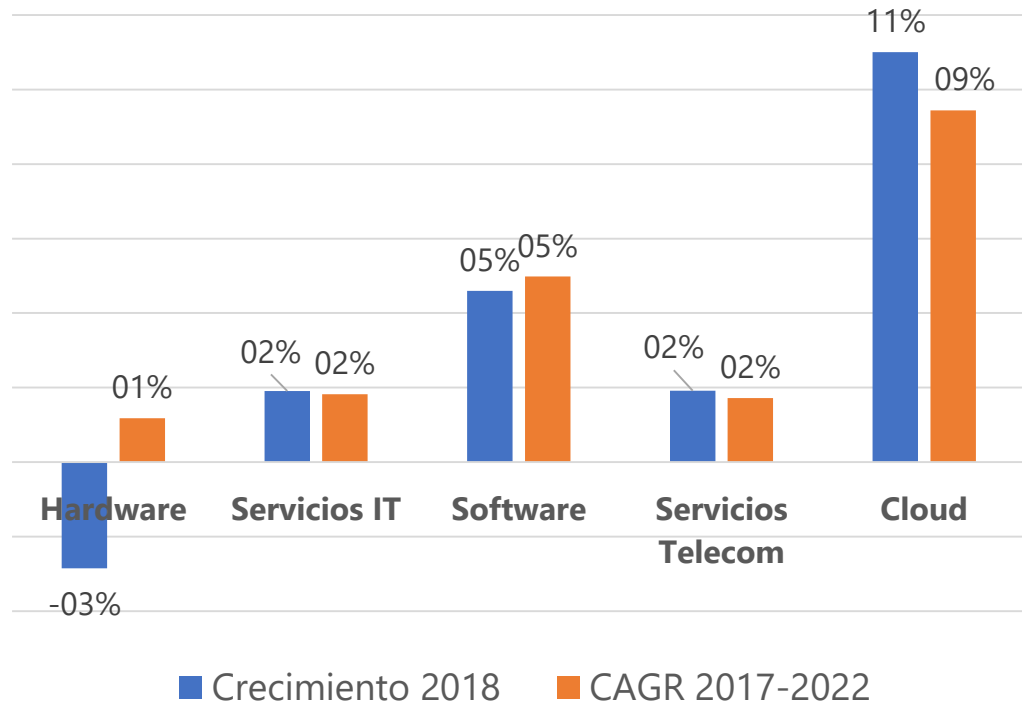




Dinamización del negocio enfocada en los datos

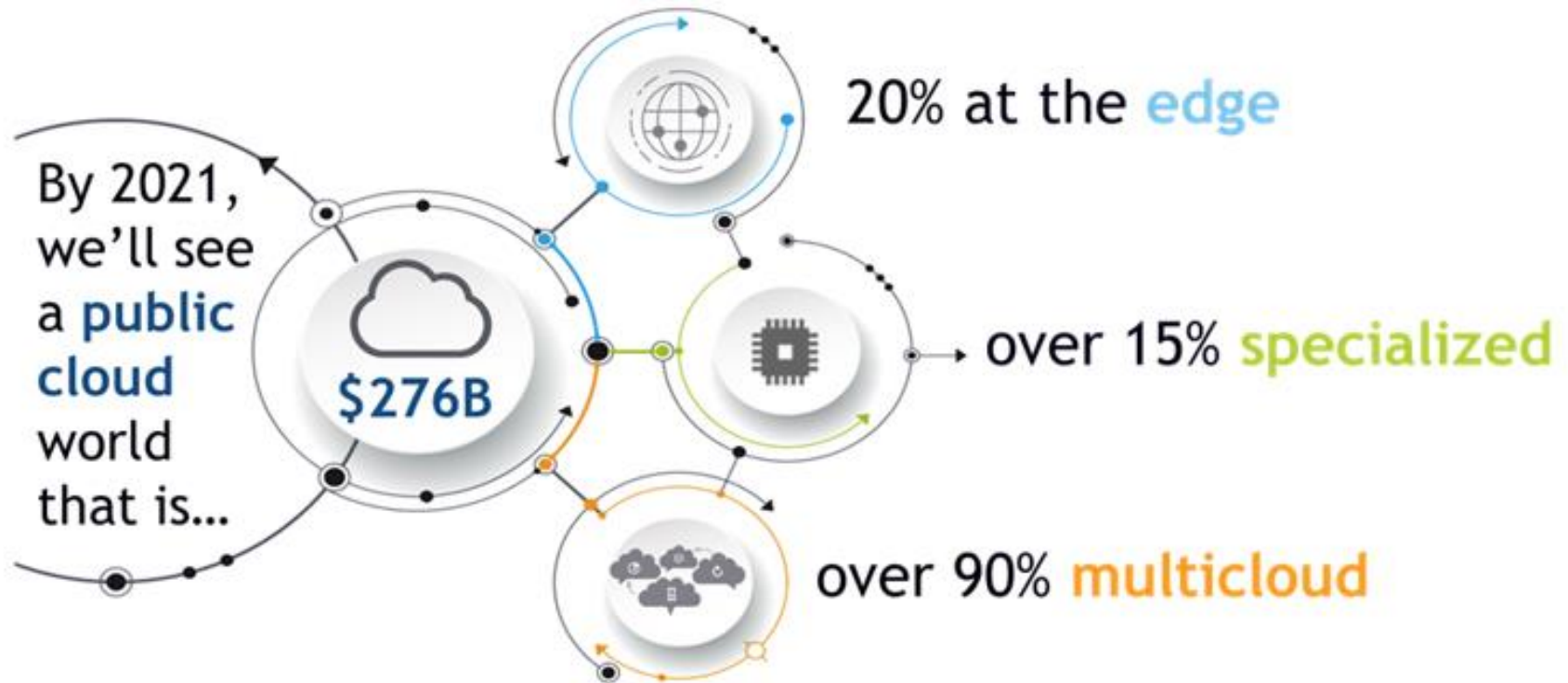
Emilio Castellote
Senior Research Analyst
IDC Spain

Detalle Gasto TIC España

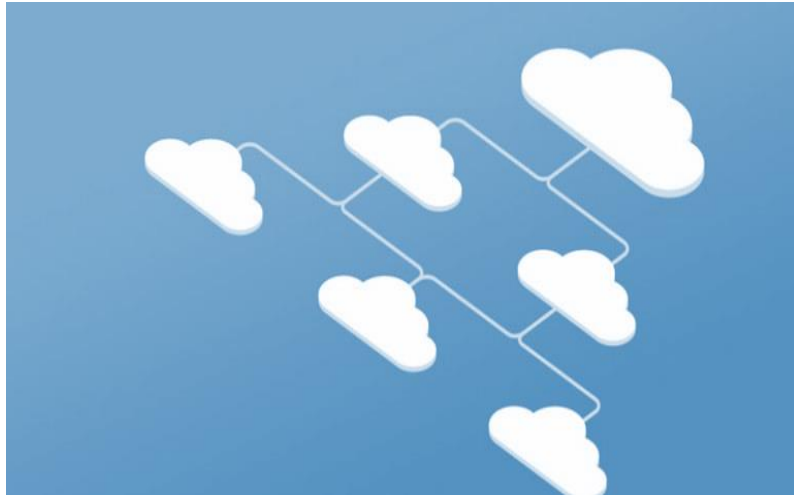


- Arquitecturas empresariales on-premise **pasando a arquitecturas en la nube**
- Software y servicios IT crecen impulsados por la **demanda de Software como servicio** y por el proceso de digitalización en las organizaciones

