

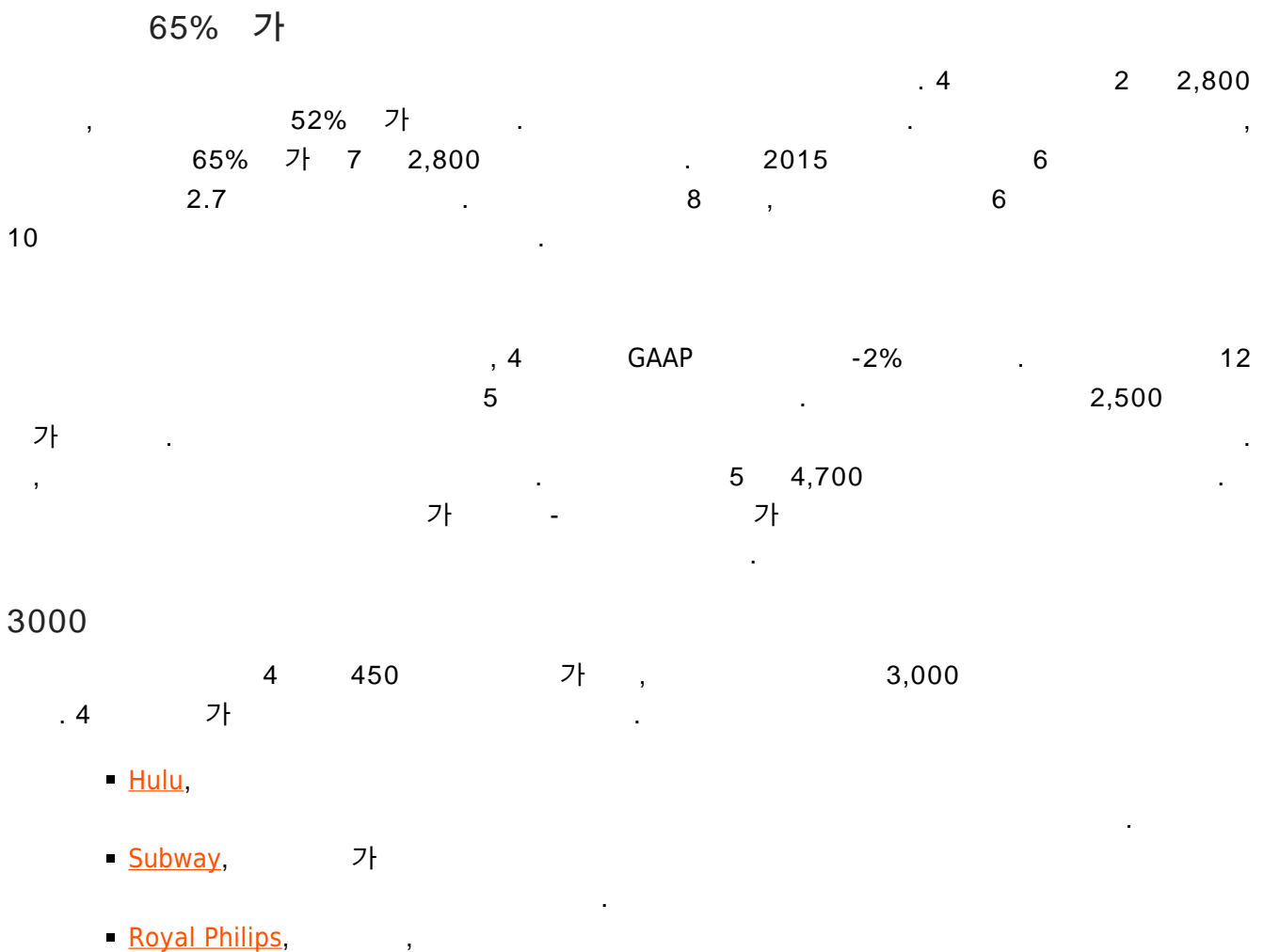


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LEGACY VS. CLOUD ERA STORAGE

	MAINFRAME & CLIENT / SERVER ERA STORAGE	CLOUD ERA STORAGE
PERFORMANCE	Disk-optimized (ms) MBs/sec of bandwidth per app	Silicon-optimized (µs) GBs/sec of bandwidth per app
APPLICATION ARCHITECTURE	10s to 100s of monolithic applications TBs of data siloed to each specific application	1,000s to 10,000s of composite applications sharing PBs of data
SCALING	100s of TBs Capacity purchased up front well before it is needed	Elastic scale to PBs Pay as you grow with perpetual forward compatibility
MANAGEMENT	Manual, dedicated admin per dozen arrays	Fully automated, no dedicated admins required
SOFTWARE & EXTENSIBILITY	Complex a la carte software, closed ecosystem	Simple all-inclusive software + open development platform
CONSUMPTION MODEL	Re-buy new storage array every 3-5 years, manually migrate data	Subscribe to storage hardware and software innovation, pay for what you use



- [KONAMI](#), [Optus Business](#), SaaS [Phreesia](#) 가 .
- 4 (FlashBlade) [National Hockey League](#), [Keker, Van Nest & Peters](#), [ION](#) . For IONION ,
- 100 1 .

Q4 KEY HIGHLIGHTS

TAM	Customers	Leverage	
\$35B +81% driven by Flashblade and other innovations	>3,050 450 added Q4, 84% growth Y/Y	GAAP 65.3% Gross Margin (+01 ppts Y/Y)	Non-GAAP 66.1% Gross Margin (+21 ppts Y/Y)
Growth	~\$12 Incremental purchases from top 25 customers within 18 months of initial purchase of \$1 >\$2 Incremental purchases from all customers within 24 months of initial purchase of \$1	+10.0ppts 1Y improvement in operating margin	+12.0ppts 1Y improvement in operating margin
\$228M Total revenue, up 52% Y/Y	>20% of Fortune 500 >25% Cloud customers (SaaS, IaaS, & consumer cloud)	\$37.5M Cash flow from Operations (8% of revenue)	\$25.3M* Free cash flow (7% of revenue)
23% Revenue from International	Liquidity \$547M Cash and investments at quarter end		

* (ESPP) 810 가 .

1. 가: IDC 2025 180ZB() 가
 2015 10ZB, 2020 44ZB 가
 (, 1 가 1 가 , 1 ZB .)

2. : (WAN) 가 .
 (CAGR) 33%(
) 20% 가
 가

IDC 2019 (IoT) 40%가
 , , , 2020
 , , , (BI), (ERP)
 가
 (2020 60
), , / , , ,

3. (4 ,) 20 (20)
가 90%가 가

4. #4 #4000 25% 가
(IaaS/PaaS) 500 (SaaS), / 가

5. 3,500 : 3,500 AWS,
가 2020 , 3 IT 15% 가

6. SQL , SAP), 가 (VM , V,), VDI(VM ,),
가 . 2017
OLAP, SAP Hana, SAS
가 1,300
2017

7. 가

8. NVMe : : 가 ,
가 가 가
가 가 1

2017,

FlashBlade), NVMe

가

가

가

가

2016 10 31

가

(SEC)

10-Q

“ ”

investor.purestorage.com

SEC

www.sec.gov

가

2017 1 31

10-K

2017 3 1

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