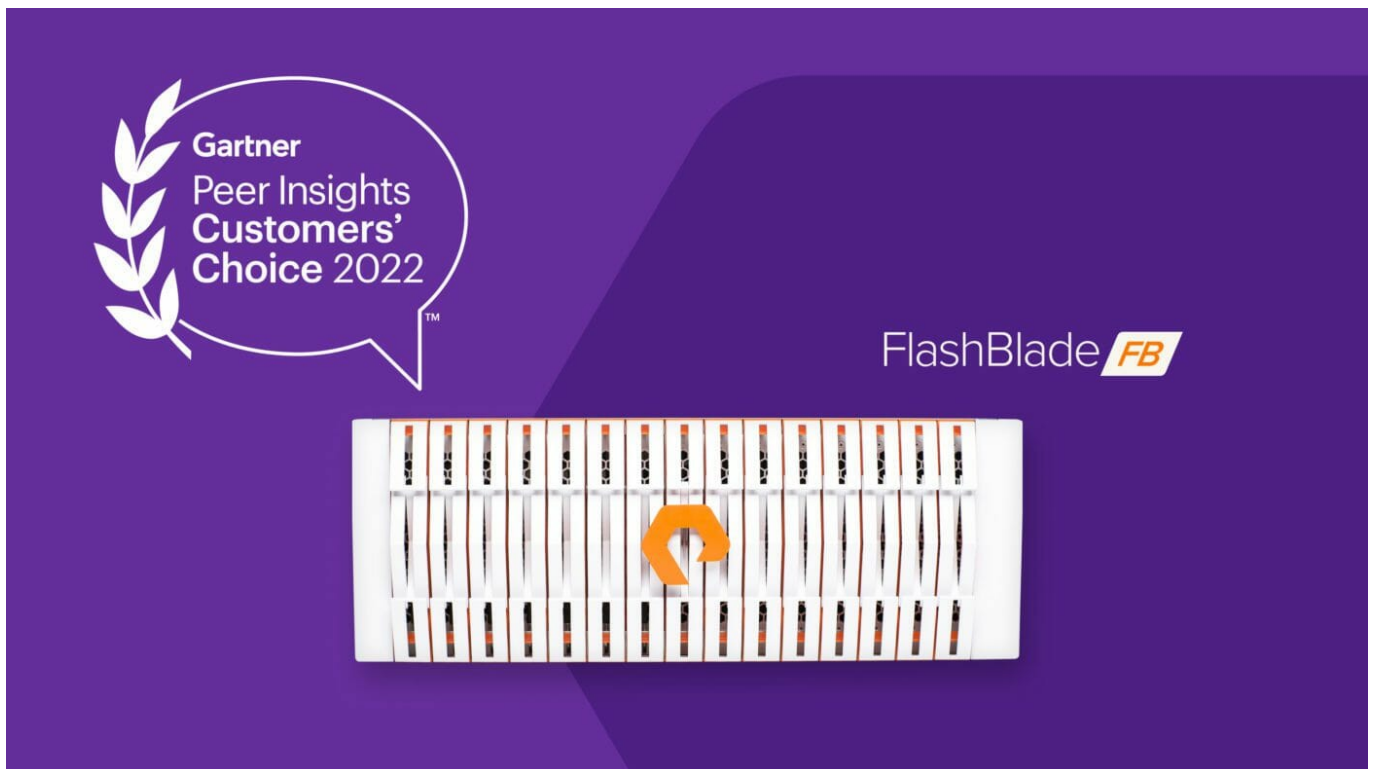


Pure Storage is recognized as a 2022 Customers' Choice on Gartner® Peer Insights™ for FlashBlade



We are delighted to once again receive recognition as a 2022 Customers' Choice for Distributed File Systems and Object Storage on the Gartner Peer Insights "Voice of the Customer" report. This distinction is particularly meaningful to us since it comes directly from anonymous reviews based on real customer experiences with Pure. This past year has been a tremendous one for [FlashBlade](#), and our customers deserve the credit for making it possible. We appreciate every single customer that took the time to leave us a review. Hearing your feedback is what keeps our product team motivated, our engineering team innovating, and continues to make our leadership team proud.

So what exactly are our customers saying? If you take a look at the reviews on Gartner Peer Insights site, you'll see that FlashBlade's easy-to-scale storage architecture does what it's intended to do: simplify unstructured data storage. It enables customers to consolidate their data on a "[modern and unified data storage system](#)," saving time and resources when it comes to managing their storage environments. We know nothing is more valuable than time and resources!

"FlashBlade is a high-performance data storage software that runs without producing any disruptions and can handle massive volumes of data without sacrificing performance. It provides consistent multi-

dimensional performance, allowing us to reach massive capacity and scalability while extracting more information from our data in less time.” – [Accounting Consultant, Pure Customer](#)

What This Means for FlashBlade

The Voice of the Customer report aggregates reviews to provide insights for IT decision makers. Gartner Peer Insights scores vendors in the distributed file systems and object storage market based on factors, such as review volume, user willingness to recommend, and review market coverage. Pure was placed in the upper-right quadrant based on this criteria and thereby received the Customers’ Choice badge.

Gartner Peer Insights also evaluates and groups vendors in the market under a specific customer segment of industry, deployment region, or company size based on the demographics of their reviewers. Pure fell in the upper-right quadrant for all three graphics: Customers’ Choice, Midsize Enterprise Customers’ Choice, and North America Customers’ Choice—a trifecta!

“Performance has been outstanding. Pure support and our local team have ensured that we have the finest experience possible. Couldn’t ask for more.” [IT Director, Pure Customer](#)

Industry-Recognized Unified Fast File and Object Storage

This recognition from Gartner Peer Insights comes on the heels of our placement in the Leaders quadrant in the 2021 Gartner Magic Quadrant™ for Distributed File Systems and Object Storage. Over the past year, FlashBlade has been recognized by other leading analysts, as well, being named a Leader in the IDC Marketscape for File Storage, GigaOm Radars for Fast File and Fast Object storage, and the Coldago Research Maps for both File and Object Storage.

We see exciting things to come for Pure, and we plan to maintain our position at the cutting-edge of innovation! We’re not slowing down on our mission to uncomplicate unstructured data storage. Be sure to join us this year at [Pure Accelerate](#) where we’ll share the latest FlashBlade enhancements and our vision for powering a unified fast file and object storage future. In the meantime, be sure to leave your own [Gartner Peer Insights review](#) for FlashBlade—we’d love your feedback!

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