El dato como centro de la estrategia digital



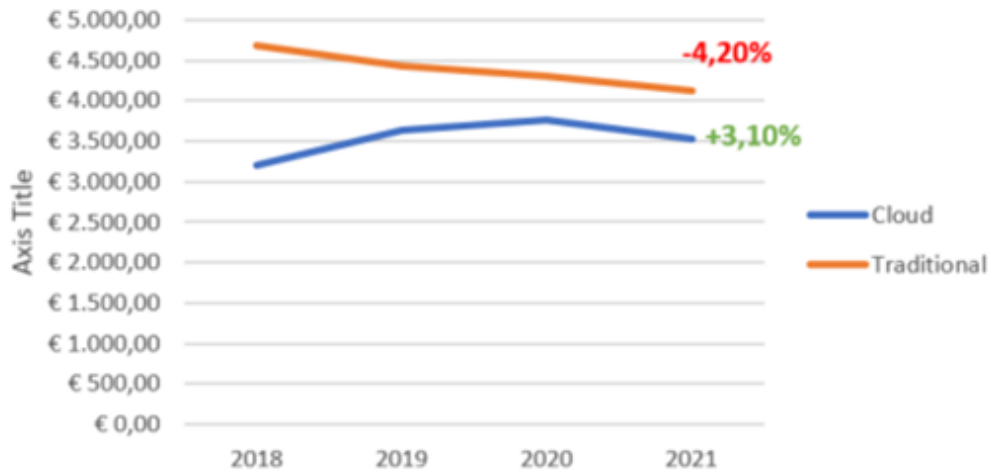
Nuevas Necesidades



- ↳ Entornos **multicloud**
- ↳ **Aumento de los datos** a gestionar
- ↳ **Nuevas tecnologías** de proceso de datos (Edge Computing)
- ↳ **Inteligencia** alrededor del dato

