Bringing Together Best-in-Class Solutions

The Pure Storage®, Inc. ("Pure") Technology Alliance Partner Program ("TAP" or "Program") brings together a broad ecosystem of technology partners that complement Pure's data solutions portfolio. Together, we can deliver better business outcomes for our mutual customers and mutual success of the partnerships. Working with our TAP Program partners ("Partners"), we offer a spectrum of solutions that span cloud, analytics, infrastructure, data protection, business applications, and more as we grow our TAP Program.

Upon acceptance into the Program, you will receive access to technical and marketing benefits designed to help accelerate our joint solution to market.

Pure's Market-leading Portfolio

As a Partner, you have the opportunity to develop joint solutions across Pure's market-leading product portfolio.

FlashArray™ is the first all-flash, 100% NVMe shared accelerated storage designed for mainstream enterprise deployments.

FlashBlade® is the industry's most advanced storage for unstructured data, consolidating complex data silos to optimize infrastructure and accelerate tomorrow's discoveries and insights.

Cloud Block Store™ enables mission-critical enterprise apps to run seamlessly in the cloud with this enterprise- grade block storage.

Portworx™ is an end-to-end storage and data management solution for all Kubernetes projects, including container-based CaaS, DBaaS, and DR initiatives.

Evergreen™ portfolio of subscriptions gives you the power to choose how you consume and deploy your storage—traditional purchase, flexible pay-as-you-go ownership, or true as-a-Service. All based on the non-disruptive Evergreen architecture.

Why Partner with Pure Storage?

Deliver Better Business Outcomes for Customers

Build innovative joint solutions to solve customer's most pressing IT concerns and deploy with confidence tested and validate solutions.

Expand Market Awareness of Joint Solutions

Develop go-to-market strategies leveraging market momentum and growing customer-base to grow your brand with new high value joint solutions.

Create New Opportunities for our GTM Partners

Help our mutual GTM partners grow their business with differentiated, pre-validated solutions they can sell and deploy with confidence.

Program Membership

Participation in Pure's TAP Program is based on three core principles:

◊ **Technical alignment:** Partners offer technologies that strongly complement or expand on Pure's product portfolio to meet customers' business needs.

◊ **Business synergy:** Strong partners will have the ability to drive mutually beneficial business taking advantage of partner ecosystems and go-to-market models.

◊ **Value:** Pure Storage looks for TAP partners that will add revenue potential from the integrated solution for both parties.

Partner Tiers

The Technology Alliance Partner Program consists of three tiers based on the level of commitment to mutual business success. The greater the commitment, the better access to a higher level of benefits. New members join as a Foundation partner and may be promoted to the Advanced or Strategic tiers based on technical alignment, business synergy, and overall value and market potential of the joint solution.

PURESTORAGE®
FOUNDATION
Technology Alliance Partner

Foundation
This is the entry point to the TAP program for those just establishing a relationship with the intention to evolve into a stronger partnership with Pure.

PURESTORAGE®
ADVANCED
Technology Alliance Partner

Advanced*
Companies that have initiated a deeper level of engagement, close technical alignment, and similar go-to-market strategy.

PURESTORAGE®
STRATEGIC
Technology Alliance Partner

Strategic*
Proven companies that have shown a high degree of commitment, innovation, complementary technical alignment, business synergy, and value of a joint solution.

* Advanced and Strategic Partner levels are by invitation only.

How to Become a Pure Storage Technology Alliance Partner

To apply for the Pure Storage Technology Alliance Partner Program, please complete the online application here.

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Program Benefits

Program Benefits	Foundation	Advanced	Strategic
Alliance Manager	Email Access	Assigned	Assigned
TAP Portal Access	●	●	●
Partner Newsletter	●	●	●
Joint Business Plan/Business Review		Bi-Annual	Quarterly

Technical Benefits

Technical Benefits	Foundation	Advanced	Strategic
Product Validation / Integration	Partner-led	Pure and Partner-led	Pure and Partner-led
APIs & SDKs Toolkit Access	●	●	●
Pure Developer Community	●	●	●
Pure Product and Solution Training	●	●	●
Purchase Discounted Hardware	●	●	●
Hardware Loaner Program		●	●
Product Roadmap Access and Input		By Invitation	By Invitation
Participation in Beta Program		By Invitation	By Invitation
Pure Validated Designs		By Invitation	By Invitation

Marketing Benefits

	Foundation	Advanced	Strategic
Partner Listing	●	●	●
Partner TAP Badge Usage	●	●	●
Co-branded Templates		●	●
Joint Demand Generation		●	●
Pure Sales and Technical Staff Awareness and Enablement		By Invitation	●
GTM Partner Awareness and Enablement		By Invitation	●
External Communication Support	Partner Published	Pure supported with Exec quote (1 per year)	Jointly created press release with Exec quote (2 per year)
Joint Development Funds (Proposal-based)		●	●
Global Partner Forum Participation		By Invitation	By Invitation
Sponsor Pure Storage Events		By Invitation	●
GTM Partner Engagement		By Invitation	●
Sales Teaming		By Invitation	●

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