



PURESTORAGE[®]

Uncomplicate Data Storage, Forever

Security an(d) Evergreen...

Enhanced Data Security

Sonja Wolfger

Account Executive

Armin Pöder

Systems Engineer

Pure Storage Fast Facts



Growth

\$2.75 Billion

FY23 Annual Revenue

\$1.10 Billion

Q4 FY23 Subscription Annual Recurring Revenue (ARR)

+\$60 Billion TAM



Customers

11,000+

Global Customers

494

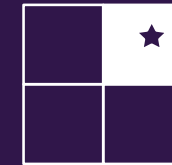
New Customers
in Q4 FY23

~58%

Of Fortune
500 companies



Leadership



Gartner Magic Quadrant 10 X leader!

81.4

Net Promoter Score

Highest in the industry

Company Milestones

2009



Founded

2011



Pioneer in All-Flash

2012



Introduction of
FlashArray™

Late
2012



First International
Office Opens in
Europe

Mid
2014



Evergreen™ Non-
Disruptive Upgrades

Early
2015



Pure1® Cloud-Based
Management

Late
2015



IPO (PSTG)

Early
2018



Pure Introduces the First
AI-Ready Infrastructure
(AIRI™)

Mid
2018



Launch of as-a-Service
Model (Pure as-a-service)

