



### About Customer

Chungbuk Technopark is a regional innovation hub that leads economic growth in Chungcheongbuk-do province of South Korea by fostering industries and supporting companies in the region.

[www.cbtp.or.kr](http://www.cbtp.or.kr)

### Geo

Asia Pacific, Japan

### Industry

Technology

### Solution Area

Power Artificial Intelligence

### Pure Storage®

#### Products in Use

FlashBlade®

Pure1®

# Chungbuk Technopark Drives Business Innovation with AI

Chungbuk Technopark is an innovation hub that supports growth and economic development in the Chungcheongbuk-do province of South Korea, including a development environment for deep learning and machine learning that helps local companies develop AI products. To support AI initiatives, the company needed storage with AI-optimized performance, simple management, and easy upgrades.

With the introduction of Pure Storage FlashBlade, Chungbuk Technopark enhanced performance, scalability, and data availability for the AI development environment, while also achieving a tenfold increase in reliability. This environment empowers local companies to transform their services through AI.

“With the performance of Pure Storage FlashBlade, we’re paving the way for a better AI development environment that has helped many local companies achieve significant business results.”

**CHEOL-HONG KIM,**  
DIGITAL STRATEGY, TEAM  
LEADER, CHUNGBUK  
TECHNOPARK

### Impact on Chungbuk Technopark



2x increase in storage data processing for faster AI performance



2.6x increase in GPU usage, from 30% to 80%



Reduce power consumption and minimize storage management resources

## Challenges



Process large-scale AI workloads efficiently



Maximize GPU resources to achieve fast AI training results



Deliver proven solutions with limited resources

## Results



Help local businesses develop AI-enabled services and products



Eliminate downtime for business-critical environments



Easily monitor and manage storage capacity and performance with Pure1

## Advanced AI development infrastructure

Chungbuk Technopark built its AI environment around the NVIDIA DGX A100 system. After comparing flash storage solutions, it selected Pure Storage FlashBlade for a seamless integration with its DGX systems, maximizing the efficiency and management of data used to develop and train AI technologies. With FlashBlade, Chungbuk Technopark increased data processing performance twofold, improved the GPU server's data read speed, and expanded GPU usage from 30% to 80%—an increase of about 2.6x.

“Our previous storage did not meet the data processing speed and reliability needed to support AI development,” says Cheol-hong Kim, Team Leader, Digital Strategy at Chungbuk Technopark. “With Pure Storage FlashBlade, companies can train their AI models faster by reading data twice as fast.”

## Zero downtime to meet a growing workload

FlashBlade allows Chungbuk Technopark to increase performance and capacity without any downtime or data migrations. This means more reliable service for companies that rely on the AI platform. With Pure1, staff also spends much less time and cost managing storage capacity and performance.

A cosmetics company uses the AI platform to analyze skin and scalp conditions and market customized beauty products. One startup successfully developed AI technology to analyze the movement of wild boars. This helps livestock farmers prevent African Swine Fever (ASF), a development that earned the company the ‘H1 2022 Best Patent Award of Korea’ by The Hankook Ilbo.

“When looking at different storage solutions, FlashBlade stood out as the only one that could store large-scale data while maintaining fast performance, all with simple operations and management,” says Kim. “We’re particularly happy with the technology support and customer service from Pure Storage.

## Supporting the entire AI development lifecycle

Chungbuk Technopark plans to help local businesses further enhance their innovation capabilities with an integrated AI development platform that includes training data, data cleansing, AI training and development, and an AI model service environment. Chungbuk Technopark plans to add over 400TB of FlashBlade storage to ensure smooth service delivery of the integrated platform.

“With the performance of Pure Storage FlashBlade, we’re paving the way for a better AI development environment that has helped many local companies achieve significant business results,” says Kim.

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