Nuevos modelos de almacenamiento

Evolución previsión gasto almacenamiento
Europa Occidental

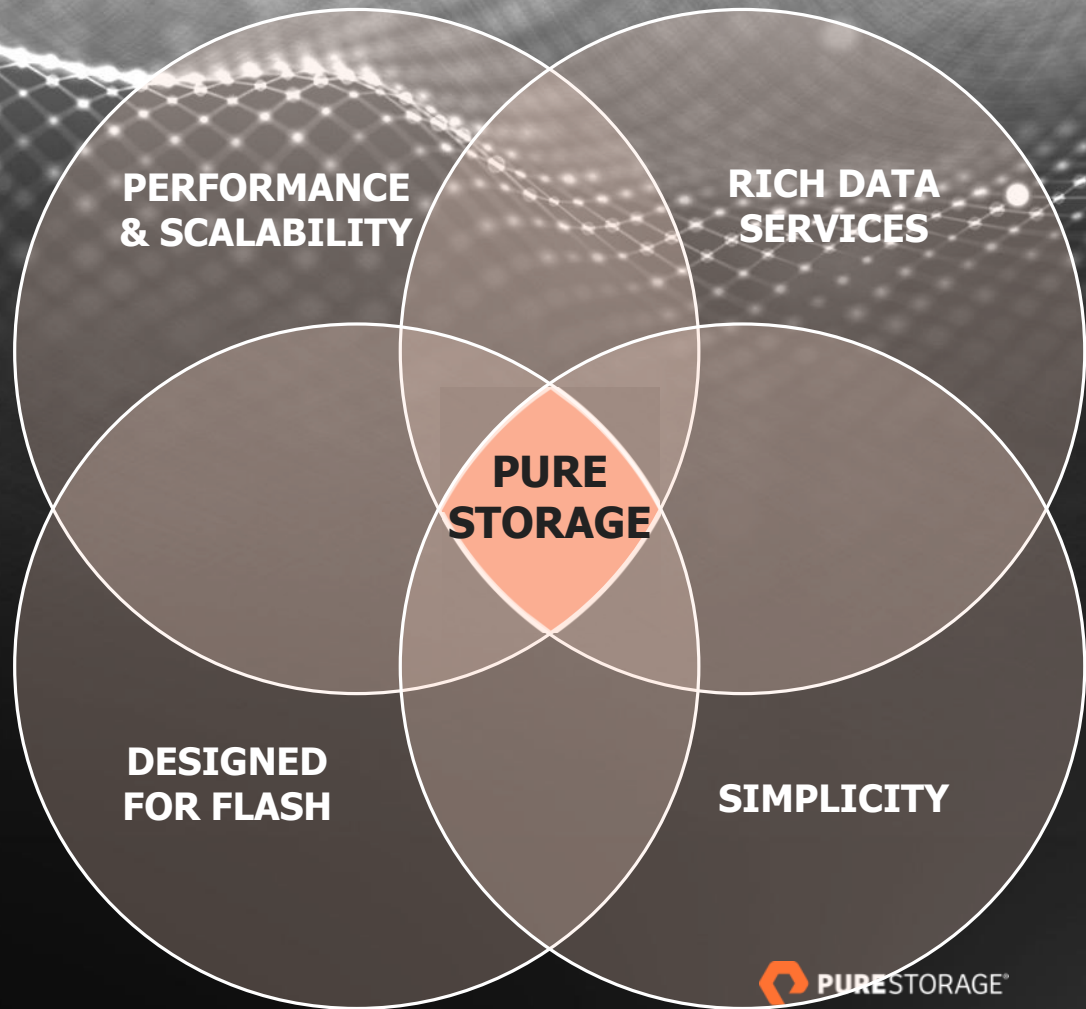


- Modelos de almacenamientos de datos “**Data-Centric**”
- Completamente **dinámicos**
- Basados en **plataformas Cloud**



Miguel Pleite
Systems Engineer – Iberia
Pure Storage

Why  **PURESTORAGE**® ?





SIMPLE
IT JUST WORKS

ON-DEMAND
I NEED A _____
ENVIRONMENT NOW

ELASTIC
I'LL START SMALL, BUT
KNOW I CAN GROW

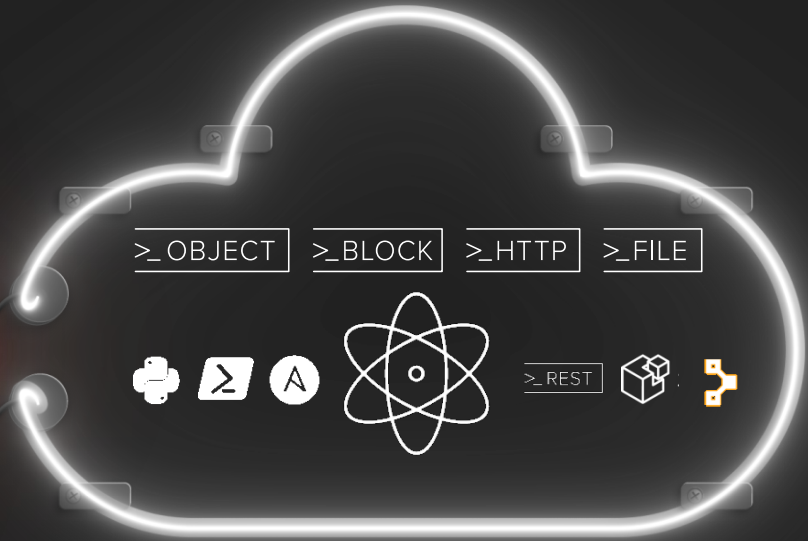
INTELLIGENT
DATA ENABLES
NEW INSIGHTS

WHAT CAN YOUR DATA

DO FOR YOU?

