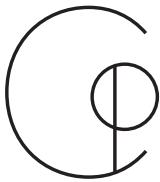




YOUSUF KHAN
CIO, PURE STORAGE

YOUSUF KHAN IS CIO OF PURE STORAGE. AS THE FIRST TO HOLD THE ROLE, YOUSUF HAS HELPED PURE STORAGE SCALE INFRASTRUCTURE AND PROCESSES THROUGH THE FASTEST GROWTH OF ANY SYSTEMS COMPANY IN HISTORY. IN ADDITION TO HIS INSTRUMENTAL ROLE IN THE EXPANSION AND MANAGEMENT OF PURE'S INTERNAL INFRASTRUCTURE, YOUSUF SERVES AS A TECHNICAL CUSTOMER ADVOCATE, WORKING CLOSELY WITH PROSPECTS AND PARTNERS TO PROVIDE STRATEGIC INSIGHT INTO CHALLENGING IT ENVIRONMENTS.



PURE CATALYST
a CIO experience

2017 SEES THE RISE OF THE HYBRID CLOUD

Skyrocketing data growth alters public cloud ROI and forces organizations to move information back to hybrid cloud, where all flash is enterprises' best data platform

Data volumes are exploding as information has become today's most valuable business currency. Organizations had been moving information out of private data centers and into the public cloud, but recently, they encountered sticker shock. As they reevaluated their infrastructure needs, enterprises realized that hybrid infrastructure, not cloud alone, best supported their business. As CIO at Pure Storage, Yousuf Khan has a front-row seat for this transformation. He shared his thoughts about how the data explosion is changing the IT landscape, and provided advice to IT executives who are trying to craft sound storage strategies.

WHAT ARE CIO'S TOP PRIORITIES NOW?

CIOs are focused on three core areas: business intelligence and analytics, digital transformation, and operational efficiency. First, they need to provide business leaders with the tools to leverage the data that sits in their systems. Second, they need to be partners to management and enable transformation. As the competitive landscape changes, organizations need to innovate and change their business models. CIOs need to be partners in those conversations. Third, they need to deliver operational efficiency. IT executives need to keep an eye on operating costs.

HOW HAS CLOUD ALIGNED WITH THESE MARKET DYNAMICS?

SaaS has exploded and progressed well into the enterprise. Companies like Salesforce led the move. They provided an alternative to client/server computing -- one that offered a much better user experience, better scalability, and much simpler

deployment and maintenance. This model led to a radical change in thinking about how organizations purchased software solutions. Consequently, companies had been moving their data to the cloud. But recently, there has been a pushback against such thinking, and enterprises are bringing their cloud data back on premises.

WHAT IS CAUSING THIS CHANGE IN OUTLOOK?

When I speak with CIOs, CSOs, Chief Executives of Infrastructure, and CFOs, they present a few factors. First, the cost of managing data in the public cloud becomes prohibitive over time. Second is a drive to use analytics and BI (Business Intelligence). Here, performance issues emerge. With the volume of data exploding, being able to manage information (store, transpose, consolidate at scale) becomes problematic if you put it into the public cloud. The third challenge comes down to compliance and security. Businesses have to deal

EXECUTIVE VIEWPOINT

with a changing environment in terms of regulations. Public cloud providers are responsible for security of THE cloud, but customers are responsible for security IN the cloud. As threats become more pronounced, being able to manage the system in your own way becomes a concern. You need to deal with issues, like backup and redundancy, and put your own security posture in place.

WHAT DATA PLATFORMS SUPPORT THIS CHANGING LANDSCAPE?

Organizations generate many different types of data: customer log data, security data, sales performance information, and productivity data. Each piece needs to be created, ingested, conditioned, and managed. The recent emphasis has been on bringing different types of data together so that business leaders can then process and correlate that data. Consequently, data platforms that work with structured and unstructured information are needed. Finally, as companies are building out their own data platforms, they find that these platforms have very high performance requirements.

WHAT ARE THE CHALLENGES WITH USING LEGACY DATA SYSTEMS IN THIS ENVIRONMENT?

Flash has done well because it provides high performance and low overall TCO (Total Cost of Ownership), which appeals to CIOs who are budget constrained. With legacy technologies, as

you add more data, you do not receive economies from a data reduction standpoint. Through the years, flash has mastered this area. Performance is another area where flash works better. When you needed to read and write large amounts of information to the data set quickly and efficiently, legacy technologies broke down. In managing the legacy infrastructure, the way it was architected and built required that companies regularly had to do refreshes. Before, routine maintenance and downtime were acceptable, but today's environment cannot tolerate planned or unplanned downtime. Organizations require a high performance, high uptime infrastructure.

WHAT DOES PURE STORAGE OFFER ORGANIZATIONS GRAPPLING WITH TODAY'S EXPLOSIVE DATA REQUIREMENTS?

First, Pure Storage has been thoughtful in understanding customer needs. We have more than 3,000 customers, and have focused on understanding their data platform needs and requirements. Organizations today have many different applications, from an SAP environment to building out a data lake or data warehouse. Our business model has been built so that they have an evergreen storage model, one where businesses do not have to deal with maintenance and refresh. Also, customers get much better data reduction. The overall economies that we provide to customers are best in

class. The final point is how we support our customers: we have a higher Net Promoter Score (NPS) than other vendors.

DO YOU HAVE EXAMPLES OF FIRMS USING PURE STORAGE SOLUTIONS TO MOVE DATA INTO A HYBRID CLOUD?

We have seen repatriation in aviation, airline, financial services, and government (both federal and local) organizations, here in the U.S. and internationally. We had a government agency that made a decision to put a number of workloads into the public cloud. They suffered from both performance and cost issues. A year later, they engaged with us and together we addressed those problems. We have more than 300 SaaS customers, who have seen much better uptime and stability in their environments after moving their data back on premises. There are law firms and commercial organizations that have seen significant productivity gains. Our customers now have small, lean, and mean teams that do not have to worry about storage as they had before. ■



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