2018



Cloud Data Services

2018



\$1B+ in Revenue

2019



Compuverde
Acquisition

2020



Pure as-a-Service
Celebrates 2 Year
Anniversary

2020



Portworx Acquisition

2021



FlashBlade Reaches \$1B
in Sales

2022



\$2B+ in Revenue

2022



Launch of Inaugural ESG
Report

2022

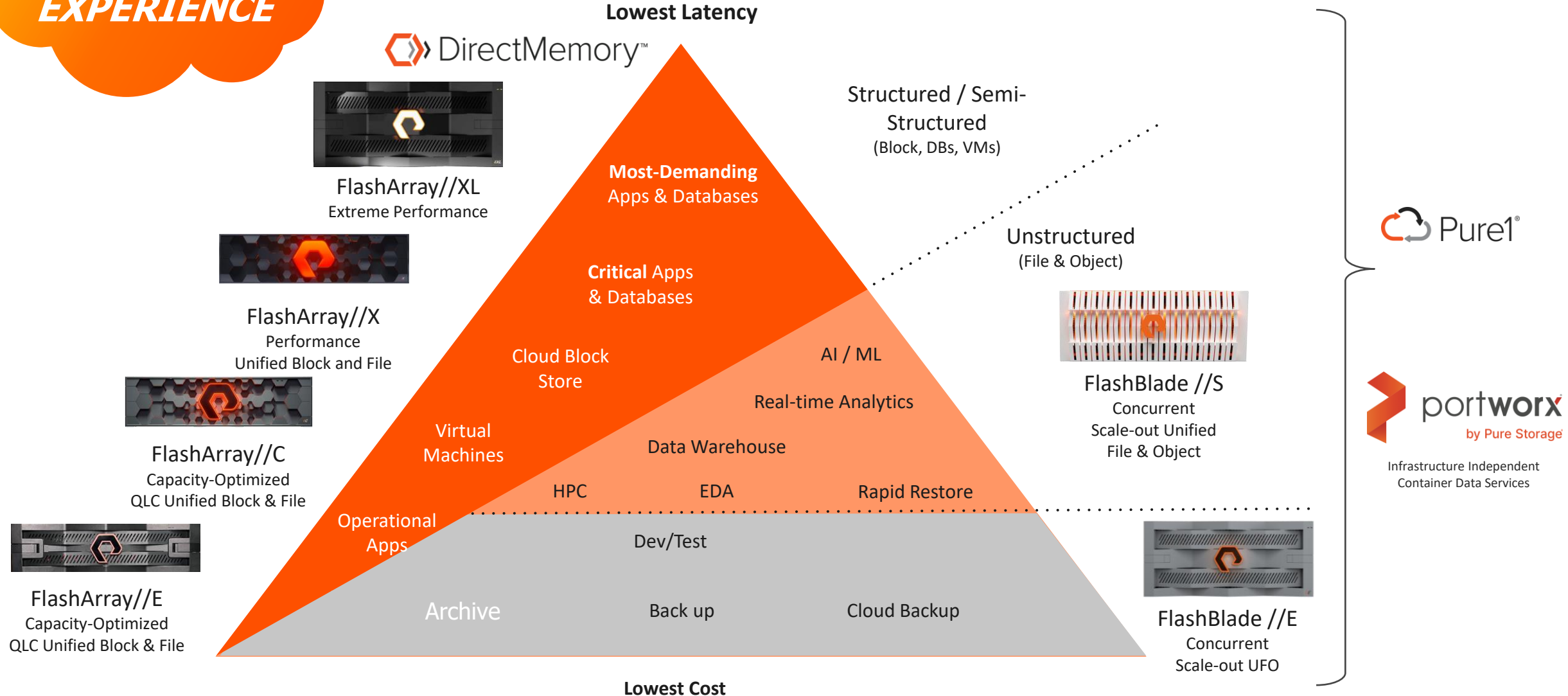


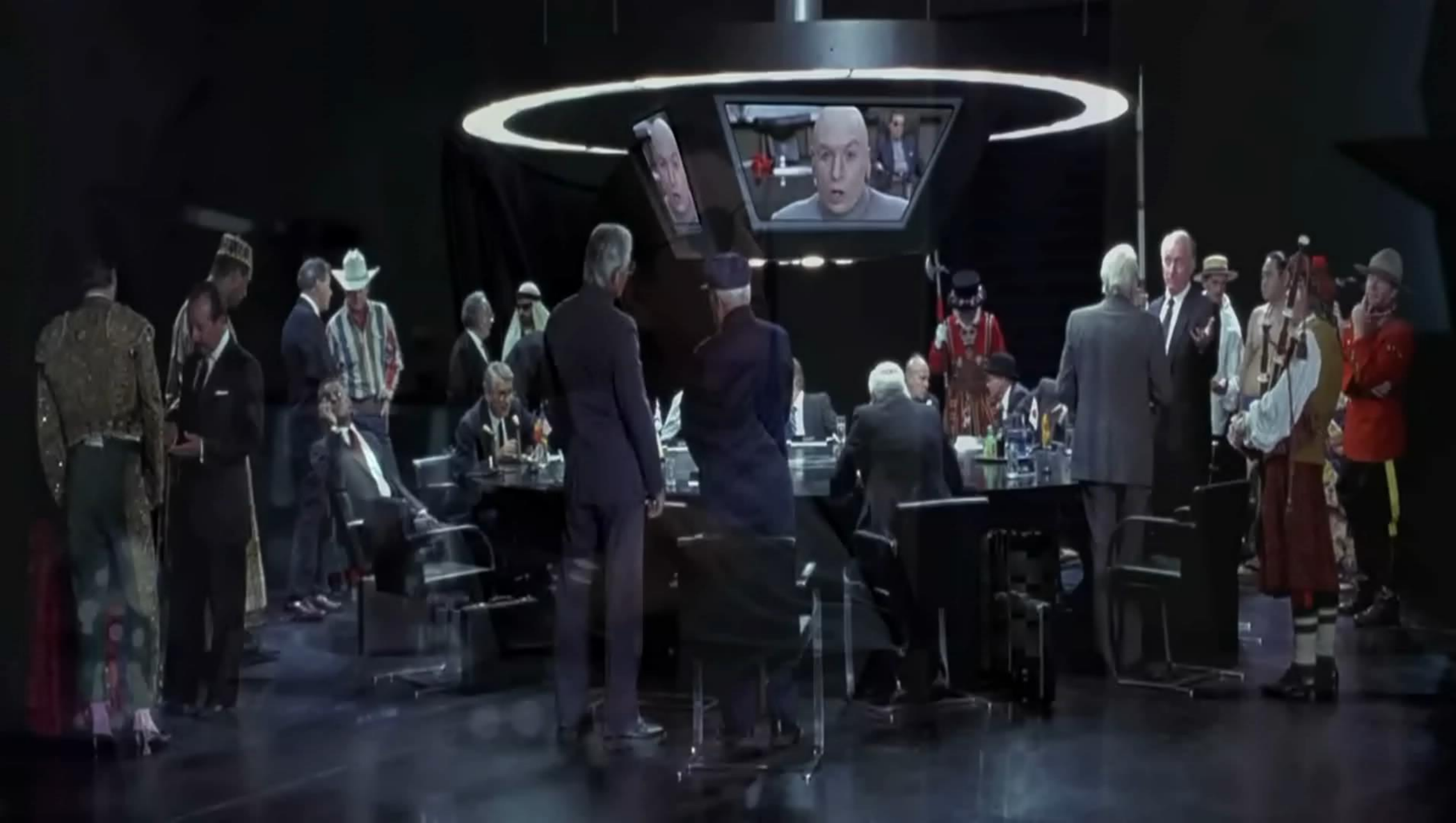
Launch of
FlashBlade//S™



MODERN DATA EXPERIENCE

Pure Storage Portfolio Solutions





Wana Decrypt0r 2.0

Ooops, your files have been encrypted!

English



Payment will be raised on
5/15/2017 10:12:10

Time Left
02:23:55:10

Your files will be lost on
5/19/2017 10:12:10

Time Left
06:23:55:10

[About bitcoin](#)

[How to buy bitcoins?](#)

[Contact Us](#)

What Happened to My Computer?

Your important files are encrypted. Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time. You can decrypt some of your files for free. Try now by clicking <Decrypt>. But if you want to decrypt all your files, you need to pay. You only have 3 days to submit the payment. After that the price will be doubled. Also, if you don't pay in 7 days, you won't be able to recover your files forever. We will have free events for users who are so poor that they couldn't pay in 6 months.

How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>. Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>. And send the correct amount to the address specified in this window. After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am GMT from Monday to Friday.

Send \$300 worth of bitcoin to this address:

