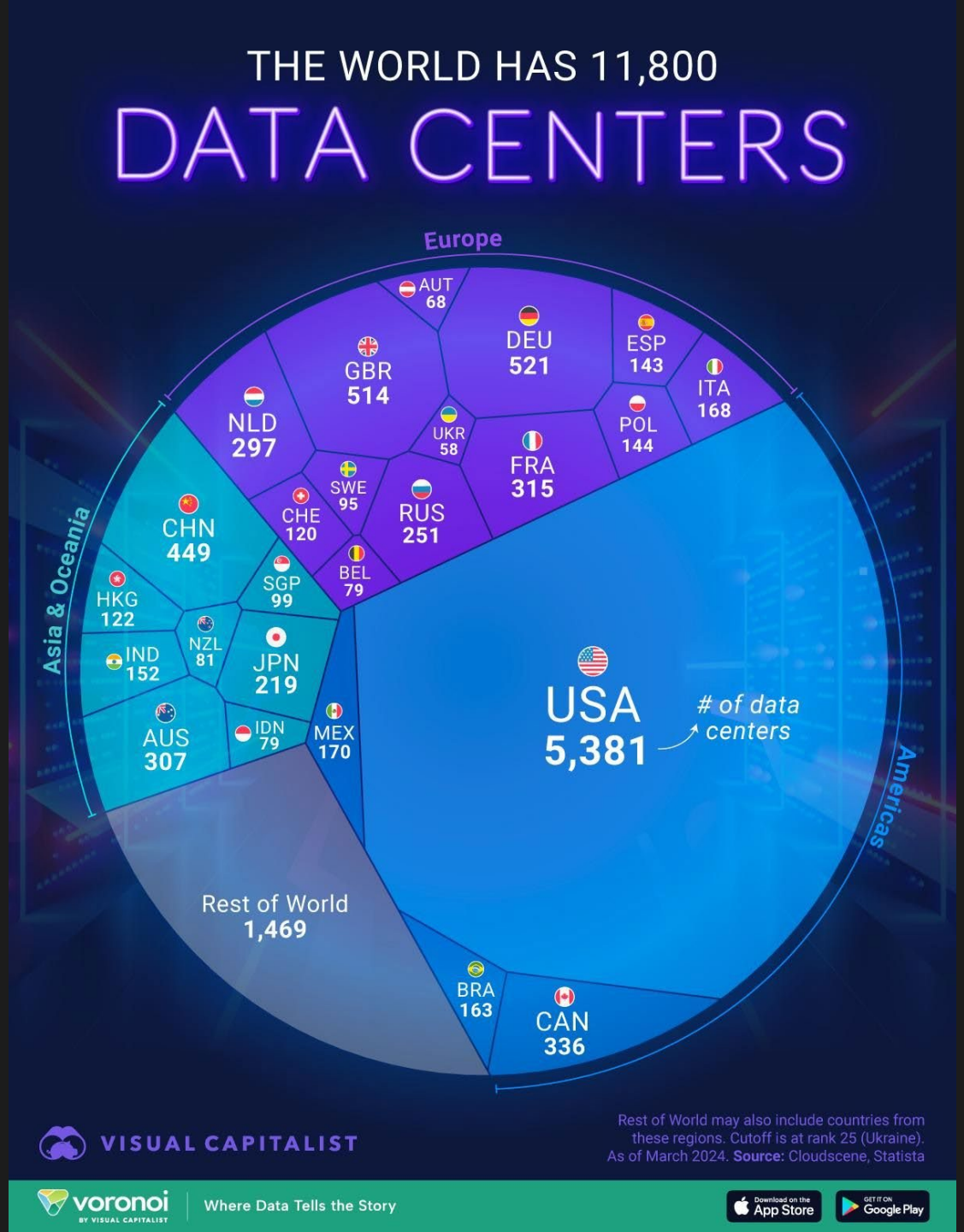
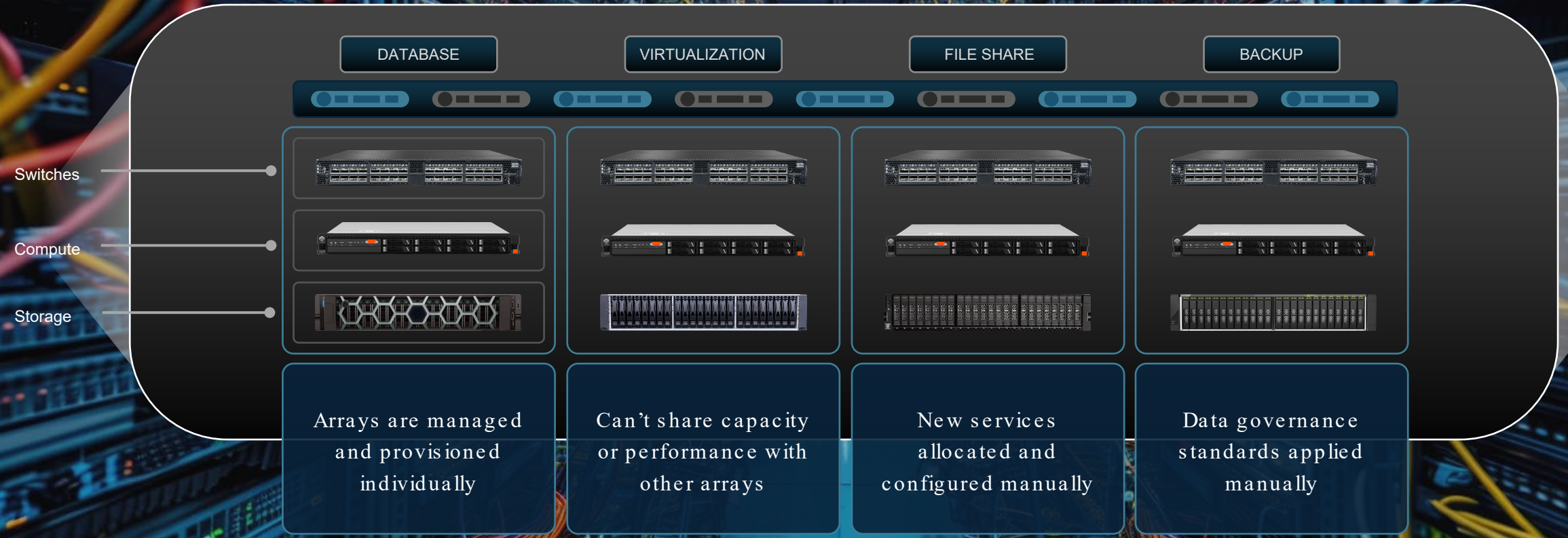
Country Manager CEE
Athens, November 26 th, 2025

