

---

# Pure Storage Accelerate Announcements

---

STEVE MCDOWELL, CHIEF ANALYST  
6/29/24

## CONTEXT

---

At its recent Pure Accelerate customer event, Pure unveiled a slew of [new capabilities](#) focused on bolstering Pure's platform approach to enterprise storage. Pure delivers a comprehensive, flexible, high-performance platform tailored to modern "data first" enterprise needs.

### NEW: AI COPILOT FOR STORAGE

---

Pure Storage's innovative AI copilot is designed to revolutionize storage management through advanced AI capabilities.

Pure's new AI copilot offers:

1. **Purpose and Functionality:** The AI copilot is an intelligent assistant embedded within the Pure Storage platform. It leverages aggregated insights from a vast array of deployed systems to streamline storage management tasks.
2. **Natural Language Interface:** Users can use natural language queries to interact with the AI copilot. This capability allows administrators and IT teams to swiftly and efficiently obtain detailed assessments, actionable recommendations, and benchmark rankings of security policies.
3. **Aggregated Insights:** Drawing on data from tens of thousands of deployed arrays, the AI copilot provides comprehensive insights into storage infrastructure performance and health. This aggregated data enables informed decision-making and proactive management.
4. **Automation and Efficiency:** The copilot simplifies complex storage management processes by integrating AI-driven automation. It automates routine tasks, identifies optimization opportunities, and

maintains optimal storage performance without extensive manual intervention.

5. **Enhanced Productivity:** The AI copilot enhances productivity across IT operations by handling tasks through intuitive interactions and automated workflows. It frees administrators from routine maintenance and troubleshooting, allowing them to focus on strategic initiatives.
6. **Security and Compliance:** The AI copilot maintains robust security postures by providing insights into security policies and compliance standards. It aids in identifying vulnerabilities and ensuring adherence to industry best practices.
7. **Integration and Accessibility:** The AI copilot is integrated seamlessly into the Pure Storage platform and accessible to all users without the need for additional licenses or external components. This integration enhances usability and ensures consistent performance across diverse storage environments.

Pure Storage's AI copilot is a significant advancement in storage management, which empowers organizations to optimize storage infrastructure efficiently and effectively.

## NEW: UPDATES TO PURE FUSION

---

Pure Fusion, integrated into Pure Storage's Purity operating system, introduces significant enhancements aimed at simplifying storage management and enhancing operational efficiency. Here are the key improvements to Pure Fusion:

1. **Unified Management:** Pure Fusion now offers unified management capabilities, allowing administrators to seamlessly oversee and manage storage operations across multiple arrays and environments. This unified approach reduces complexity and improves visibility into storage infrastructure.
2. **Single-Agent Deployment:** Pure Fusion simplifies deployment and management of visibility solutions with a unified agent. Administrators can use a single agent to manage multiple SaaS-delivered modules, such as Aternity for end-user experience monitoring and NPM+ for network and cloud monitoring. This consolidation reduces overhead and streamlines operations.
3. **Automated Workflows:** Pure Fusion includes automation capabilities that streamline repetitive tasks and workflows. Administrators can set customizable presets and automate provisioning and configuration

tasks. This automation accelerates deployment and reduces the likelihood of human error.

4. **Global Storage Pool:** Administrators can leverage a global pool of storage resources to support diverse enterprise workloads. This capability enables efficient resource allocation and scalability across different applications and environments, optimizing storage utilization.
5. **Integration and Compatibility:** Pure Fusion is designed to be fully compatible with existing Pure Storage arrays and integrates seamlessly with third-party applications and services. This compatibility ensures smooth upgrades and deployments without disrupting ongoing operations.
6. **Advanced Configuration Policies:** Administrators can deploy workloads using advanced configuration policies with just a few clicks. This feature simplifies the deployment of new arrays and ensures consistency in storage provisioning according to organizational standards.
7. **Backward Compatibility:** Pure Fusion is compatible with previous versions of Pure Storage arrays and existing integrations. This ensures that organizations can adopt new features and capabilities without compromising their existing infrastructure investments.

---

## NEW: EVERGREEN//ONE FOR AI

---

Evergreen//One for AI is Pure Storage's solution that addresses the unique challenges of managing storage infrastructure for AI workloads.

Here's an overview of its key features and benefits:

1. **Performance Guarantees:** Evergreen//One for AI guarantees performance based on the maximum bandwidth requirements of GPU clusters. This ensures that AI workloads, including intensive tasks like AI model training and inference, receive consistent and predictable storage performance without bottlenecks.
2. **Scalability:** The solution scales seamlessly to meet evolving AI workload demands. Whether organizations need to expand storage capacity or enhance performance capabilities, Evergreen//One for AI provides the flexibility to scale without disruption or downtime.
3. **Operational Simplicity:** Pure Storage's Evergreen model ensures non-disruptive upgrades and updates, allowing organizations to maintain

operational continuity while benefiting from the latest advancements in storage technology. This simplicity extends to managing storage across the entire lifecycle, from deployment to ongoing maintenance.

4. **Cost Efficiency:** By eliminating the need for costly forklift upgrades and allowing organizations to adopt new technologies seamlessly, Evergreen//One for AI helps optimize costs associated with storage infrastructure. It ensures organizations can invest in AI resources rather than worrying about storage constraints.
5. **AI-Optimized Design:** Evergreen//One for AI is specifically engineered to support AI environments where performance, scalability, and reliability are paramount. It provides the necessary storage infrastructure to maximize the efficiency and effectiveness of AI initiatives, enabling organizations to derive greater value from their AI investments.