 **bitcoin**
ACCEPTED HERE

115p7UMMngo1pMvvpHijcRdfJNXj6LrLn Copy

Check Payment

Decrypt





Ransomware resiliency

DATAPROTECTION ECOSYSTEM

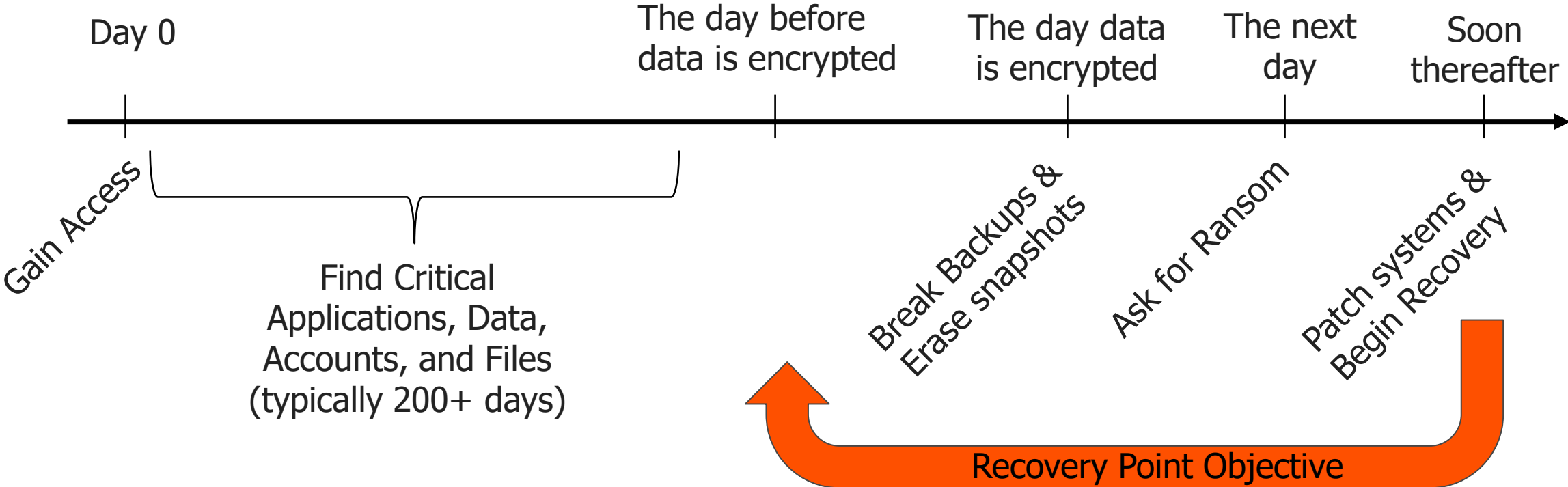


Ransomware solution – Enhanced Data Security

Before the Attack:	Simple to Implement
During the Attack:	Immutable + SafeMode
After the Attack:	Unmatched Recovery Speed
<i>After Recovery:</i>	<i>Reduce Future Attacks (Splunk/Logging, Forensics, etc.)</i>



Anatomy of an Attack



1st line of Defense

SafeMode



SAFEMODE does 3 things

SIMPLICITY, SAFETY AND IMMUTABILITY

1. **Gives you more time**

Extends the eradication default timeout from 1 day to 14 days

2. **Restrict the administrator account**

Eliminates manual eradication filesystems or snapshots

3. **Forces data protection**

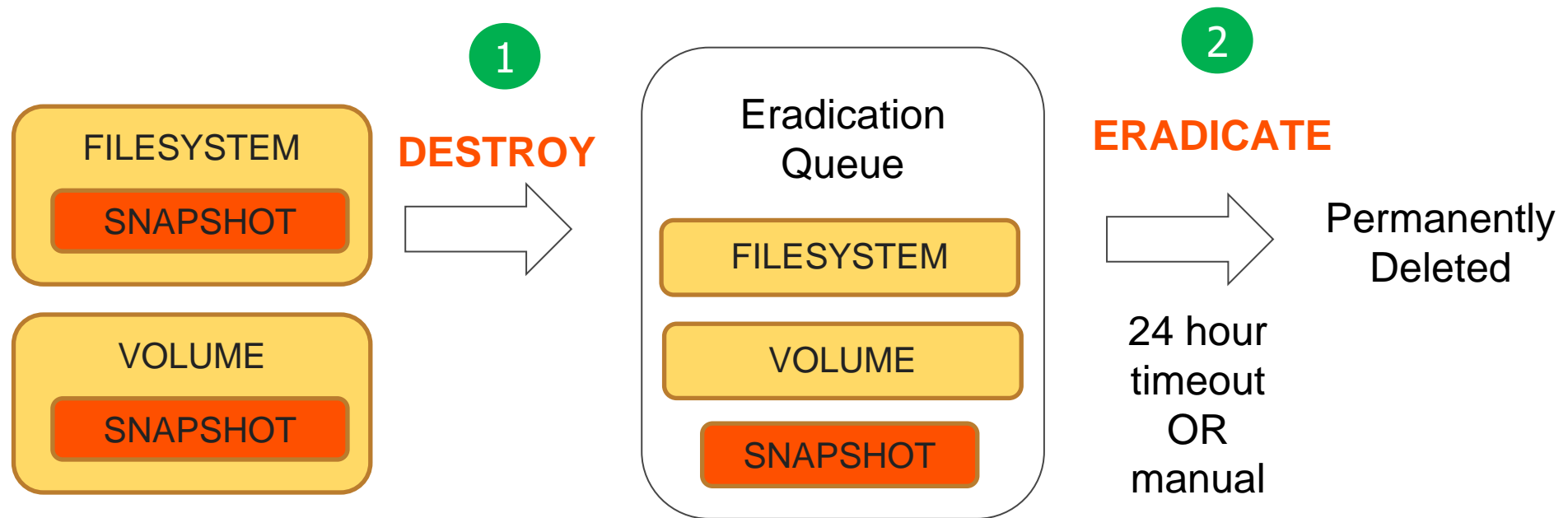
Create a hidden non-editable snapshot schedule on all of the filesystems



