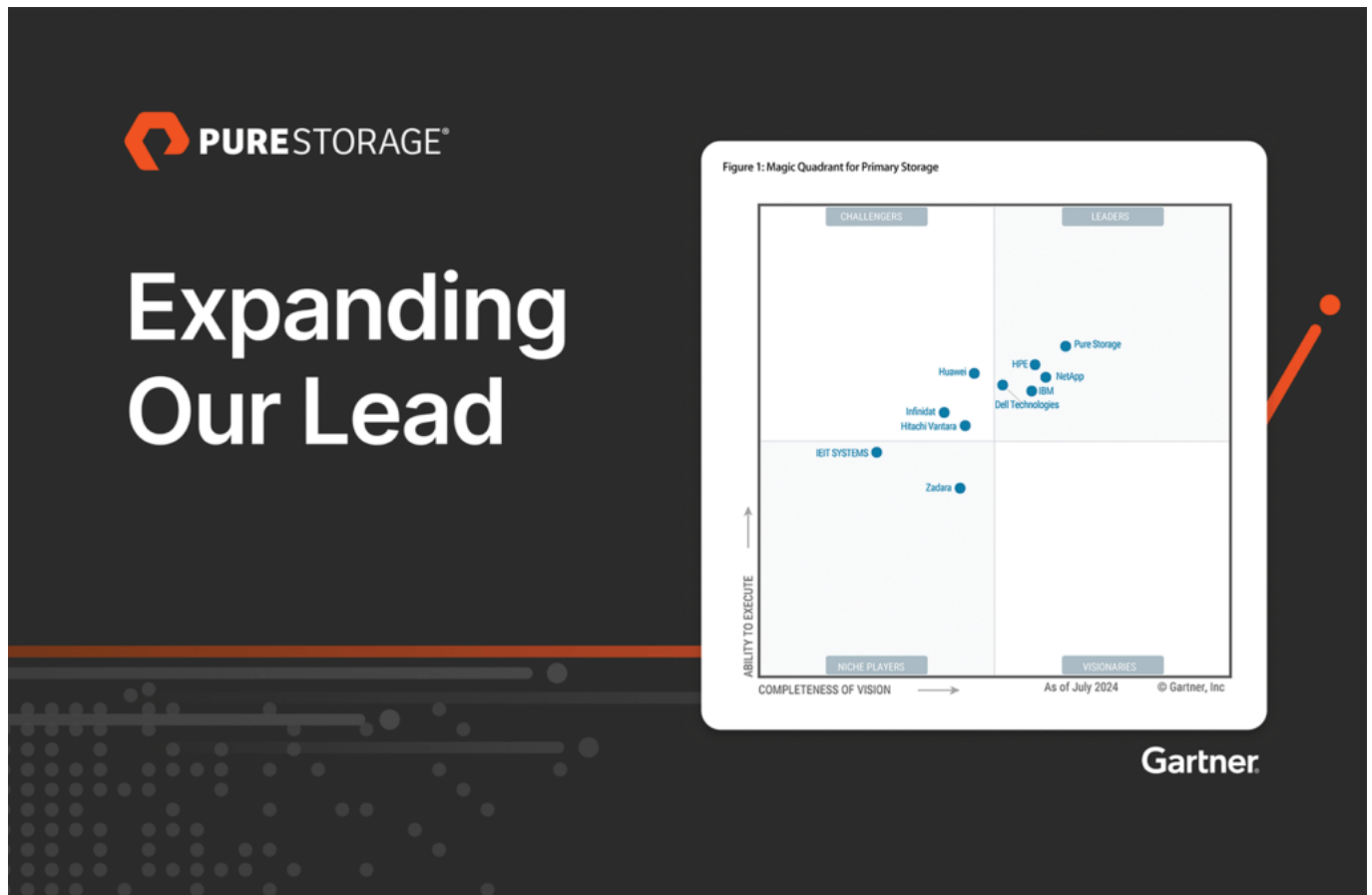


Consecutive Recognition: Pure Storage Is Again A Leader in the 2024 Gartner® Magic Quadrant™ for Primary Storage Platforms



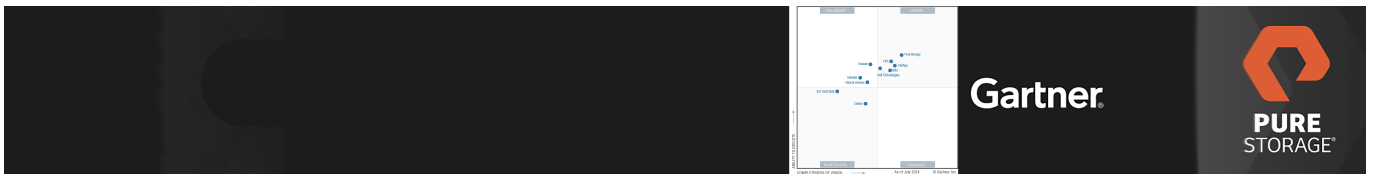
Summary

Gartner has released the 2024 Gartner® Magic Quadrant™ for Primary Storage Platforms. Pure Storage has been named A Leader for the 11th year and positioned highest for Execution and furthest in Vision for the fifth year.