PURESTORAGE®



It’s time to Manage Your Data, not Just Your Infrastructure

Traditional Enterprise Data Center Architecture



Enterprise Storage must transform, not stay stuck in legacy complexity

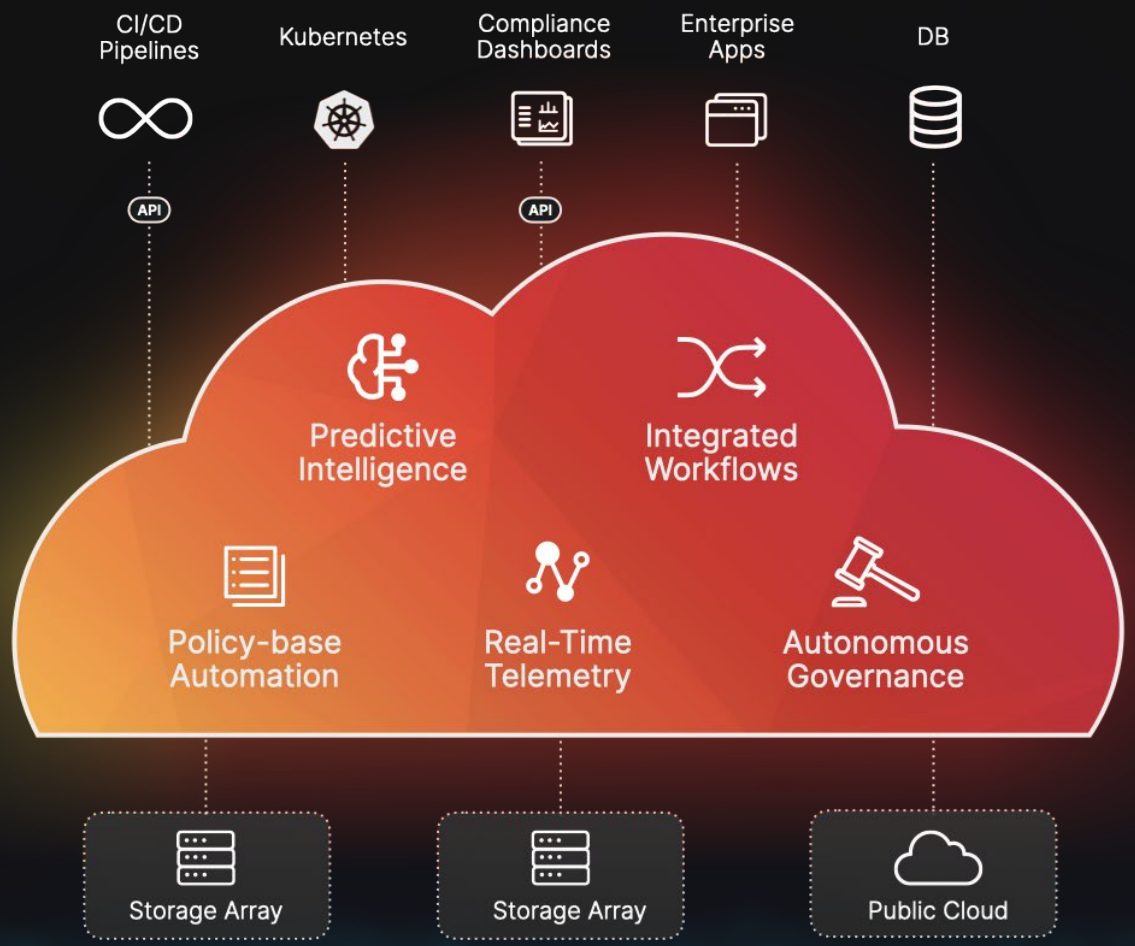
Traditional Storage Architecture

is Vertical | Physical | Manual | Siloed

Modern Storage Architecture

is Horizontal | Virtual | Automated | Unified

A new vision for Enterprise Data



Unified Data Plane

Intelligent Control Plane

Simple self -service, scalable consumption model

Supports all workloads & workflows

Your Enterprise Data Cloud

Delivered by the Pure Storage Platform

Virtualized Cloud of Data

Consistent Environment - All Workloads

Autonomous Data Governance

Built - In Cyber Resilience

Software Defined, Global Scalability

Why can’t others do this?

