

# Building the Data-Driven Future of Financial Services

Harness the power of data to  
drive continuous innovation.

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# Transforming Financial Services Through Data

**The financial services industry is experiencing groundbreaking digital transformation.** Yet, as financial technologies continue to develop, it's becoming harder to harness the large volumes of data being produced to enable better customer experiences and boost the bottom line.

As a financial institution, leveraging the wealth of your data means first breaking down silos and allowing for enterprise-wide access. You need to store data cost-effectively and efficiently while ensuring security and compliance. Pure's Modern Data Experience™, with reduced overhead costs and expanded accessibility, allows you to maximize the value of your data. With modern data solutions from Pure Storage®, you can improve performance, reduce the total cost of ownership (TCO), achieve greater agility, expand to accommodate new projects organically, reduce downtime, and keep your customers happy.

**In this new data-driven environment, pay-for-what-you-use and as-a-service models can increase operational agility, while also reducing risk via flexible, secure data management solutions.**

**As data takes center stage as a strategic resource, look to a Modern Data Experience that accelerates digital transformation and a digital-first approach.**

## The Benefits Are Clear

- Leverage and monetize valuable data to drive revenues.
- Enhance risk, compliance, and security.
- Reinvent the customer experience by offering the latest digital innovations.
- Generate customer and market insights by leveraging AI and analytics.
- Improve critical business operations and reduce time to decision.
- Run applications seamlessly across hybrid and multicloud environments.
- Reduce TCO with the flexibility to scale up, out, or even down with CAPEX or OPEX models.
- Enjoy a subscription to innovation with non-disruptive upgrades to keep data storage fresh, modern, and agile.



# Enterprise-wide Access: The Modern Data Experience

Financial institutions are entrusted with vast quantities of valuable data, but they often struggle to access it across platforms and business lines. In fact, according to a [recent estimate](#), roughly 90% of a company's data is dark, meaning it hasn't been analyzed or leveraged to the benefit of the business.

"Data and related storage is growing at a compound annual **growth rate of almost 20% annually.**"

## THE TRUE ECONOMIC IMPACT OF STORAGE-AS-A-SERVICE

Eliminating silos in leadership and technology and converging data across the whole business drives insights and improves customer intelligence. Merging structured and unstructured data from a variety of sources allows for relevant and timely customer interactions, using real-time analytics and artificial intelligence (AI) for better customer experiences and greater revenues. This open, enterprise-wide approach enables you to be more agile and able to respond to market conditions to gain a competitive edge.





# Modern Data Solutions: Beyond Digital Transformation

**Successful digital transformation** requires the alignment of CIOs, CTOs, line-of-business leaders, data scientists, and IT. Technology infrastructure must be planned in an enterprise-wide, strategy-led manner from the outset to manage multiple data types and data streams while ensuring high availability, security, and reliability across organizations.

Financial services institutions win or lose on the capabilities of their IT infrastructure. A Modern Data Experience is an absolute requirement.

Foundational data storage solutions, including all-flash and solid-state storage delivered as a service can help support collaborative thinking across the business, from the back office to the customer. Open architectures that support the flexible deployment of data and workloads in a hybrid-cloud infrastructure benefit your top-line growth and bottom-line ROI. As business models become more data-driven from the start, your time to decision is reduced, and critical business operations are improved.

## **Data plays a critical role on multiple fronts in the transformation of financial services organizations:**

- Gathering and analyzing data at every step improves customer intimacy, ensuring better customer experiences, which are vital to maintaining market share and brand value.
- Automation and AI can streamline risk and compliance as global regulation has become more complex and the cost of non-compliance has increased.
- Up-to-the-minute, secure, and available data storage that stays current through multiple, no-downtime upgrades, without major re-purchase costs every few years, is cheaper and safer.



“These [digital transformation] initiatives are being driven by the need to improve intimacy with and responsiveness to the customer, implement stronger intelligence to improve and manage operations within the institution, increase the institution’s agility to respond to changing market conditions, provide high performance, offer a highly available infrastructure, and drive higher investment returns.”

**IDC-ENTERPRISE STORAGE AS ENABLER  
OF DIGITAL TRANSFORMATION IN GLOBAL  
RETAIL BANKING REPORT**



# Improving TCO with Scalable Storage and Pay as You Go

Rising data management costs can hinder your ability to turn data into valuable real-time insights. That's where storage as a service comes in.

Pay-for-what-you-use storage solutions let businesses shift their data storage investment from a CAPEX model to an OPEX model, reduce TCO, and mitigate business risk to innovation.

An all-inclusive **Evergreen™** subscription means you always have the latest hardware and software without risky, time-consuming upgrades. Even as your business and data grow, a subscription lets you scale storage with no downtime, performance impact, data migrations, or expensive leases.

“Global banking spend on big data and analytics is growing at a pace of **13% year over year.**”

**IDC-ENTERPRISE STORAGE AS ENABLER  
OF DIGITAL TRANSFORMATION IN GLOBAL  
RETAIL BANKING REPORT**



**59%** Save Up to 59%  
In Total Cost of  
Ownership With Pure\*

\* Compared to alternative storage technologies like all-flash, hybrid, and CI/HCI systems via Economic Value Validation Report by ESG. <https://blog.purestorage.com/products/reduce-storage-infrastructure-cost/>.







# Use Cases and Testimonials





# Generating Powerful Investment Insights

With a data hub from Pure Storage, New York-based fintech [Liquidnet](#) can perform timely trades and generate real-time analytics that its institutional trading clients rely on to produce outstanding results.