---

## EXPANDED RELATIONSHIP WITH NVIDIA

---

Pure Storage introduced new offerings in collaboration with NVIDIA to enhance capabilities for AI and data-intensive workloads.

Here's an overview of their joint initiatives:

1. **Certified Storage Solutions for NVIDIA DGX SuperPOD:** Pure Storage is working to become a certified storage solution provider for NVIDIA DGX SuperPOD by the end of 2024, ensuring that enterprises can seamlessly integrate NVIDIA DGX SuperPOD solutions with Pure Storage's high-performance storage arrays, enhancing data accessibility and throughput for AI applications.
2. **AI Workload Optimization:** Pure Storage's collaboration with NVIDIA focuses on optimizing storage solutions for AI workloads. This includes supporting NVIDIA DGX BasePOD certifications, NVIDIA OVX validation, and reference architectures for tasks requiring augmented data generation (RAG) capabilities.
3. **Performance and Scalability:** The partnership addresses AI deployment's performance and scalability challenges. Pure Storage provides solutions that maximize the efficiency of NVIDIA GPUs by ensuring high-bandwidth data access and management. This helps organizations achieve optimal performance levels required for complex AI workloads, such as deep learning and machine learning model training.

## UPDATED: CYBER RESILIENCE CAPABILITIES

---

Pure Storage also introduced robust cyber recovery and resilience capabilities.

Here are the key aspects:

1. **Expanded Coverage:** Based on its initial ransomware recovery SLA, Pure Storage extends coverage to include comprehensive cyber recovery and resilience scenarios. This enhancement ensures that organizations can recover from ransomware attacks and broader disaster recovery incidents.
2. **Custom Recovery Plans:** Pure Storage offers customized recovery plans tailored to each organization's specific needs. These plans include detailed data recovery and restoration strategies to minimize downtime and ensure business continuity.
3. **Defined SLAs:** They guarantee a defined Service Level Agreement (SLA) that covers the timely shipment of clean hardware and onsite installation by Pure Storage professionals. This ensures swift recovery and minimizes the impact of cyber incidents on operations.
4. **Professional Services:** Additional professional services are available to facilitate data migration and ensure smooth transitions during recovery efforts. This comprehensive support aims to restore normal operations efficiently after a cyberattack or disaster.
5. **Cybersecurity Strategy and Assessments:** Pure Storage's Advanced Services team collaborates closely with clients to develop and maintain robust cybersecurity strategies. They conduct quarterly resilience assessments to evaluate preparedness and provide Pure-assisted remediation services to address identified vulnerabilities or issues.

## NEW: SECURE APPLICATION WORKSPACES FOR CONTAINERS

---

Pure's Secure Application Workspaces for Containers is a cutting-edge solution tailored to meet the demands of deploying and managing AI applications within containerized environments.

This offering from Pure Storage integrates its advanced container data management platform, Portworx, with new security features to ensure both efficiency and data protection.

Key features of Pure's Secure Application Workspaces for Containers include:

1. **Secure Multi-Tenancy:** The solution provides isolated and secure environments for individual applications or groups of applications within shared infrastructure, ensuring that each application owner maintains control over their data and resources without compromising security.
2. **Policy Governance:** Pure Storage enables administrators to enforce policies that govern access, usage, and data management within containerized environments. This capability ensures compliance with organizational standards and regulatory requirements, essential for industries with stringent data protection mandates.
3. **Kubernetes Integration:** Leveraging Kubernetes orchestration, Pure's solution integrates seamlessly with containerized environments managed by Kubernetes, streamlining deployment, scaling, and management of AI applications and efficiently supporting dynamic workload demands.
4. **Independent Application Management:** Application owners gain autonomy to provision, manage, and scale their applications' storage resources independently. This self-service model enhances agility and responsiveness, allowing teams to innovate without dependencies on centralized IT operations.
5. **Enhanced Security:** Pure Storage emphasizes security at every level, incorporating features that protect data integrity and confidentiality. This includes encryption, access controls, and continuous monitoring to promptly detect and respond to potential threats.
6. **Resource Optimization:** Pure transparently manages storage infrastructure within container environments, enabling efficient resource allocation and utilization. This optimization minimizes overhead and maximizes performance, supporting high-throughput AI and data-intensive workloads.
7. **Compliance Assurance:** Pure's Secure Application Workspaces help organizations meet regulatory compliance requirements by providing audit trails, policy enforcement, and secure data handling practices within container deployments.

## ANALYSIS

---

Pure Storage's platform expansion introduces many innovations centered around automation, intelligence, reliability, SLAs, and heightened security features. At the core of Pure's strategy lies a commitment to delivering dynamic, intelligent, and unified storage solutions that adapt seamlessly to evolving business needs, whether on-premises, in the cloud, or across hosted environments.

The company's integrated unified operating environment, continuous upgrade capabilities through the Evergreen program, and innovative

technologies like Fusion allow It to provide a flexible, efficient, and high-performance solution. This addresses traditional storage systems' limitations and positions Pure Storage as a leader in meeting the demands of modern enterprise environments, including AI, cloud, and hyperscale data centers.

Pure isn't alone in approaching enterprise storage as a platform play. NetApp has recently shifted its message to reflect an approach centered on its Intelligent Data Infrastructure, promising to fill out its portfolio to match the approach. Others, like Dell and Lenovo, continue to deliver less-integrated point products. It was clear at its Accelerate event that Pure is aggressively delivering its vision.

The platform strategy championed at Pure Accelerate offers a glimpse into the future of enterprise data storage, where flexibility, efficiency, and innovation are paramount. As businesses increasingly rely on data to drive decision-making and growth, Pure Storage's approach provides the tools and technologies needed to stay ahead in a competitive market.