Pure Storage delete operation

SIMPLICITY AND SAFETY

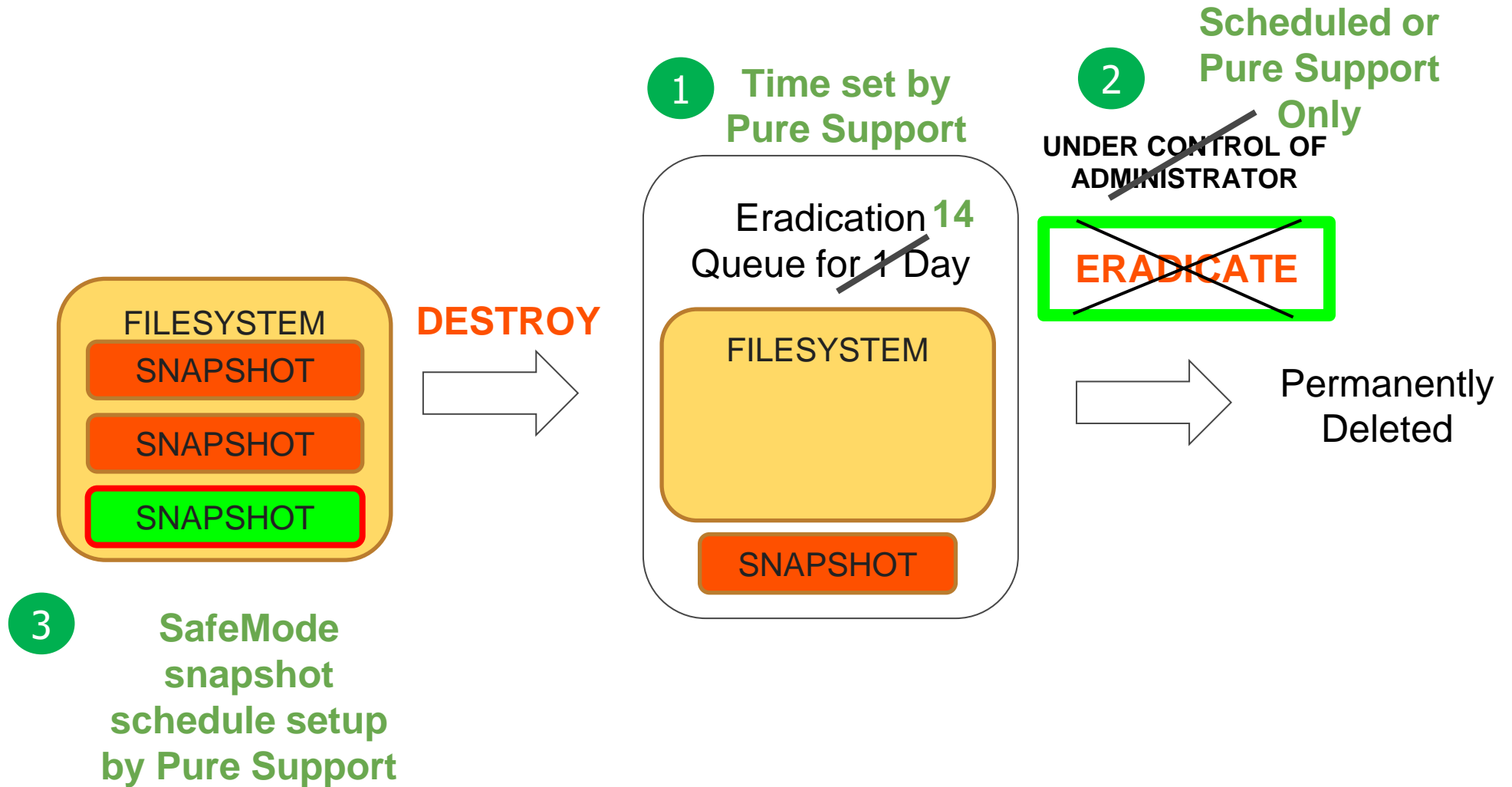
- Both FlashArray and FlashBlade have a 2-step process to permanently delete data



SAFEMODE ENABLED

How it works: Normal Operation

SIMPLICITY AND SAFETY



2nd line of Defense

Snapshots

Nothing is faster than metadata.

