

# Accelerate Financial Services with AI-optimized Solutions



## AI is redefining the future of financial services.

In the global banking market alone, generative AI (GenAI) is predicted to deliver:

**\$200-\$340**  
billion  
in revenue per year<sup>1</sup>

With a  
**31.7%**  
projected compound annual  
growth rate (CAGR) through 2032<sup>2</sup>

## Financial services organizations face unique challenges.

You need:



Fast, accurate  
fraud detection



Enhanced customer  
experience and retention



Data security for  
regulatory compliance



Better alpha  
generation

## AI can address these challenges by:



Accurately scanning  
millions of records in  
near real time



Delivering  
“human-in-the-loop”  
personalization



Automating operations  
and compliance  
to reduce costs and  
free up resources



Accelerating business  
insights using large  
language models trained  
with proprietary data

## Accelerate and Simplify AI Adoption with the Pure Storage® Platform.

✓ **Model training acceleration**

Reduce latency  
and time to insight

✓ **Speed up workflows**

Get 49x faster data transfers  
with RapidFile Toolkit<sup>3</sup>

✓ **Protocols and APIs**

Native NFS, SMB, and  
S3 and REST APIs

✓ **Data protection**

Protect customers and  
ensure compliance

✓ **Scalable storage**

Scale performance and  
capacity independently  
and non-disruptively

✓ **Sustainable storage**

Reduce energy and  
administration consumption  
by 85–95%, reserving more  
power for GPUs<sup>4</sup>

## Future-proof your AI with the Pure Storage platform.

**Maximize GPU utilization**  
with ultra-low latency and high throughput

**Get SLA-driven guarantees**  
with Evergreen//One™ for AI<sup>5</sup>

**A single storage platform**  
eliminates silos and simplifies management

**AI innovation with Portworx®**  
provides a container data management platform for AI

## Compare the Pure Storage platform to other offerings.



Deploy validated full-stack  
solutions optimized for  
financial services apps.<sup>6</sup>



Use 2–5x less space and 1/10  
of the power for a faster return  
on investment (ROI) on  
storage spending.<sup>8</sup>



Run GenAI with retrieval-  
augmented generation  
(RAG) with up to 36%  
faster ingestion.<sup>10</sup>



Run validated STAC  
time series analytics  
up to 7x faster.<sup>9</sup>



Get guaranteed zero  
planned downtime.<sup>7</sup>

## Learn more about our AI-optimized storage solutions for financial services at

[www.purestorage.com/financial-services](https://www.purestorage.com/financial-services)

**Endnotes**

<sup>1</sup> McKinsey & Company, “The economic potential of generative AI: The next productivity frontier,” June 2023.  
<sup>2</sup> Polaris Market Research & Consulting LLP, “Artificial Intelligence (AI) in Banking Market Share Will Reach USD 236.70 Billion By 2032, With 31.7% CAGR Growth: Polaris Market Research,” February 2024.  
<sup>3</sup> Pure Storage, “Break Speed Barriers: 49x Faster Data Transfers with Rapid File Toolkit,” February 2025.  
<sup>4</sup> Pure Storage solutions reduce energy, power, carbon emissions, water usage, and administration requirements by up to 85–95%. Source: Pure Storage, “ESG Report 2024.”  
<sup>5</sup> Pure Storage, “AI-ready Infrastructure for Quantitative Trading,” May 2024.  
<sup>6</sup> Pure Storage, “The Pure Storage Platform,” Accessed November 2024.  
<sup>7</sup> Pure Storage, “Efficient IT Infrastructure Saves More Than Just Energy Costs,” Accessed November 2024.  
<sup>8</sup> Pure Storage, “Pure Storage STAC-M3 Benchmark Testing Results for High-performance and Quant Trading,” January 2024.  
<sup>9</sup> Pure Storage, “Optimize GenAI Apps with Retrieval-augmented Generation from Pure Storage and NVIDIA,” March 2024.  
<sup>10</sup> Pure Storage, “Optimize GenAI Apps with Retrieval-augmented Generation from Pure Storage and NVIDIA,” March 2024.