

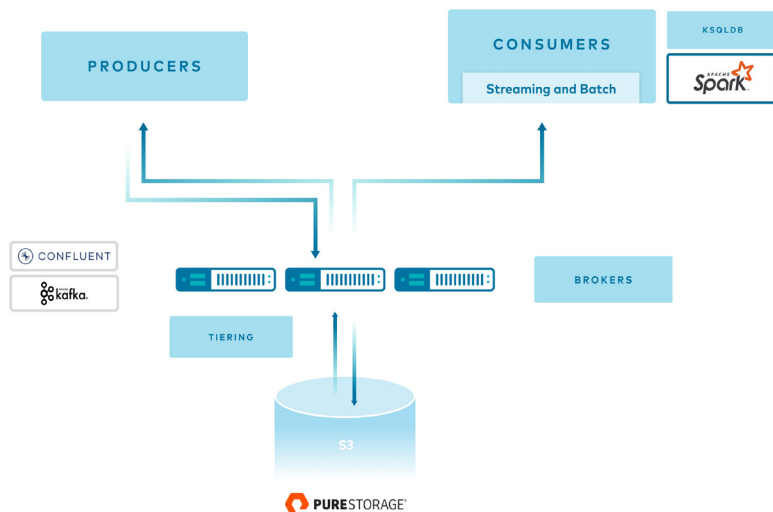
Confluent Tiered Storage with Pure Storage

A scalable, reliable, and performant architecture for event streaming and analytics with Apache Kafka™

With Confluent and Pure Storage FlashBlade®, users can infinitely retain and elastically scale their Apache Kafka data simply, without compromising performance

Enterprises are faced with tremendous growth of real-time data, and with more mission-critical systems and event streaming applications connecting to Apache Kafka, there is the need to process more data, and retain this data for longer time periods. As workloads change dynamically, it is important that compute and storage resources be scaled quickly and independently from each other. Complex architectures for streaming analytics struggle to keep pace with this unrelenting growth. An innovative new solution simplifies streaming architectures so that enterprises can easily keep pace with data growth, without sacrificing performance.

CONFLUENT TIERED STORAGE ARCHITECTURE



Together, Pure Storage and Confluent help you to:

- Dramatically simplify cluster management and consolidate data pipelines.
- Easily keep pace with the unrelenting growth of streaming data with elastic resources and independent scaling of compute and storage resources.
- Gain blazing performance for ksqlDB and other historical queries, and always fast real-time processing for improved insights from event streams.
- Infinite retention - Kafka and Confluent event data can be stored for months, years or even infinitely - helping to flexibly meet stringent policy and compliance requirements.

Pure Storage FlashBlade accelerates insights at any scale

Pure FlashBlade Unified Fast File and Object Storage enables organizations to consolidate modern data applications onto a single scalable platform, eliminating complex and inefficient infrastructure silos. FlashBlade is engineered to deliver massive throughput and parallelism with low wait time and multi-dimensional performance for any data type at scale. FlashBlade delivers cloud-like simplicity and scalability with consistent high performance and control, with OpEx procurement options¹ that maximize budget flexibility. Simply add blades to scale capacity and performance instantly for your tiered storage architecture.

Confluent Platform Tiered Storage

Tiered storage allows data teams to architect a more scalable Kafka deployment. Instead of the data being stored on brokers, the data is moved to an S3 protocol compatible scalable object store - Pure FlashBlade. As messages come into the brokers they are processed and retained on the Brokers for a small period of time. Once enough data accumulates, the brokers offload the data to tiered storage, freeing up space on the brokers.

Confluent and Pure Storage

Together, Confluent and Pure Storage introduce entirely new use cases that Kafka users can benefit from: Users can build event-streaming applications that leverage both real-time and historical events to improve customer experiences. Machine learning models can be trained using the historical streams of data and move them seamlessly to production with ksqlDB. With Confluent and Pure Storage FlashBlade, users can elastically scale and retain more of their Apache Kafka data, simply, and without compromising performance.

¹OPEX treatment is subject to customer's auditor review.

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About Confluent

Confluent, founded by the original creators of Apache Kafka®, pioneered the enterprise-ready event streaming platform. With Confluent, organizations benefit from the first event streaming platform built for the enterprise with the ease-of-use, scalability, security and flexibility required by the most discerning global companies to run their business in real time. www.confluent.io. Download at www.confluent.io/download.

About Pure Storage

Pure Storage (NYSE: PSTG) gives technologists their time back. Pure delivers a modern data experience that empowers organizations to run their operations as a true, automated, storage as-a-service model seamlessly across multiple clouds. One of the fastest-growing enterprise IT companies in history, Pure helps customers put data to use while reducing the complexity and expense of managing the infrastructure behind it. And with a certified customer satisfaction score in the top one percent of B2B companies, Pure's ever-expanding list of customers are among the happiest in the world. www.purestorage.com