

# Technology Alliance and Channel Partner Quote Sheet

Pure Storage Unveils FlashArray//m, Pure1 and Evergreen Storage,  
Introducing a Simpler and More Efficient Model for Storage Ownership

Numerous Pure Storage partners are ready to embrace the new products and business model from Pure Storage to help accelerate business and IT transformation for their customers. See what the partners have to say:

## Allen Group

"Pure Storage's Forever Flash and Evergreen Storage have changed how decision-makers approach a purchase. Customers no longer have to fear expensive maintenance contracts to keep their data center performing at the expected level. With Pure Storage, customers can rely on their investment return at a predictable price. Pure Storage is leading the flash storage market, and today has made it easier than ever to join the all-flash revolution." - Claudio Roche, Owner, Allen Group

## Brave Solutions

"Pure Storage's focus on transparency, simplicity, performance and scalability brings a new approach to the industry. Pure's Forever Flash promise continues in this vein. Customers no longer need to think about value for money over a two-year cycle, but over more than a decade. This changes the game and illustrates why Pure Storage is transforming the market." - Silvio Rodrigues, Owner, Brave Solutions

## Brocade

"To support the breakthrough performance increases enabled by the new Pure Storage FlashArray//m, storage fabrics must be fast and reliable to eliminate network bottlenecks and ensure the availability of mission-critical workloads. We are excited to begin testing the FlashArray//m under the Brocade Solid State Ready Program to join other Pure Storage solutions that have been verified to deliver seamless interoperability and optimum performance across Brocade Gen 5 Fibre Channel SANs." - Jack Rondoni, Vice President, Storage Networking, Brocade

## Corus360

"Pure Storage has a new and modern approach to the way customers and IT consume and manage storage. They quickly became the leader of the all-flash market, which in turn contributed to the beginning of a data center transformation. Growing your storage, ease-of-management, TCO and ROI are shockingly simple. Pure Storage continues to guide the flash storage market, and makes it easier than ever to join the all-flash revolution." - Cindy Kennedy, District Manager, Corus360

## DSR9

"Pure Storage protects customer's storage investment with programs like the Upgrade Assurance Promotion and Forever Flash. A storage buyer's worst nightmare is making a huge investment and getting locked into new infrastructure, only to see that is has been rendered obsolete from a new release. As a partner of Pure Storage we have seen the impact of their new approach to modern storage." - Gerson Cesar, Owner, DSR9

## ECS Computers

"Partnership with Pure Storage couldn't have come at a better time. We are very excited about the revolutionary FlashArray that offers an alternative to the traditional storage market space. The product design and Forever Flash program offer a compelling choice with its operational simplicity, overall lower TCO and increased ROI. The partnership with Pure Storage complements our comprehensive range of product offerings from leading IT vendors." - Amy Foo, VP of Product Management, ECS Computers

### Hogan Consulting Group

"Pure Storage's pledge of Evergreen Storage has been a disruptive force in the storage market and has changed how decision-makers approach a purchase. Customers no longer have to fear expensive maintenance contracts to keep their data center performing at the expected level while keeping up with the latest technology. With Pure Storage, customers know their investment is secure at a predictable price. Pure Storage continues to lead the flash storage market in both technology and customer commitment. We at Hogan Consulting are proud partners of this revolutionary company and technology." - Michael Hogan, President and CTO of Hogan Consulting Group

### Southern Cross

"From interacting with our customers, we know that the dreaded 'forklift upgrade' requires a huge amount of effort and man hours. Forever Flash is a breath of fresh air to the industry and a clear example of how Pure Storage is implementing fresh approaches to age-old pain points for the storage industry. We view Pure Storage among the best long-term partners as we know they strive every day to stay ahead of the curve and be a market leader." – Chris Palmer, MD of Southern Cross

### VMware

"Over the past few years, VMware and Pure Storage have collaborated to provide high quality end-user experiences built on the power and capabilities of VMware Horizon and the Pure Storage FlashArray. With VMware Horizon and the Pure Storage FlashArray, IT departments can cut virtual desktop deployment costs, improve virtual desktop performance and enhance virtual desktop management." — Mason Uyeda, senior director, End-User Computing, VMware