FRAGMENTED, MULTI-SYSTEM ARCHITECTURES

COMPLEX, MANUAL MANAGEMENT

PRE CLOUD ARCHITECTURES

DISRUPTIVE UPGRADES & DATA MIGRATIONS

INCONSISTENT SECURITY & COMPLIANCE

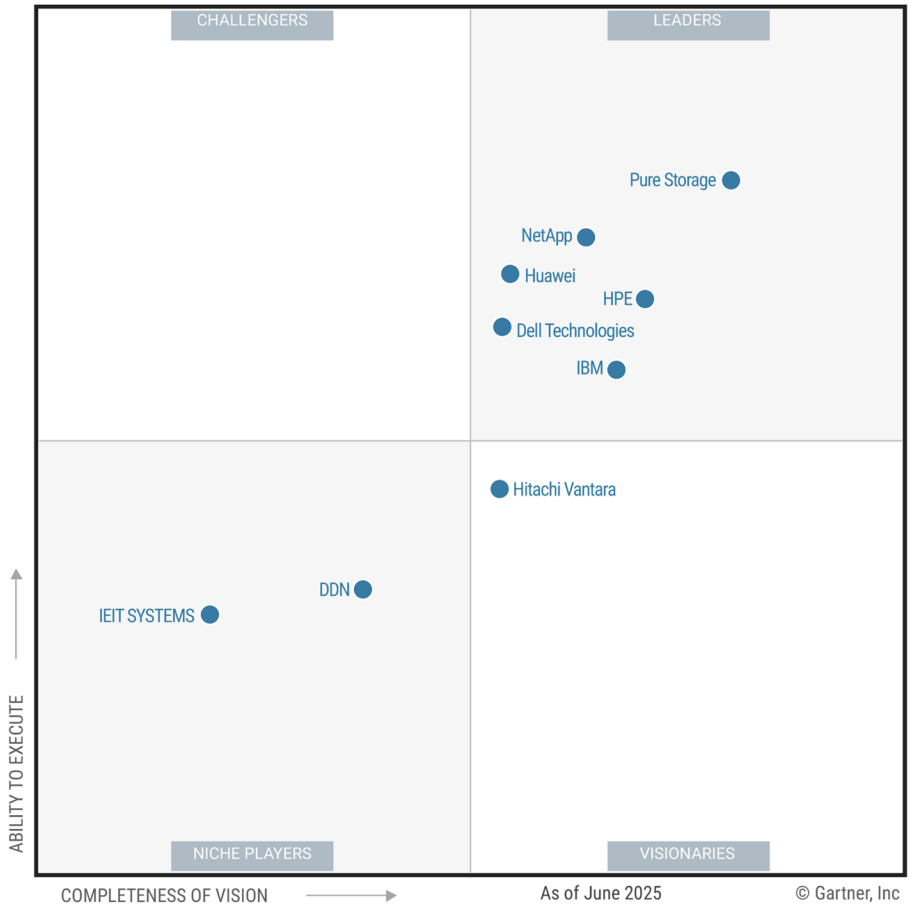
HIGH COSTS & INEFFICIENCIES

PURESTORAGE®

Positioned Highest in Execution, Furthest in Vision

2025 Gartner ® Magic Quadrant ™ for Enterprise Storage Platforms

Figure 1: Magic Quadrant for Enterprise Storage Platforms



Gartner

Recognized as a Leader

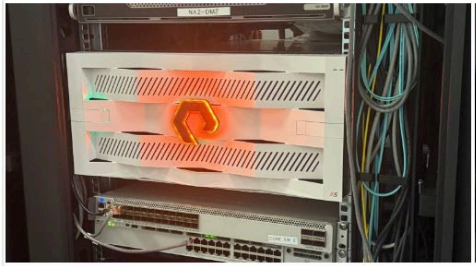
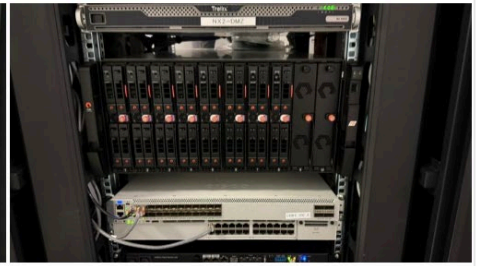
2025 Gartner® Magic Quadrant ™ for Infrastructure Platform Consumption Services

Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
10mo •

We are thrilled to share that another State and Local Government customer has chosen Pure Storage Pure Public Sector to transform their mission-critical #backup environment. Here's what they ...more


Ali Hassib · 1st
Country Manager @ Pure Storage
4mo • Edited •

S3? NFS? Scale-Out? Containers? Kubernetes?
Another 2 NEW FlashBlade Arrays & Portworx by Pure Storage shining in the sky of Cairo, Transforming one of the most important ...more

