

# Analytics Breakthroughs

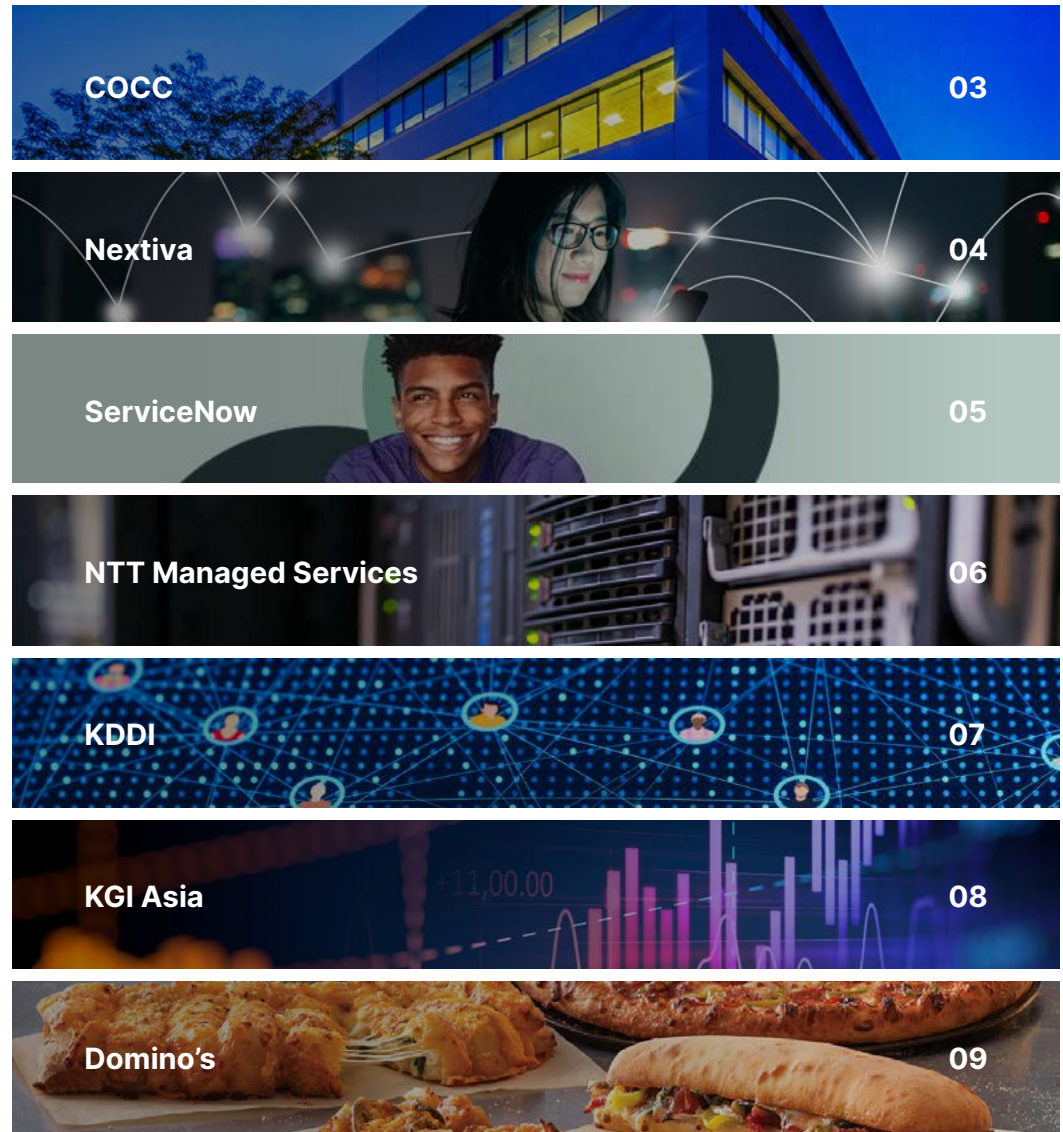
How Pure Storage is helping customers  
drive better outcomes with data analytics.



# The Introduction


Data is undeniably at the heart of digital transformation, providing the fuel to generate a bounty of meaningful insights and informed decisions. Yet, with the explosion of new data types and sources, it's no longer possible to successfully compete in a digital world using legacy data solutions and architectures. Organizations garnering the greatest value from their data analytics today are those embracing a new approach to data management.