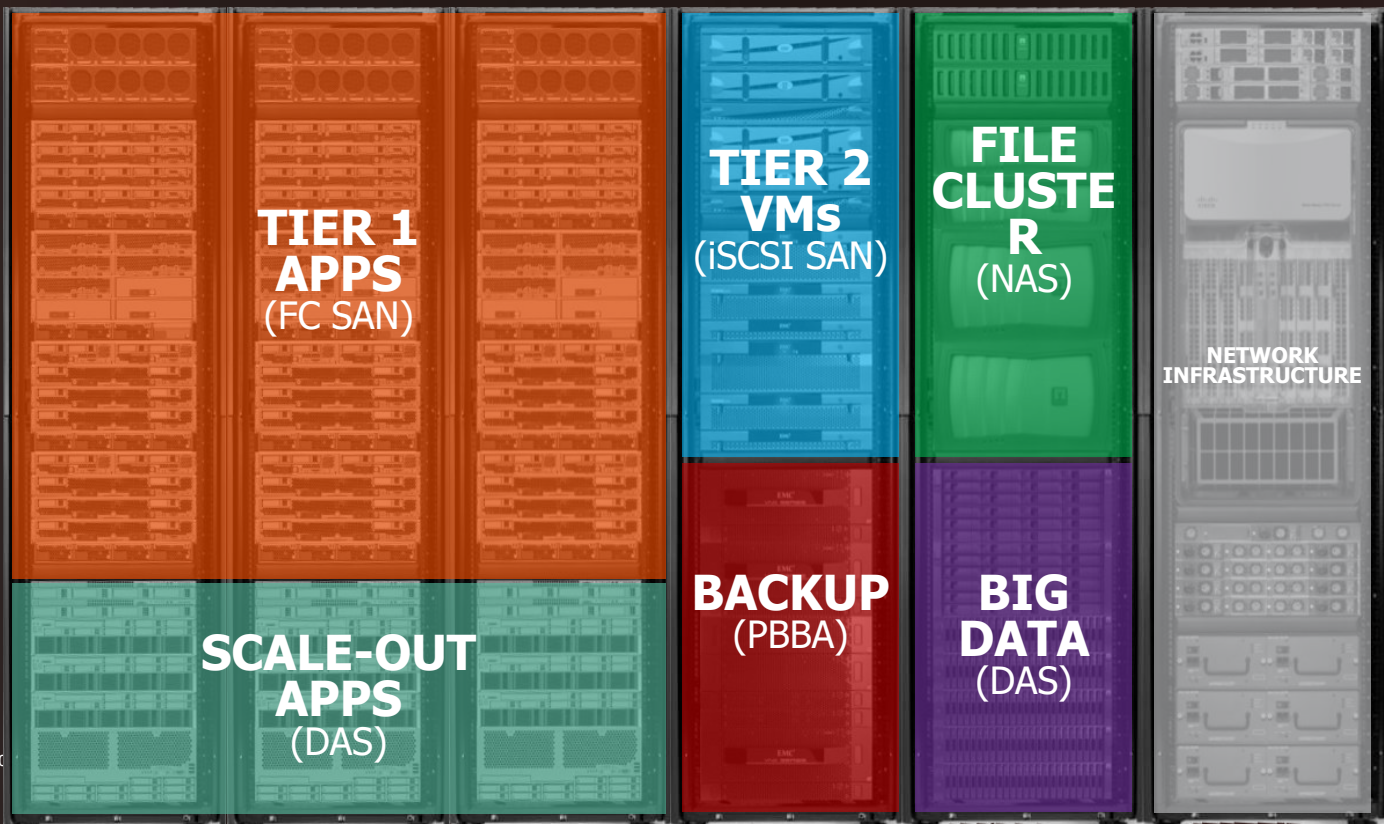


MANAGE STORAGE ARRAYS

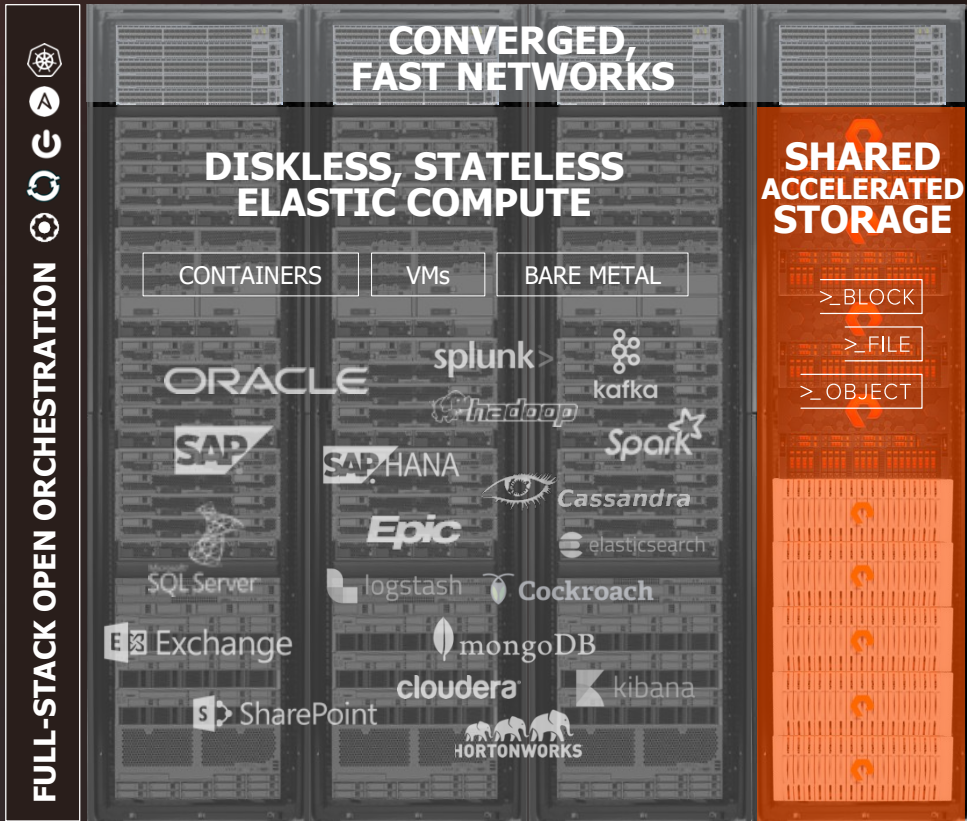


**DELIVER DATA-AS-A-SERVICE
SMART, SIMPLIFIED, & SELF-
DRIVING**

TODAY YOUR INFRASTRUCTURE PROBABLY LOOKS SOMETHING LIKE THIS



TOMORROW IT CAN BE SHARED & DATA-CENTRIC



- ✓ **STANDARDIZES** INFRASTRUCTURE
- ✓ **SCALE** COMPUTE, STORAGE PERFORMANCE, & STORAGE CAPACITY **INDEPENDENTLY**
- ✓ **SHARE FLEXIBLY:** SNAP INSTEAD OF COPY
- ✓ **RESILIENT & SELF-PROTECTED:** LET STORAGE DO THE BACKUP & DR WORK FOR ALL APPLICATIONS CONSISTENTLY
- ✓ **SIMPLE** TO DEPLOY ... MANAGE ... SCALE