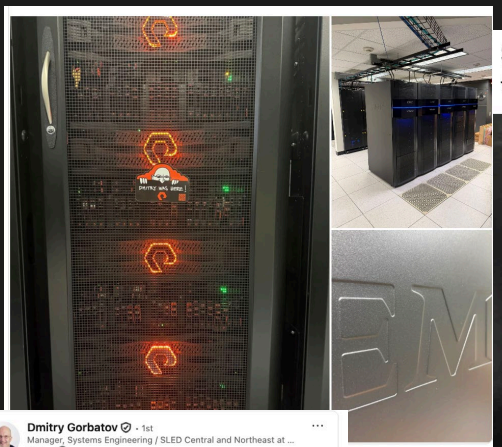



Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
6mo •

One of the best parts of my job is getting to work with outstanding partners like EchoStor Technologies here in New England. Their deep relationships and commitment to delivering real #value to ...more

Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
9mo •

🎉 Excited to celebrate our #SLED customer who just completed their Pure Storage Pure Public Sector alphabet collection—//E, //S, //X, and //C! ...more



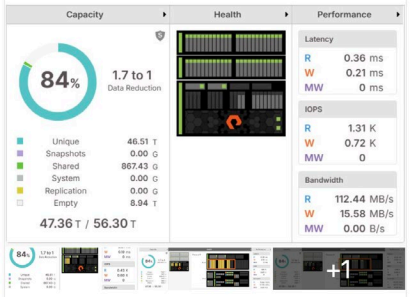
Start of the new era! Thank you Braineering IT Solutions! Thanks to my local team also! Pure Storage Bogusz Błaszkiewicz

Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
5mo •

Just got back from a recent expedition to one of the frostier corners of northern New England, where the maple syrup is sweet, the moose are majestic, and the data centers... well, let's just say they were ...more

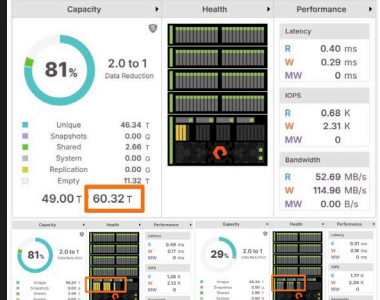
Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
4mo •

🚀 Evergreen in Action: 7 Years, Zero Disruption
We often talk about the transformative power of Pure Storage's Evergreen architecture, but today I want to share something truly ...more



Dmitry Gorbatov · 1st
Manager, Systems Engineering / SLED Central and Northeast at ...
3mo •

Mind-Blowing IT in Action: This is what an Pure Storage #Evergreen Architecture looks like.
It's 11 AM on a Tuesday. While most IT teams would never dream ...more