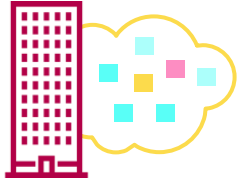


Recovering Data in Normal Operations

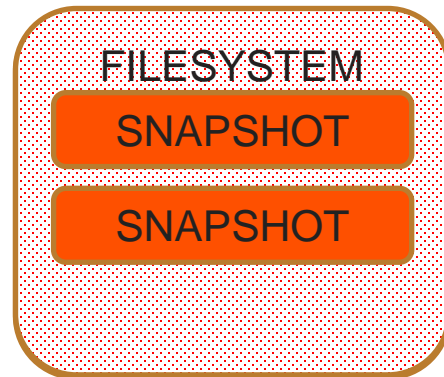
!!!! ATTACK !!!!

Solution: Pay Ransom

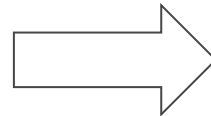
Customer Environment



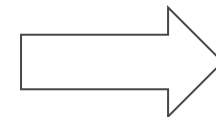
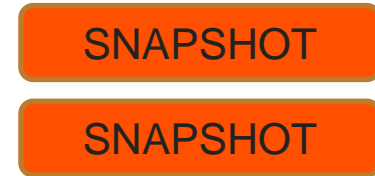
Filesystem data is encrypted



DESTROY



Eradication
Pending 1 Day



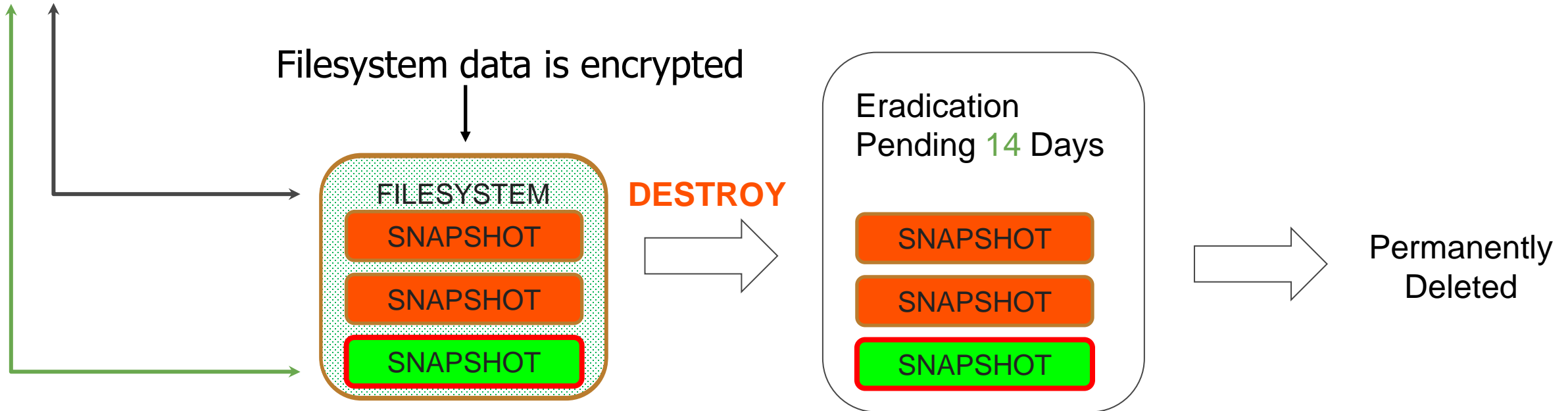
Permanently Deleted



Recovering Data with SafeMode Enabled

!!!! ATTACK !!!!

