

The Modern Data Experience for Financial Services

Driving Profitability, Innovation, and Competitive Advantage



Challenges Facing Financial Institutions



Turning Challenges to Advantages Through Digital Transformation

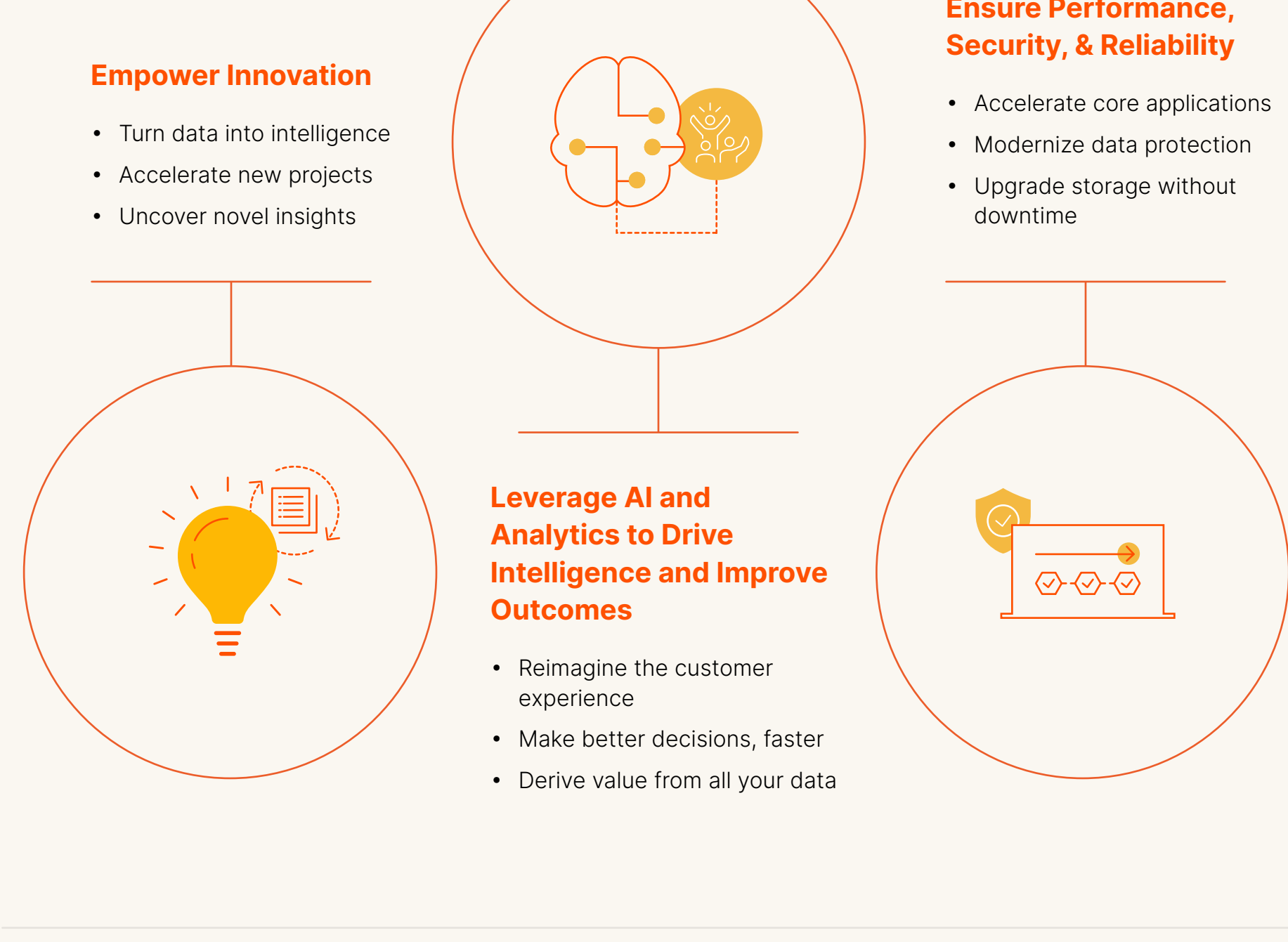
- **Leverage** cloud models to improve productivity, lower TCO, and free resources for innovation
- **Boost** customer intelligence to better predict revenue growth and profitability
- **Enhance** cybersecurity to minimize cyber risks
- **Connect** data to drive collaboration & business value with improved compliance, risk, and analytics
- **Accelerate** your data to speed innovation and reinvent the customer experience

Managing Your Data is Key

- **Performance:** How quickly can you break down silos to access data across the enterprise?
- **Agility:** Can your platform run new applications on prem or in the cloud to meet new customer demands?
- **Cost Efficiency:** How much data can you afford to store (and for how long) to improve decision making?
- **Reliability:** Can you trust that your data is always secure and available for use?



Benefits of the Modern Data Experience



Why Do Financial Institutions Need a Modern Data Experience?



Speed

- Designed to redefine fast
- Low latency
- High bandwidth
- Maximum density



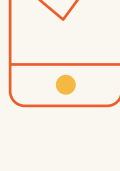
Cloud Economics

- OpEx purchasing models aligned with cloud economics
- Seamless data mobility through private and public cloud integration
- Deliver data to the right place at the right time
- Reduce risk, speed recovery with cloud backup



Simple

- Storage that manages itself
- Easy setup & monitoring: cloud-based management from anywhere
- Notification of issues before they become outages

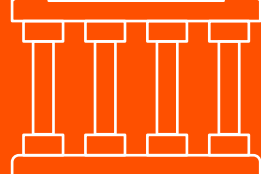


Evergreen//One™

- 8 generations of Evergreen non-disruptive, no downtime upgrades
- 99.9999% uptime, 0% disruption
- Cloud-like consumption model
- Pay for the storage you need, when you need it

Proof of Concept

Real-World Impact of Pure Storage All-Flash Storage



Options Technology

Managed services provider (MSP) for the financial services industry

Results:

- Eliminated expensive, disruptive upgrade cycles and 95% of support tickets
- Provided a true consumption model making it easy to support any workload
- Rapidly restored snapshots with sub-millisecond performance
- Provided scalability to meet evolving client demand in real time
- Allowed investment in new projects that make the company more competitive

Our recent expansion into Pure Storage technology provides our customers the opportunity to maximize data and analytics for a competitive edge in the financial services industry.

Micah Kroeze
VP of Product Managed Colocation

It's flexible, it's scalable; it's fast. We don't have to think about it. It just works. And we can work on other problems, not focus on storage-related issues.

Joe Palmer
Infrastructure Manager



Farm Bureau Insurance of Michigan

One of America's top insurers

Results:

- Empowered faster digital transformation while reducing business risk
- Improved business continuity by cutting recovery time by 50%
- Boosted agent productivity with faster batch processes for core applications.
- Enabled snapshots in 10 seconds vs. six minutes, minimizing impact on business users
- Maintained high performance as the company modernizes insurance applications



Investec Asset Management

Investment products and services manager

Results:

- Storage management problems eliminated
- Ability to clone databases rapidly with minimal impact on storage capacity
- Slashed data-center storage rack space by 90%
- Reduced access to all databases to sub-1ms

Pure Storage totally knows how I want storage to look, feel and perform.

Dave Comben
Manager, IT Infrastructure

Pure Storage Delivers Enterprise-class Data Storage Solutions to Accelerate Financial Services

Learn more at:

purestorage.com/financial-services