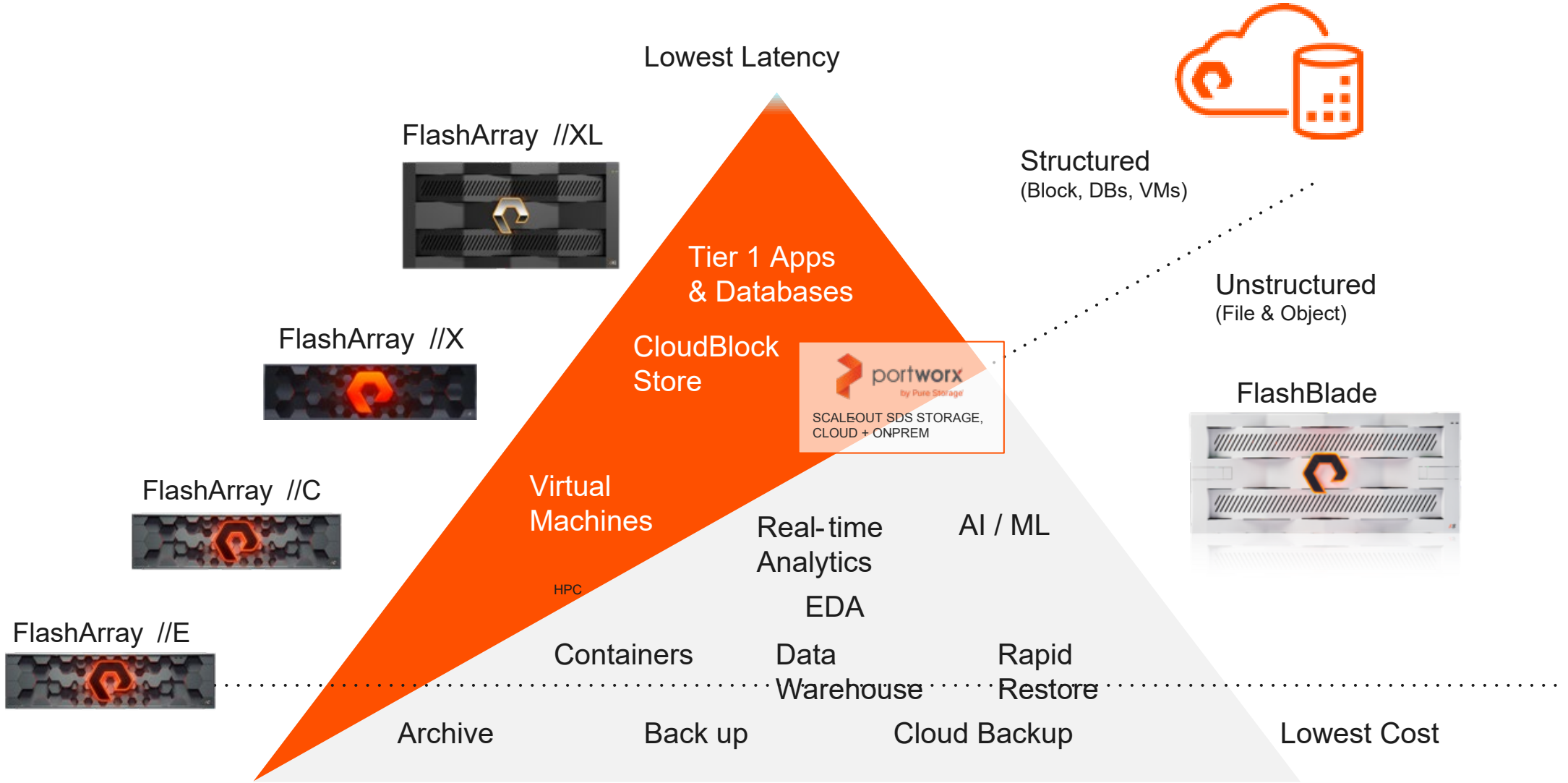
the Grounds of PURE

BUILT FOR NVME Flash

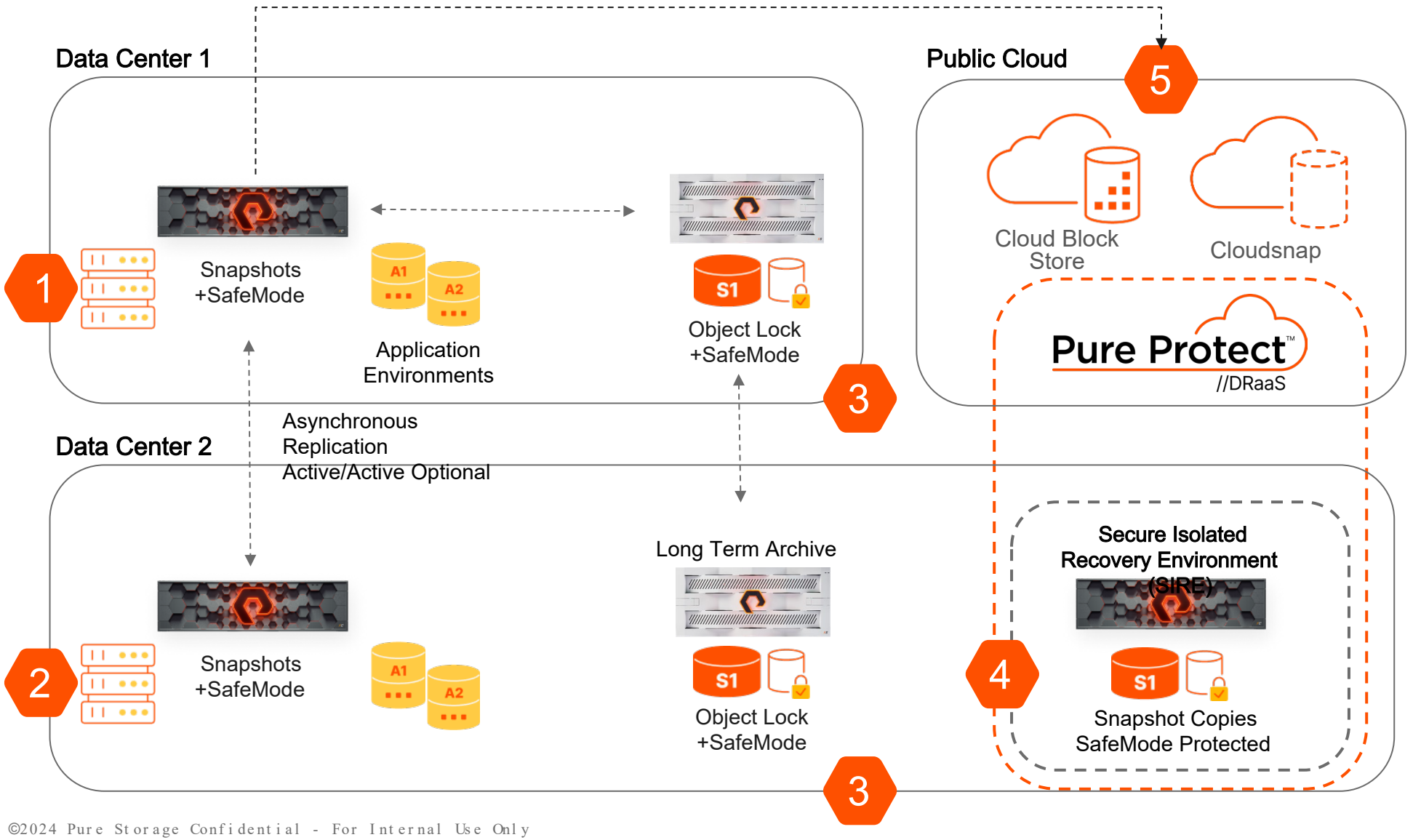
DISRUPTIVELY SIMPLE

EVERGREEN

We are Everywhere NOW



How a Layered Resilience Architecture Works



Protection Service

1. Local Snapshot
2. Replicated Snapshots
3. Data Backup and Recovery
4. Secure Isolated Recovery
5. DR to Public Cloud

Snapshot retention may vary per layer

Evergreen//One Service Catalog

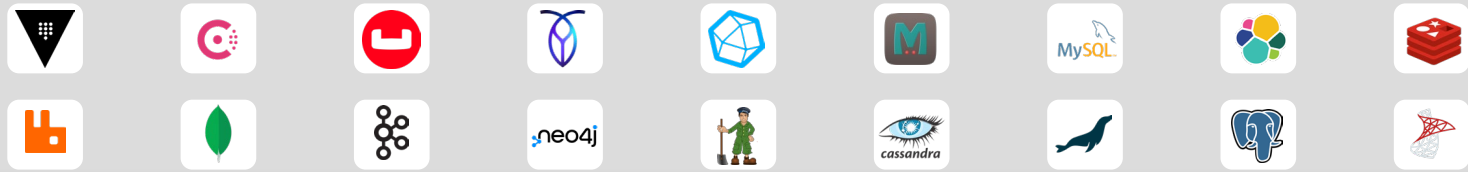
Think **consumption**, not capacity. **Data**, not storage.