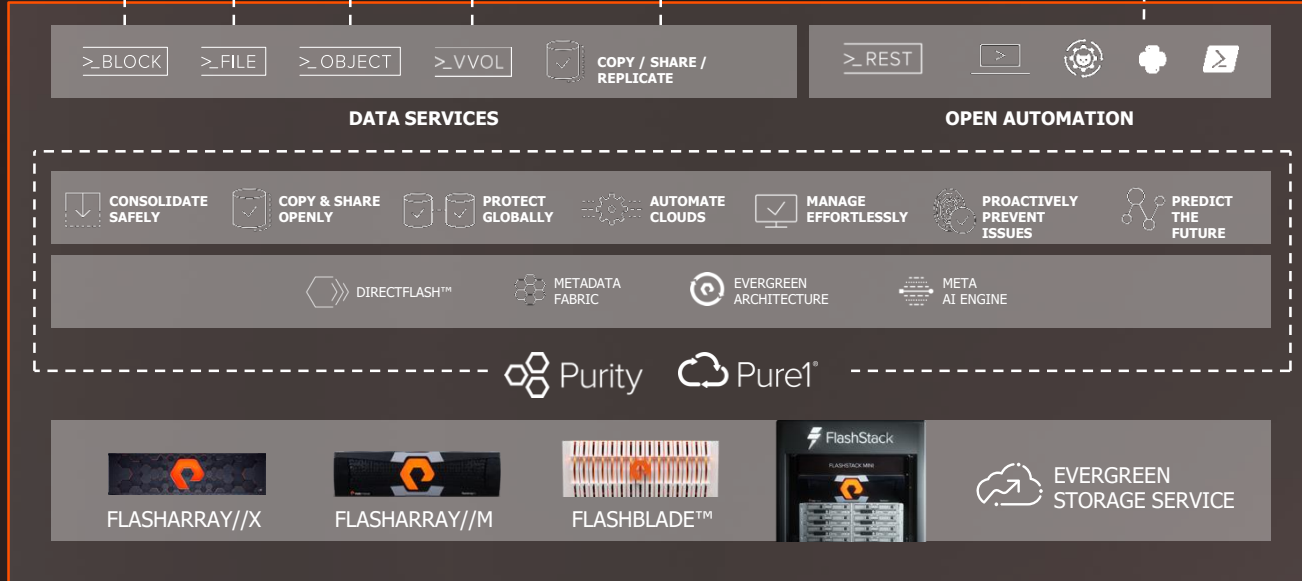
YOUR APPLICATIONS

PRODUCTION TEST & DEV ANALYTICS & AI

ORCHESTRATION

COMPUTE

BARE METAL VMs CONTAINERS FlashStack



ALL-FLASH INFRASTRUCTURE



Pure Data Cloud

SIMPLIFY EVERYTHING PRODUCTION

ACCELERATE MISSION-CRITICAL APPS

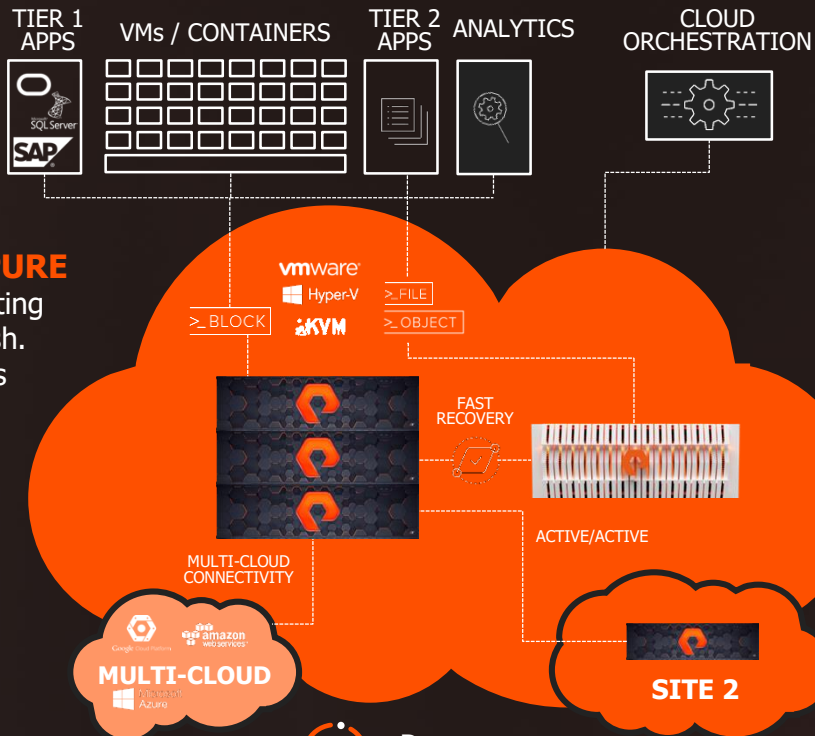
NVMe performance enables existing applications to do more.

