

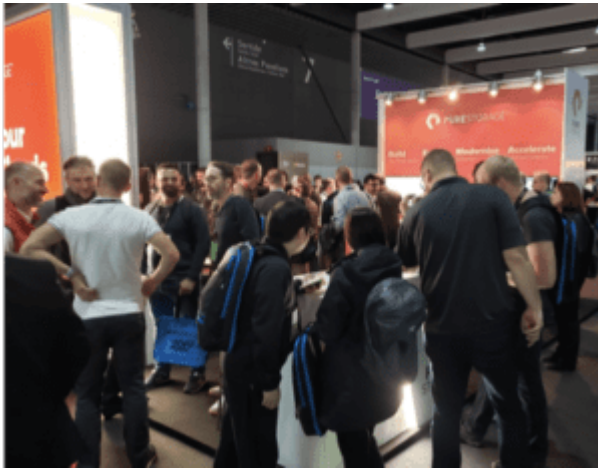
Pure Storage at VMworld 2019 Europe



Pure Storage® was a Gold sponsor and the booth was a great success with a central floor location that featured a FlashStack™ converged infrastructure tower. The tower attracted much attention as Pure architects partnered with the Cisco teammates to show its VMware integration and simplicity by design. Thanks to my colleague Craig Waters for organizing the system with our Cisco partners as described in his pre-VMworld post.



We showed more than 20 demos showcasing Pure's comprehensive integration with VMware products and joint solutions. Visitors to the booth kept our European sales team and VMware solutions experts busy in discussions—and passing out snazzy Pure Storage socks and stickers (of course).



Pure team members also presented on a variety of topics in the AWS and Veeam booths, as well vBrownbag sessions. Thanks to the presenters and our strategic partners for inviting us to speak!

Pure's VMware solution team held technical workshops for customers and partners to dive into the technology of the Pure's integration in areas like VMware vVols, vCF, SRM, and vRealize Suite. Our technical team enjoyed the opportunity to interact with attendees and share a hearty breakfast before the breakout sessions.

Pure had three breakout sessions that Cody Hosterman, Pure's Technical Director, nicely outlined in his pre-VMworld blog post. Cody successfully repeated his breakout session on an introduction to vVols and another on core storage best practices that had received top ratings at VMworld San Francisco.



Well, another year of successful VMworld events has finished. As VMware develops new solutions like NVMe-oF support, vVols.next, and VMware Cloud Foundation integration, the Pure Storage team will be actively working with VMware to build better solutions for our mutual customers.

Until next year. Or as they say in Catalan, "Fins l'any que ve, els millors desitjos!"

Resources: Dig into Pure's VMware Solutions

Pure has the industry's simplest Virtual Volumes (vVols) implementation. [Watch our videos](#) to learn more about how you can benefit from FlashArray™'s agility and control for VMware environments.

Explore how Pure solutions help you [bridge private and public clouds](#). With true hybrid operations, you can

build your cloud, run applications anywhere, and protect data everywhere.

[Top 10 Reasons to Use Pure Storage with VMware vVols](#), an ebook from IT Brand Pulse, gives you a background on vVols, then provides 10 examples of why leads in the development of useful vVols storage solutions.