Solution: Recover



3rd line of Defense

Protecting your Backups

SECURE YOUR BACKUPS

ULTRA-FAST OBJECT STORE – SCALE OUT



**AIR Gap:
S3 as target protocol
Snapshot offloading**

**Immutability:
Object Lock
SafeMode Snapshot**

**Easy to implement
(validated solutions)**

veeam VERITAS COMMVAULT 



Last line of Defense

(Fast)Restore from Backup

RAPID RESTORE POWERED BY PURE

ULTRA-FAST OBJECT STORE – SCALE OUT



**PEAK BACKUP SPEED:
90 TB/HR**

**PEAK RESTORE SPEED:
270 TB/HR**

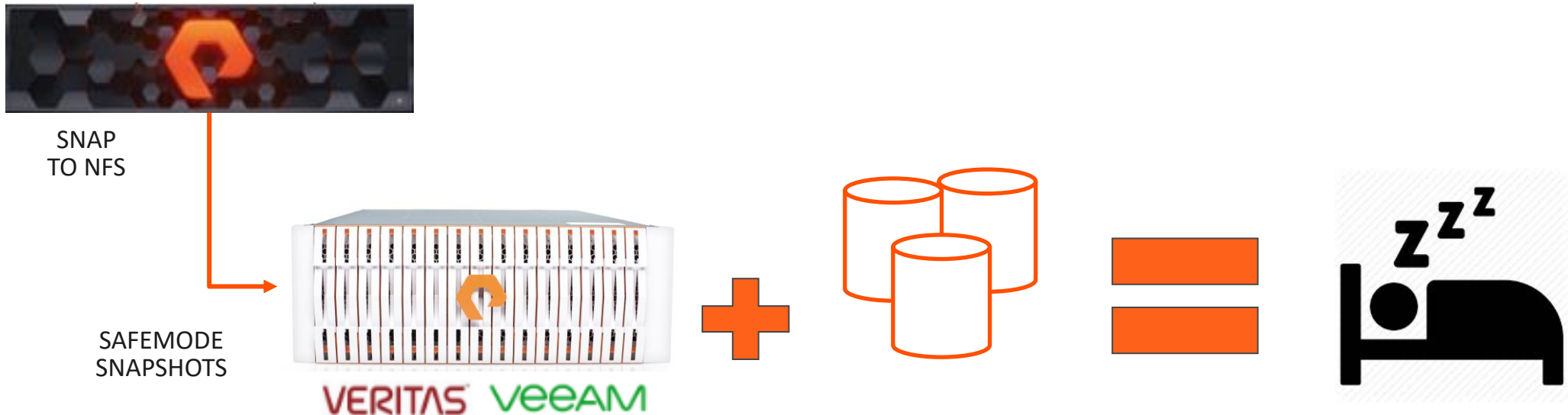
**SUSTAINED PERFORMANCE AS
DATA VOLUMES INCREASE**

SMB, NFS, S3

Flash + Rapid Restore + Safemode

TOGETHER A SIMPLE FORMULAR

- Rapid Restore provides the fastest restoration environment
- No good without backups!
- SafeMode protects backups against attack
- Extra insurance for your backup product - another layer for the hacker to breach