*Unit of Measure: Effective Used Capacity (EUC) (Commitment & Billing)		
Raw Capacity ✗	Usable Capacity ✗	Effective Capacity ✗
Raw Used ✗	Usable Used ✗	Effective Used ✓

Services		For AI	Block and File				File and Object			UDR	
Tiers		**AI**	**Ultra**	**Premium**	**Performance**	**Capacity**	**Premium**	**Performance**	**Standard**	**Block & File**	**File & Object**
Example Workloads		Training, inference, RAG, machine learning, computer vision, deep learning, LLMs	In memory database, Oracle, SAP HANA, Tier 0 database	VDI, production database	Tier 1 workloads, VSI (VMs), production database, containers, DR to cloud	IoT, backup & retention, Tier 2 database & VMs, test/dev, snapshots	Imaging & rich media, analytics	IoT data, software development, S3 enabled apps	Rapid restore, artifact repository	Information preservation, long term backup & retention, regulatory/ compliance archiving, spinning disk replacement	Picture archiving & communication systems (PACS), surveillance video footage, exploratory data analysis
SLA	Minimum Performance	**30 GB/s** provisioned	**48 MB/s** per TiB EUC	**24 MB/s** per TiB EUC	**8 MB/s** per TiB EUC	**1.6 MB/s** per TiB EUC	**50 MB/s** per TiB EUC	**20 MB/s** per TiB EUC	**10 MB/s** per TiB EUC	**0.5 MB/s** per TiB EUC	**1 MB/s** per TiB EUC
	Max Energy Consumption	**100 W** / GB/s **7 W** / TiB EUC	**7 Watts** per TiB EUC	**4 Watts** per TiB EUC	**3 Watts** per TiB EUC	**2 Watts** per TiB EUC	**4 Watts** per TiB EUC	**4 Watts** per TiB EUC	**4 Watts** per TiB EUC	**3 Watts** per TiB EUC	**2 Watts** per TiB EUC
	Minimum Availability	**99.9999%** (including planned maintenance)									
	Minimum Buffer Capacity	**25%** (at all times)									
Minimum Commit		**30 GB/s** of bandwidth	**50 TiB** (EUC)			**200 TiB** (EUC)	**100 TiB** (EUC)	**100 TiB** (EUC)	**100 TiB** (EUC)	**500 TiB** (EUC)	**1500 TiB** (EUC)
Minimum Term		12 months								36 months	

Automate, Protect, and Unify Data for Modern Applications, Anywhere

Any K8s workload



portworx® by Pure Storage

Automate

Kubernetes-native Data Management
Automated Capacity Management
Developer Self-service Storage

Protect

Enterprise Business Continuity
Container-granular Backups
Data Security & Access Control

Unify

Unify VMs and Containers in K8s
Unify On-prem & Cloud K8s Data
One Enterprise K8s Data Platform

Any Kubernetes

Red Hat OpenShift	SUSE Rancher	Amazon EKS Azure AKS Google GKE	Spectro Cloud	*+ more*

Any Storage

On-prem	Public Cloud	Edge

Hands-on labs available to you now

24 Labs | 10 Core Product | 8 Solutions | 6 Integration Focused

- Employees
- Partners
- Customers


Intro to FlashArray

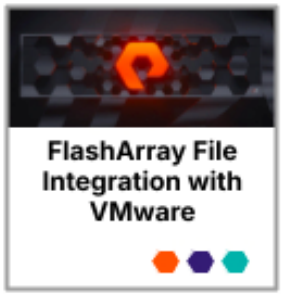

FlashArray Single Array


FlashArray ActiveDR


FlashArray File Services


FlashArray File Replication


FlashArray and FlashBlade Bleeding Edge


FlashArray File Integration with VMware

Commvault Integration with FlashArray and FlashBlade


Intro to FlashBlade


FlashBlade Replication


FlashBlade SafeMode


FlashBlade Native SMB

Vertica on FlashBlade

Pure Storage & OpenStack

Pure Integration and VEEAM 12.2

SQL Server 2022 Innovations on Pure Storage

Elastic Searchable Snapshots on FlashBlade

Pure Storage and Splunk

Pure Storage and Oracle

Pure Storage and MySQL

Pure Assessment Tool Preview

Pure Storage and VMware vVols

Pure Fusion Experience Test Drive

FlashArray Management for Microsoft SQL Server