

## PROGRAM OVERVIEW

# Bringing Together Best-in-Class Solutions

The Pure Storage® Technology Alliance Program (“TAP” or “Program”) fosters innovation, collaboration, and growth by uniting a diverse ecosystem of technology partners that enhance the Pure Storage data solutions portfolio. Together, we create a thriving community focused on digital transformation, delivering exceptional outcomes for our mutual customers and driving success for our partnerships. Partnering with TAP members, we develop comprehensive solutions across artificial intelligence, cyber resilience, analytics, data center modernization, cloud, and hybrid-cloud.

Upon joining the Program, you will unlock technical and marketing resources aimed at accelerating our joint solutions to market.

## Pure Storage Market-leading Portfolio

As a Partner, you have the opportunity to develop joint solutions across the market-leading Pure Storage product portfolio.



**FlashArray™** is the first all-flash, 100% NVMe shared accelerated storage designed for mainstream enterprise deployments.



**FlashBlade®** is the industry’s most advanced storage for unstructured data, consolidating complex data silos to optimize infrastructure and accelerate tomorrow’s discoveries and insights.



**Pure Cloud Block Store™** enables mission-critical enterprise apps to run seamlessly in the cloud with this enterprise-grade block storage.



**Portworx®** is an end-to-end storage and data management solution for all Kubernetes projects, including container-based CaaS, DBaaS, and DR initiatives.



**Pure Fusion™** revolutionizes storage management by delivering a unified, autonomous platform that automates storage provisioning, scaling, and management across your entire infrastructure. Leverage AI-driven workflows and seamless integration across on-premises and hybrid-cloud environments for storage that evolves effortlessly.

## Why Partner with Pure Storage?



### Deliver Better Business Outcomes for Customers

Build innovative joint solutions to address customer’s most pressing concerns and deploy with confidence tested and validate solutions.



### Expand Market Awareness of Joint Solutions

Develop go-to-market strategies leveraging market momentum and growing customer-base to grow your brand with new high value joint solutions.



### Tier Up for Enhanced Support

As you advance within the program, unlock greater access to exclusive support, enhanced benefits, and increased visibility, helping you grow your business and strengthen our mutual success.

## Program Membership

Participation in the Pure Storage TAP is based on three core principles:

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### Technical Alignment

Partners offer technologies that strongly complement or expand the Pure Storage product portfolio to meet customers' business needs.

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### Business Synergy

Strong partners will have the ability to drive mutually beneficial business taking advantage of partner ecosystems and go-to-market models.

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### Value

Pure Storage looks for partners that will add revenue potential from the integrated solution for both parties.

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## Partner Tiers

The Technology Alliance Program features four tiers, each reflecting a growing commitment to mutual business success. As partners deepen their engagement, they unlock higher levels of benefits. New members begin as Foundation partners and can advance to Standard, Advanced, or Premier tiers based on their technical alignment, business synergy, and the overall value and market potential of our joint solutions.

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### Premier

Select partnerships with a high degree of mutual commitment and investment across go-to-market strategies, business development, and alliance management. These partnerships receive exclusive benefits and resources.

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### Advanced

For partnerships that qualify for active go-to-market support, we provide increased benefits and shared alliance management to maximize our collective impact and market presence.

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### Standard

For partnerships requesting limited go-to-market support, we also offer additional program benefits to enhance collaboration and mutual success.

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### Foundation

A partnership focused on integration and interoperability, with partners who do not require additional go-to-market support.

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## Become a Pure Storage Technology Alliance Member

To apply, please complete the online application [here](#).



## Program Tiers Overview<sup>1</sup>

The Pure Storage Technology Alliance Program offers multiple tiers, each building upon the benefits of the previous one.

### Strategic

Tier	Branding	GTM	Alliance Management	Joint Biz Planning	Executive Review	Technical Review Forum	EBC Access
Foundation	●	—	Reactive Only	—	—	—	—
Standard	●	Partner-led	Shared Resource	Annual	—	—	—
Advanced	●	Shared/Limited, Bi-annual Planning	Assigned Resource	Bi-Annual	Annual	●	—
Premier	●	Shared/Proactive, Quarterly Planning	Assigned Resource	Quarterly	Bi-Annual	●	●

### Technical

Tier	Partner Portal Access	API/KB Access	Tuning & Sizing	Technical Resource	Discounted Hardware	Hardware Loaners
Foundation	●	●	—	—	●	—
Standard	●	●	—	—	●	—
Advanced	●	●	●	As-needed	—	By invitation
Premier	●	●	●	●	●	●

### Marketing

Tier	Pure Storage Flagship Event Sponsorship	Pure Digital Event Sponsorship	Co-Branded Marketing Assets	Website Presence	Case Studies	Marketing Resource
Foundation	—	—	—	—	—	—
Standard	By invitation	—	Partner-led	Presence	Partner-led	—
Advanced	By Invitation, Secondary	By Invitation, Secondary	As-needed	Marquee Tile	Collaborative	—
Premier	By Invitation, First Opportunity	By Invitation, First Opportunity	Included	Marquee Tile	Collaborative	As Assigned

<sup>1</sup> | The program tier benefits is determined at Pure Storage’s discretion, and in exceptional instances, we retain the right to modify as-needed.

[purestorage.com](https://purestorage.com)

CONTACT US

