



About Customer

Founded in 2014, Nogle is a multinational start-up dedicated to developing digital finance solutions. Through software development and technical support, the company aims to provide global fintech solutions that are efficient, innovative, and secure.

www.nogle.com

Geo

APJ

Industry

Finance

Solution Area

Accelerate Core Applications

Pure Storage®

Products In Use

FlashArray//X™
Evergreen™ Architecture
Pure1®

Nogle accelerates FinTech development with Pure

Financial enterprise companies rely on Nogle for solutions and services ranging from payment gateways and investment products to lending services and exchanges. To serve its customers and keep pace with the rapidly evolving financial services industry, Nogle needed a modern data infrastructure to speed product development.

Using Pure Storage, Nogle gains stable and high-performance storage to meet these demands. The user-friendly interface enables technical staff to focus on solution engineering instead of storage management—all while reducing space and boosting datacenter efficiency.

“Pure Storage’s high performance and stability combined with user-friendly management provide a strong R&D foundation for the development of our fintech solutions.”

JOSHUA SOH,
COO, NOGLE LTD.

Impact on Nogle



Accelerates design and time to market of new financial solutions



Enables the startup to compete with more established companies



Protects sensitive financial data from ransomware and other cyber threats

Challenges



Accelerate development speeds through faster access to data



Maximize use of limited resources to support IT innovation



Support corporate sustainability/ESG goals

Results



Doubles the speed of data processing



Reduces labor costs for storage management



Saves space and power consumption in the datacenter

Optimizing Resources to Compete in a Crowded Market

As a startup in the fast-moving financial services industry, Nogle has limited resources to compete with more established organizations. To boost its competitive edge and ensure that technical staff are spending most of their time focused on software programming, Nogle needed to reduce the burden and cost of infrastructure management.

In addition, Nogle wanted to maximize the value of large volumes of data and accelerate time to insight for its customers. To achieve this, it needed fast, highly performant storage.

Meeting Needs for Demanding Development Environments

Pure Storage FlashArray//X provides the high stability, performance, and security required for fintech software environments. FlashArray has outstanding database integration capabilities and I/O performance, allowing it to double data processing speeds and hold up to the most demanding workloads. It also delivers smooth and uninterrupted access to applications, fast-tracking the creation of new products and services while shortening the overall time to market for Nogle.

“Pure Storage’s high performance and stability combined with user-friendly management provide a strong R&D foundation for the development of our fintech solutions,” says Joshua Soh, COO of Nogle.

Security is particularly important in this industry. FlashArray accelerates data recovery, while SafeMode™ immutable snapshots help protect data against ransomware and other emerging cyber threats.

Supporting Growth by Simplifying Storage Management

Nogle expects storage needs to expand alongside its business. Pure’s Evergreen architecture will add unprecedented flexibility and resilience to the storage infrastructure by eliminating delays, disruptions, and even data migrations during upgrades. Despite this growth, Pure will improve datacenter efficiency, helping Nogle save on both space and power consumption.

Pure1 provides a user-friendly, real-time storage management interface that reduces the time and complexity involved in management and maintenance. This saves on labor costs and improves job satisfaction for technical support teams.

With the power of Pure Storage, Nogle has redefined the way it uses data, making it possible for the startup to compete against established companies by pouring more resources into technology advancement.

purestorage.com

800.379.PURE

