

Pure Showcases Innovations at SAP SAPHIRE 2019

Pure, a global SAP partner, is known for having democratized all-flash technology for storage systems, as well as NVMe, disrupting an entire industry, confirmed by Gartner, making Pure Storage® a leader in their magic quadrant for five years in a row.

Figure 1. Magic Quadrant for Solid-State Arrays



With its disrupting technology, a large number of customers trust Pure to deploy and run mission critical applications, such as SAP. Why Pure? Because Pure provides uniquely engineered and technical solutions that help customers modernize their traditional SAP landscape, simplify the migration to SAP HANA, or start analytics for SAP.

This year Pure Storage is a Diamond sponsor of SAP SAPHIRE in Orlando. We are excited to share Pure's unique value with customers and partners and provide valuable demos at our 20x20 booth, **#1832**.



Cut Costs with Dynamic Data Tiering

Learn how our SAP HANA Dynamic Tiering solution helps customers reducing license cost by up to 75% while maintaining a HANA-like performance.

Maximize Performance in the Cloud

Discuss with our experts new solutions and technology to increase performance using Pure's new NVMe over Fabric, or Pure's cloud solutions that help customers run SAP in a true hybrid architecture.

Expand Easily into the Cloud

With Purity CloudSnap, customers can snap their SAP deployments to cloud hyperscalers, such as AWS, Azure or Google. The other cloud solution that helps move SAP workloads to the cloud is Cloud Block Store (CBS). Cloud Block Store enables SAP customers to take advantage of Pure's software value around data reduction through inline compression and deduplication, high availability with Active Cluster™, or quality of services in the cloud.

Pure Storage Delivers Meaningful Business Value

IDC asked our customers running SAP in production and/or test, development or QA what true business values they've experienced. On average, customers achieved an ROI of over 472% in less than three years, with no unplanned downtime. That is critical because even a minute of downtime can cost customers more than \$10,000 per minute in lost business or lost reputation.

Pure Business Value SAP Workloads*

	Lower Cost of Storage	3-Year ROI	To Payback
Topline Metrics	54%	472%	5 Months
Operational and Cost Efficiencies	Operations Savings - Deploy 75%	Operations Savings - Maintain 65%	Hardware Savings/Year \$181k
Performance, Agility, Reliability	Improved Productivity 8%	Unplanned Downtime Zero	Avg Data Compression 4.5 : 1

Attend our experts' theatre presentations for more details on why customers trust Pure Storage to run their most mission critical applications with best-in-class performance, reliability, high availability and agility throughout the entire SAP journey.