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This week, Gartner released the [2024 Gartner® Magic Quadrant™ for Primary Storage Platforms](#). **Once again (for the fifth year in a row), we are positioned furthest in Vision and highest for Execution.**

But this year, we feel it's different—the Magic Quadrant™ has a new name to reflect an evolving future. As per our understanding, Gartner highlights that the future of storage lies in delivering a unified platform—a seamless data experience that's easy to manage and backed by service-level guarantees. So, out with the 2023 Magic Quadrant™ for Primary Storage, and in with the 2024 Magic Quadrant™ for Primary Storage Platforms!



**11X A Leader*,
5X Furthest in Vision**

[Read the Report](#)

Our POV: Why Gartner Is Shifting Now to Platform

We believe Gartner shifting to Primary Storage Platforms is critical as AI, cloud, and hybrid environments drive unprecedented data growth and complexity. Traditional storage systems can no longer keep pace with these modern workloads' performance, scalability, and flexibility demands. The urgency for platform-native services like STaaS, multi-site support, and software-defined storage is growing as businesses seek consistent, automated solutions that can adapt rapidly. Now,

more than ever, organizations need unified systems that support diverse environments while ensuring resilience and future-proofing against the challenges of tomorrow.

A Long-term Consistent Vision for a Storage-as-a-service Platform

Over a decade ago, Pure Storage took a bold, visionary path while others in the storage industry were busy patchworking more systems together and architectures. We foresaw the downfall of that approach—much like the sinking wooden foundations of Venice, weighed down by layers of outdated technology.

We started with a singular vision: to deliver a consistent storage-as-a-service platform that meets all your storage needs, forever. A platform that is unaffected by the industry's routine forklift upgrades every two to three years and evolves continuously without downtime or disruption. It was a bold idea, and we had to rethink how storage was built. While the industry focused on multiple systems and architectures, we honed in on a unified platform where all data, regardless of type, could access a single, global pool of storage. This approach simplified management with global policies, eliminating the headaches of managing multiple systems. The result? A simplified architecture with one unified operating system and a single control plane—the true foundation of a robust storage-as-a-service platform.

We also pioneered industry-leading service level agreements (SLAs) and non-disruptive updates. We don't just meet expectations; we set and exceed them. Our rock-solid promises to customers are reflected in our industry-leading Net Promoter Score.

Always Improving, Always Innovating

But we didn't stop there. Pure Storage remains at the forefront of R&D. While other storage vendors have cut back on engineering to save costs, we've continued to push innovation forward. Just this year, we've made some game-changing announcements:

- **First purpose-built AI storage as a service:** Evergreen//One™ for AI guarantees storage performance for GPUs to support training, inference, and HPC workloads, extending our position for capacity subscriptions and introducing the ability to purchase based on dynamic performance and throughput needs. This unique SLA eliminates the need for planning or overbuying.
- **First-of-its-kind storage automation:** [Pure Fusion](#)™ integrates and optimizes storage pools for structured and unstructured data across on-premises and cloud environments. Embedded in our Purity operating system, Pure Fusion will soon be available across the entire Pure Storage platform.
- **First generative AI copilot for storage:** Raising the bar again for simplicity, the industry's first generative AI copilot for storage represents a radically new way to manage and protect data using natural language. This leverages data insights from tens of thousands of customers to guide storage teams through complex and unforeseen performance and management issues, staying ahead of security incidents.
- **Intelligence-driven Security Assessment:** This provides deep visibility into security risks across an entire storage fleet, offering actionable insights to boost cyber resilience. It delivers benchmark scores and best



practices to align with NIST 2.0 standards and enhance regulatory compliance.

- **Industry-first Paid Power and Rack Commitment:** Pure Storage pays for its customers' power and rack space through Evergreen//One, taking responsibility for the associated power and rack unit costs to run our offerings. As AI workloads become increasingly power-hungry and data center demands surge, the Pure Storage paid power and rack solution—combined with 10x lower power consumption—helps IT manage rising electricity costs and space constraints more efficiently.

This is why we think Pure Storage has been named A Leader in the Gartner® Magic Quadrant™ for Primary Storage Platforms for the 11th year and positioned highest for Execution and furthest in Vision for the last five. We offer the innovation and flexibility our customers need, evolving with them. As the world evolves, so do we. We're not just part of today's solution; we're ready to lead our customers into tomorrow's opportunities.

[Make sure you download the full Gartner® Magic Quadrant™ report](#) to see the evaluation and learn more about the [Pure Storage platform](#).

WRITTEN BY:

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11 Years in a Row

See why Pure Storage was named A Leader once again in the 2024 Gartner® Magic Quadrant™.

[Download the Report](#)