CONSOLIDATE ALL IN PURE

Simplify infrastructure by putting all business workloads on flash. Data reduction, QoS and 6x9s enable safe & cost-effective consolidation.

BUILD YOUR MULTI-CLOUD

Own your data and rent the cloud. Enable hybrid and multi-cloud workloads and protection workflows.



AUTOMATE YOUR CLOUD

Out-of-the box automation with VMware, Microsoft, and Open Source clouds, plus open APIs for integration with everything.



RECOVER INSTANTLY

Backup and recover to flash to meet service levels and eliminate SLA penalties. Recover up to 10X faster while eliminating 30-50% of your backup infrastructure.

MAKE ENTERPRISE BUSINESS CONTINUITY EFFORTLESS

Run seamlessly between two datacenters for zero RPO services levels.

Pure Data Cloud for Food Processing Company in Spain

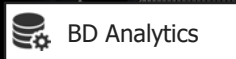
Why  PURE STORAGE® ?

- **400% better performance**
- Consolidate everything
- Simplicity: zero time dedicated to storage
- Managed Services: Pure Support to handle upgrades
- **Power reduction by 10x**
- **Rack reduction by 8x**
- Deliver a solution for VSI that has a 55% lower TCO at 4:1 Data Reduction

READY FOR PRODUCTION in 5 DAYS



AI / ML



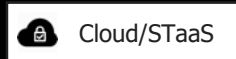
BD Analytics



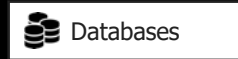
SAP



Security & Logs



Cloud/STaaS



Databases

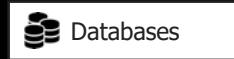
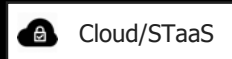
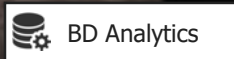


Pure Data Cloud for Security Company in Spain

Why  PURESTORAGE® ?

- **400% better performance**
- No CPU waiting for I/O time
- No need to upgrade servers
- **Consolidate everything: Prod & Test**
- +50% new workload
- NDU upgrade to be ready for new workloads.
- **Power reduction by 3x**
- **Rack reduction by 12x**
- Deliver a solution for Databases that has a 60% lower TCO at 6:1 Data Reduction

READY FOR PRODUCTION in 15 DAYS



INTRODUCING THE NEW

FlashArray **//X** FAMILY

SHARED ACCELERATED STORAGE FOR EVERY WORKLOAD



RE-DEFINES FAST

- 100% NVMe DIRECTFLASH™ ARCHITECTURE
 - UP TO 2X FASTER THAN PREVIOUS GENERATION AFAs
 - AS LOW AS 250 μs LATENCY
- ...WITH FULL DATA SERVICES**



RE-DEFINES SIMPLICITY AT SCALE

- 99.9999% AVAILABILITY
- FULL SOFTWARE SERVICES BUILT-IN
- API AUTOMATION & AI-DRIVEN CLOUD MANAGEMENT



RE-DEFINES DENSE CONSOLIDATION

- 3PB EFFECTIVE IN 6U
- INDUSTRY'S BEST 10:1 AVERAGE TOTAL EFFICIENCY (5:1 AVG. DATA REDUCTION)
- ALWAYS-ON QoS



ALWAYS EVERGREEN™

- MIX NVMe & SATA
- UPGRADE ONLINE FROM ANY FLASHARRAY
- NVMe-oF & FUTURE MEDIA READY

GRACIAS