Read on for inspiring, real-world examples of organizations that are turning bottlenecks into breakthroughs—gaining the advantage of a single high performant data storage platform, simplified IT operations,, and the agility to meet the demands of new and changing analytics applications.








 **Region**  
North America

 **Industry**  
Financial Services

 **Company**  
COCC  
[www.cocc.com](http://www.cocc.com)

 **Use Cases**  
Accelerate Core Applications  
Modernize Data Protection  
Activate Real-time Analytics  
Enable Multicloud  
Power Artificial Intelligence

# COCC Delivers Standout Fintech Experiences

Among the fastest growing fintech companies in the United States, COCC gives community banks and credit unions more control over data, cybersecurity, and visibility while enhancing customer experience. Recognizing the key role that financial services firms play in driving economic growth, COCC provides its clients with the next generation technology and security solutions needed to best serve their customers. When its legacy storage showed signs of aging, COCC built a new foundation on Pure Storage®, gaining speed, stability, and scalability.

With the addition of Pure Storage into COCC's Splunk environment, real-time visibility into security events has made the company's security operations center (SOC) team more efficient and effective at researching potential issues. "The threat landscape changes daily and financial firms expect us to stay one step ahead," says Lidestri.

"With Pure Storage and Splunk, we spend less time managing hardware and more time learning from our data, which means our SOC team can focus on strengthening our clients' cyber defenses."

**MATT LIDESTRI,**  
INFORMATION SECURITY OFFICER  
AT COCC

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**Region**

North America



**Industry**

SaaS



**Company**

Nextiva

[www.nextiva.com](http://www.nextiva.com)



**Use Cases**

Accelerate Core Applications  
Activate Real Time Analytics  
Enable Multi-cloud

# Delighting Customers, One Conversation at a Time

When Nextiva had reliability and cost issues with public cloud and legacy storage, it chose Pure Storage to support its communications platform and transition into software-as-a-service (SaaS) business. Today Pure Storage's FlashBlade® powers Elasticsearch at Nextiva, which accelerates analytics for internal logs, and for searching and indexing for Nextiva's customers.

"Pure helps us work smarter as we grow. Together, we're pushing the boundaries of business communications."

**ERIC ANDREWS,**  
INFORMATION SECURITY OFFICER

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servicenow®



**Region**

North America



**Industry**

SaaS



**Company**

ServiceNow

[www.servicenow.com](http://www.servicenow.com)



**Use Cases**

Accelerate Core Applications  
Activate Real Time Analytics  
Modernize Data Protection

# Delivering Fast, Flawless Cloud Services With All-Flash Storage


ServiceNow uses Pure Storage to deliver a superior experience to a customer base that is driven to innovate on the ServiceNow platform. By becoming the first cloud provider to make an all-flash data center a reality using Pure Storage, the company can make sure its enterprise cloud infrastructure works flawlessly for more than 6,200 separate customer instances.

“Running Splunk on Pure Storage ensures that Splunk can handle an ever-increasing amount of machine data with virtually no downtime. We wouldn’t run Splunk on anything else.”


**JOSH AYERS,**  
MANAGER, INFRASTRUCTURE  
CAPACITY AND STORAGE MANAGEMENT,  
SERVICENOW


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 **Region**  
North America

 **Industry**  
Service Provider

 **Company**  
NTT Managed Services  
[www.services.global.ntt](http://www.services.global.ntt)

 **Use Cases**  
Enable Multi-cloud

# Scaling Storage to Keep Up with Growth

NTT Managed Services' cloud division manages a massive data lake to serve its clients, handling up to 10 TB of data and three billion records a day. The original bare-metal storage underpinning the data lake was time-consuming to scale and maintain. This included estimating consumption and preparing infrastructure manually before opening a new pipeline.

Today, the data lake and Elastic cluster run on Pure Storage's FlashBlade. The system can orchestrate storage for virtual machines, reducing maintenance time and manual tasks. With Pure Storage's FlashArray™ and FlashBlade, the company gains high-performance storage for its cloud environment.

“Going over to Pure Storage FlashBlade has allowed us to be much more responsive to our operational teams by eliminating the question of capacity from the equation.”