## Business Transformation

- Liquidnet's institutional investors execute large-scale trades with precision and benefit from insightful analytics that support better-informed decision-making.

## IT Transformation

- FlashArray™ solves application performance problems with superior IOPS.
- FlashBlade® provides the performance, flexibility, and scalability to support multiple, disparate workloads concurrently.
- FlashBlade accelerates the application development process to deliver real-time analytics to clients.

Liquidnet 

“With Pure, there were measurable improvements in our ability to keep up with ever-increasing transaction volume and to provide real-time reporting and analytics.”

**MANI VENKATESWARAN, GLOBAL HEAD  
OF PRODUCT SUPPORT, LIQUIDNET**







# Speed and Accessibility

Options Technology is a managed services provider for the financial services industry. Its clients are innovative and hyper-competitive—always looking for an edge. For these financial powerhouses, split-second access to data is the key to unlocking smarter trading strategies and deeper market insights. With clients relying on its technology to stay ahead, Options took an agile new approach to storage—gaining performance and scalability with Pure as-a-Service™.

## Business Transformation

- Provides scalability to meet evolving client demand in real-time.
- Offers predictable per-unit pricing with a unified experience globally.
- Allows investment in new projects that make Options more competitive.

## IT Transformation

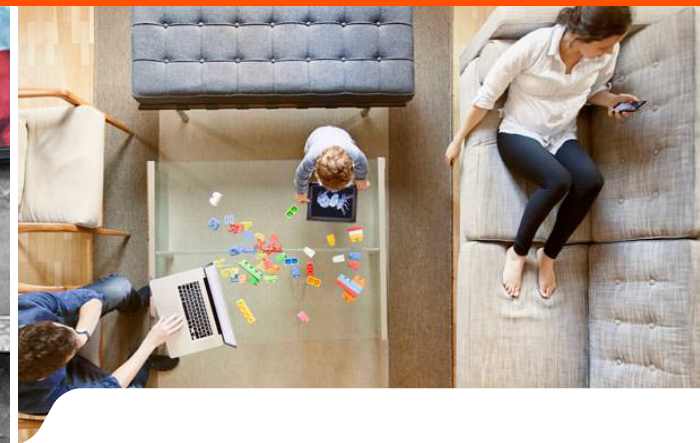
- Eliminated expensive, disruptive upgrade cycles and 95% of support tickets.
- Shortened time to market by simplifying storage administration.
- Reduced deployment overhead with VMware, Nagios, and Splunk plug-ins.

## options

“Moving to an OPEX model with Pure as-a-Service has been game-changing. We are now providing our clients with our most performant and competitive storage solution to date.”

**MIKE RUSSO, VP PRODUCT  
MANAGEMENT, OPTIONS TECHNOLOGY**





# Driving Business Strategy

[Frost Bank](#) has used Pure Storage to standardize its business-critical workloads, enjoying 100% uptime, non-disruptive upgrades, faster backups, and the elimination of costly forklift upgrades thanks to the Evergreen Storage™ program.

## Business Transformation

- With the utility-like availability and simplicity of Pure, Frost Bank can focus on constantly improving customer experiences, growing the business, and pursuing new market opportunities.

## IT Transformation

- Evergreen Storage eliminates the cost and disruption of forklift upgrades.
- Easily scalable storage supports the rapidly growing use of Splunk.
- FlashArray has delivered 100% uptime for more than four years.
- Non-disruptive upgrades ease the burden on IT staff.



“Pure Storage just works and demands very little of our time. It’s really storage as a service.”

**DAVID COINDREAU, MANAGER OF  
SERVER AND STORAGE SERVICES,  
FROST BANK**







# Fueling Innovation and ROI with Data Storage



[Investec Asset Management](#) uses Pure Storage all-flash arrays to deliver performance, reliability, and ease of use that have changed storage management from a nightmare into something they don't think about anymore.

## Business Transformation

- Fund managers, analysts, and other key employees have consistent, rapid access to the data they need to do their jobs with peak efficiency, while IT staff can turn their attention from managing legacy storage toward high-value strategic initiatives.

## IT Transformation

- Eliminated storage management problems.
- Enabled rapid cloning of databases with minimal impact on storage capacity.
- Cut data-center rack space needs for storage by 90%.
- Reduced access to all databases to sub-1ms.

"We now spend our time on things that actually make a difference to our end-users."

**DAVE COMBEN, MANAGER, IT  
INFRASTRUCTURE, INVESTEC ASSET  
MANAGEMENT**



Uncomplicate Data Storage, Forever

# Built to Grow with Your Business

**In today's competitive landscape, financial institutions must adapt or become irrelevant. It is not enough to plug gaps in legacy investments with new technology or systems.** Businesses must transform to leverage data as a valuable strategic resource and adopt a digital-first approach. Pure's Modern Data Experience transforms stalled, sparse, and siloed data into accessible, performative, agile, and adaptable business tools.

Pure provides fast, cost-effective, efficient, and secure access to data. This leads to better analytics, faster decision-making, and significant cost savings for you. Investing in solutions that run seamlessly across on-prem, cloud, and hybrid-cloud infrastructures, as well as provide you with the flexibility to scale up, out, or down with either CAPEX or OPEX models, is crucial to remaining competitive.

**With Pure, financial institutions enjoy a subscription to continuous innovation and improvements with no downtime. What are you waiting for?**

[Discovery More](#)

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