

Pure Storage Platform Innovations Empower Partners to Deliver Future- proof Storage Solutions



Summary

At Pure//Accelerate® London, we announced several innovations to the Pure Storage platform. We continue to evolve the platform, enabling Pure partners to provide customers with a flexible, reliable, and agile future-proof solution.

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Today, we were honored to welcome our valued Partners to Pure//Accelerate® London for what I believe marks a pivotal moment in our journey together. The energy in the venue was undeniable – an inspiring day of bold ideas, insightful keynotes, interactive breakout sessions, and strategic conversations that demonstrated one thing: we are in the midst of a transformation that will reshape the future of data storage.

As a leader in this space, I see our role evolving. We are no longer just providing storage solutions; we are redefining the very foundation of enterprise infrastructure. And at the core of this transformation are our Partners. Their passion for innovation and focus on delivering outcomes for customers are what make this journey possible.

But transformation doesn't happen by chance. Our investment in the [Pure Partner Program](#) is deliberate to ensure our Partners have what they need to lead with Pure with confidence. We are committed to empowering our ecosystem with the tools, insights, and innovations needed to not only meet the demands of today but to anticipate the opportunities of tomorrow.

The future of data storage is clear: agile, simple, with as-a-service models that allow customers to scale at the speed of business. Our Partners share this vision, helping lead our joint customers through their transformation journeys with the [Pure Storage platform](#), which is not just about improving what we already do but fundamentally changing how businesses approach data. The Pure Storage platform delivers a unified, cloud-like experience across on-premises, cloud, and hosted environments.



With this in mind, today, we announced exciting new innovations that further advance our collective ability to lead in this space:.

Real-time Enterprise File: Partners can build managed services around dynamic file storage capabilities. Customers are able to respond quickly and manage demands in real-time based on application needs to support AI, analytics, and traditional file use cases.

Virtual Machine (VM) Assessment: Customers can now modernize their VM environments, reduce costs, and improve future planning through [Pure1](#)[®]. This means Partners can add more value by offering assessment services that include performance monitoring, enhanced troubleshooting, and rightsizing recommendations, which becomes extremely valuable for customers facing virtualization modernization and licensing challenges. Partners can guide them through TCO improvements and ensure their infrastructure is optimized for cost and performance.

Universal Credits: With the flexibility of universal credits, Partners can blend STaaS and SaaS offerings into a single, unified solution. This would allow them to develop subscription-based models or packaged solutions that can streamline customer spend across [Evergreen//One](#)[™], [Pure Cloud Block Store](#)[™], and [Portworx](#)* subscriptions. This offers Partners the chance to increase recurring revenue through flexible pricing structures.

And these are just the beginning. From Zero Move Tiering to expanded support for cost-sensitive workloads and true storage-as-a-service for file through Evergreen//One, we are taking bold steps to lead the industry into a new era.



As we continue our Pure//Accelerate journey, one thing is clear: the future of data storage is being written right now. To those who joined us in London, and to those who will meet us on future stops of the [Pure//Accelerate](#) tour, we thank you for your leadership, your partnership, and your trust. Together, we are redefining the future of data. This is our moment—let's lead it with boldness and purpose.

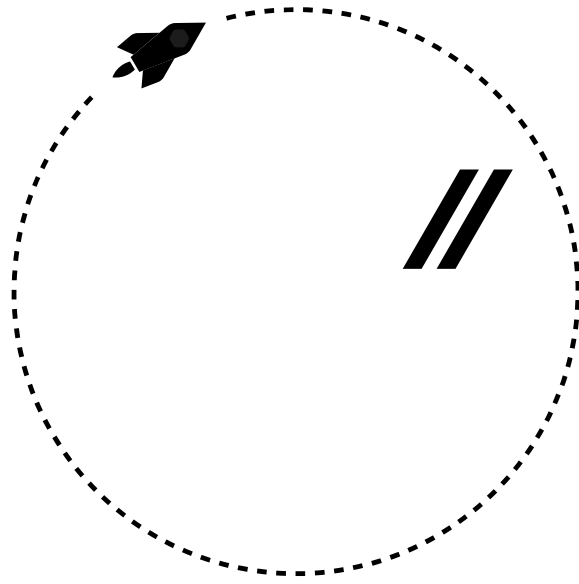
Go Orange!

***Available after GA**

Pure//Launch

Register for our October 30 webinar to learn more about the next era of storage.

[Register Now](#)



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Attend a Roadshow

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