**RICHARD DEVORE,**  
CHIEF ARCHITECT

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# Connecting Customers with Everyday Services



## Region

APJ



## Industry

Telecommunications



## Company

KDDI

[www.kddi.com](http://www.kddi.com)



## Use Cases

Activate Real-time Analytics

Enable Multi-cloud

Telecom leader KDDI embraces its mission of connecting customers to services in their everyday lives, from cashless payments to bundling mobile and power bills. Pure Storage supports the growing demand for digital services with storage that delivers high performance, improved operational efficiency, and lower CO2 emissions.

With Pure Storage, KDDI consolidated its three data analytics platforms, each of which previously had their own storage with built-in hard disk drives and were managed partially by data scientists. Today, Pure Storage's FlashBlade supports Hadoop, as well as Splunk, Hunk (Splunk Analytics for Hadoop), Spark, Vertica, and MicroStrategy. FlashBlade also enables it to seamlessly integrate its data lakes and data warehouses. Unstructured data collected from 300,000 mobile base stations all over Japan is stored in the data lake. KDDI then processes the unstructured data and stores it in its data warehouses as structured data. And because KDDI was able to separate compute from storage, it can scale its clusters independently, eliminating waste.

“With the high-speed processing and capacity of FlashBlade, KDDI now captures and stores 30 times more data than before into one centrally managed storage infrastructure which improves operational efficiency—allowing data scientists to remain focused on their data analysis.”

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**Region**

APJ

**Industry**

Financial Services

**Company**

KGI Asia

[www.kgi.com.hk/en](http://www.kgi.com.hk/en)**Use Cases**

Activate Real-time Analytics  
Accelerate Core Applications

# KGI Asia Achieves Financial Data Analytics at Speed

KGI Asia depends on data analysis to provide clients with the best-performing investment and wealth management products. Facing rapid technology change, KGI Asia upgraded to Pure Storage FlashBlade and Dremio for a high performance, reliable data lake. Departments now collaborate using a single data platform for analysis and product innovation.

To maintain its position as a regional leader in wealth and asset management, KGI Asia relies on innovation driven by data analysis. With analysis increasingly hindered by siloed data and legacy storage that provided little oversight and control, KGI Asia needed to act to stay at the forefront. With Pure Storage the company consolidated data silos in just three months, 3x faster than average, achieving the ability to analyze critical data in hours, leading to superior customer experiences.

“In the era of intelligence, data is our most critical asset, providing us with a competitive edge. With Pure Storage FlashBlade, we have a reliable and fast storage system that is easy to manage.”

**CALVIN CHENG,**  
HEAD OF INFORMATION TECHNOLOGY

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**Region**

North America



**Industry**

Food Services



**Company**

Domino's

[www.dominos.com](http://www.dominos.com)



**Use Cases**

FlashBlade

Artificial Intelligence

# Turning Every Pizza Delivery Into a Great Experience

Domino's sells more than 3 million pizzas every day from over 17,100 stores worldwide, generating a lot of customer data in the process. That data is essential to understanding customer preferences and delivering experiences that make people happy. The company uses Pure Storage to capture and analyze the data rapidly—and scale to support growth.

With Pure Storage capturing all customer data across franchises, Domino's can learn and adapt to what customers want—continuously innovating to stay on top of the food delivery industry, by analyzing data at speed and scale—and feeding it back into customer experiences.

“Our data works as hard as our delivery drivers. It’s all about speed—the ability to ingest data, analyze it, and feed it back into actionable channels.”

**DAN DJURIC,**  
VP GLOBAL INFRASTRUCTURE  
AND ENTERPRISE INFORMATION  
MANAGEMENT

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# Conclusion

What obstacles are keeping you from achieving your desired business outcomes through data analytics? With Pure Storage, you can simplify operations with analytics infrastructure that is easy to deploy, upgrade, and operate. You will also be able to power applications with the performance needed for scaling data-intensive workloads and analyzing more data in real-time. Finally, you will gain the agility needed to adapt to changing data requirements, and for the rapid delivery of new services. Create your own breakthroughs with a Modern Data Experience from Pure Storage.

## Find out more:

- Log Analytics: <https://www.purestorage.com/solutions/analytics-and-ai/log-analytics.html>
- Data Warehouse and Streaming Analytics: <https://www.purestorage.com/solutions/analytics-and-ai/data-warehouse-streaming-analytics.html>

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