**Evergreen
Forever
Subscription**

**Evergreen
Foundation
Subscription**

vs

**Industry
Standard
Support**

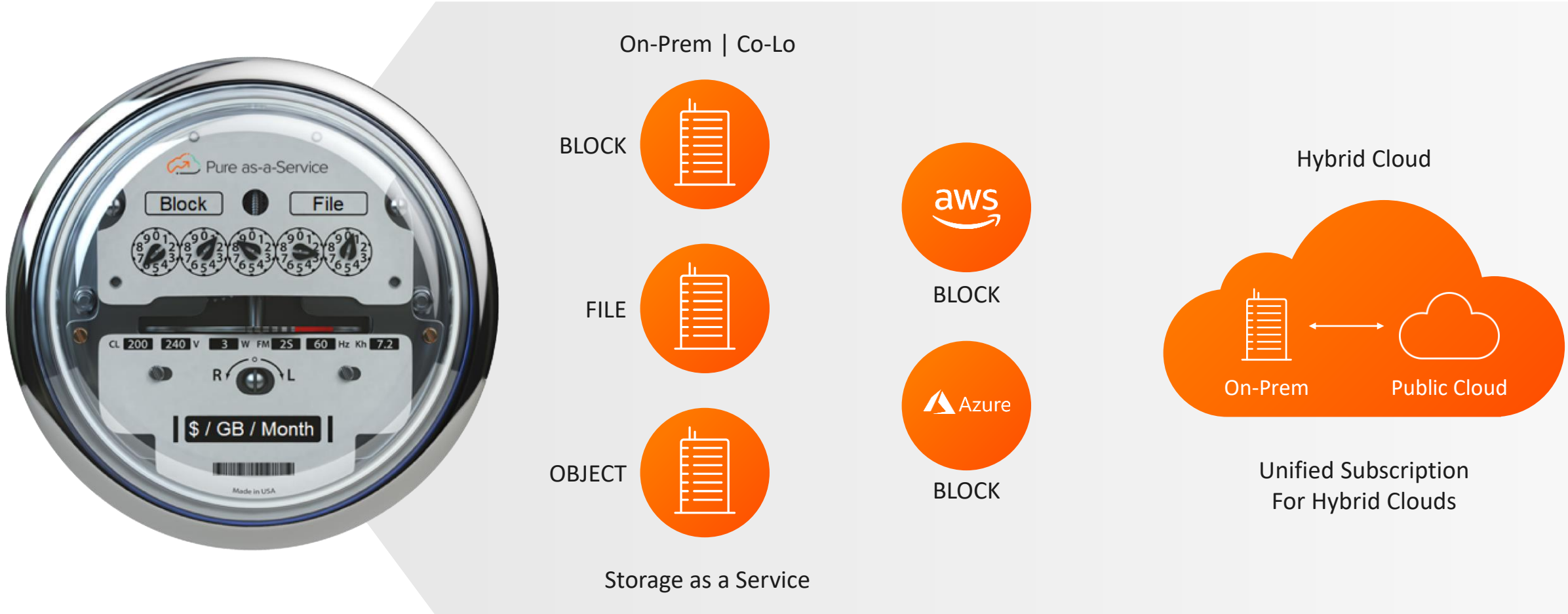
SOFTWARE SUBSCRIPTION	All-Inclusive Software	✓	✓	×	A-LA-CARTE SOFTWARE PURCHASE
	Future Software Features	✓	✓	×	
HW & SW MAINTENANCE SUBSCRIPTION	Flat & Fair Maintenance	✓	✓	×	BASIC HW WARRANTY
	Evergreen Maintenance	✓	✓	×	
WHITE GLOVE SUPPORT SUBSCRIPTION	Predictive Analytics & Services	✓	✓	×	BASIC SUPPORT
	Instant L2 Support Access	✓	✓	×	
	Sev 1 Response SLA	15 min	15 min	60 min +	
	Support Managed Upgrades	✓	✓	×	
	On-Site Break/Fix SLAs	4HR & NBD	4HR & NBD	×	
	Mobile/SaaS-Based Monitoring	✓	✓	×	
MEDIA & CONTROLLERS SUBSCRIPTION	Evergreen Architecture	✓	✓	×	ONE-TIME HARDWARE PURCHASE
	Right Size & 30-Day Guarantees	✓	✓	Inferior	
	EVER MODERN	✓	×	×	
	EVER AGILE**	Trade-in Credit	No Credit	×	
	Capacity Consolidation**	Trade-in Credit /w 4X Purchase	No Credit	×	

*See Evergreen Storage program terms

**Requires purchase of qualifying capacity

Pure as-a-Service™ - Evergreen One

A TRUE UTILITY STORAGE SERVICE WITH ENTERPRISE FEATURES





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