

# Aussie IT superheroes unite: Join Pure Storage and customers at Cisco Live Melbourne



Cisco Live Melbourne is approaching in a flash and Pure Storage is heading to the Melbourne Convention Centre on 6-9 March to celebrate Australia's IT heroes. This year's Cisco Live will centre around digital transformation and all the different parts of this journey.

Pure Storage will be running Think Tank sessions, showcasing what's next for our converged infrastructure solution, FlashStack™, and hosting a discussion with one of Australia's leaders in digital transformation. This is one you don't want to miss. If you want to look at the cost, performance or agility of your infrastructure, come and see us on the big orange stand where we can show you some opportunities to change the way you have planned your infrastructure and owned and operated your storage with Cisco UCS, UCS Director and the ACI stack.

FlashStack, a converged infrastructure solution from Cisco and Pure Storage, brings the power and efficiency of [all-flash storage](#) to the entire Cisco UCS-powered data centre. FlashStack is a next generation consolidation platform that not only dramatically shortens time to value, but also enhances performance, resilience, and integration beyond day one deployment.

It combines industry-leading compute, network, and storage hardware with advanced management and orchestration tools into a single, integrated architecture. Using validated application specific [designs](#), FlashStack is ideal for mission-critical enterprise applications and a robust platform for cloud services. This

enables businesses to speed up the time to deployment, lower overall IT costs, and reduce deployment risk. As a result, FlashStack is enjoying some of the fastest adoption amongst converged infrastructure offerings today.

FlashStack has been a hero solution for [Catholic Church Insurance](#), processing data 10 times faster and transforming the insurance provider's customer experience through a seamless client portal and faster database transactions. [FlightStats](#) used FlashStack to accelerate the ingestion and processing of millions of points of flight data in near real time, [Valley Proteins](#) freed up IT resources, and [Lifescrypt](#) got a new data centre and cut co-location costs by \$100,000 a year. FlashStack has proven time and again that consolidating workloads on converged systems makes sense from a manageability, scalability, performance, and networking standpoint.

As a Cisco Preferred Solution Provider, we've worked closely with Cisco for many years to ensure our customers and partners benefit from the industry leading ROI that our FlashStack converged infrastructure delivers. Cisco Live is a key place for us to meet customers and partners - our IT superheroes - to gather the latest insights and experience but also to update them on our latest joint initiatives and news.

Whether it be the latest Cisco FlashStack validated design news, joint solution support for critical infrastructure, hearing about tailored finance options from Cisco Capital or the latest FlashStack solution partner success stories from our involvement in the [Cisco Solution Incentive Program\\* \(SIP\)](#), we'll be there to show you how the right converged infrastructure can help your business, and make you an IT superhero.

Look out for Pure Storage and specialists such as Chris Bannayan, Senior Systems Engineer at Pure Storage ANZ, and Troy Wright, Systems Engineer at Pure Storage ANZ, who will explore ways to simplify disaster recovery and reduce SAP run rate costs with game-changing performance at the Think Tank Sessions on Wednesday 7 March. Then be sure to catch Mark Jobbins, Vice President of Technical Services at Pure Storage APJ, who will delve into maximising opportunity in a world of data complexity in a fireside chat with one of our leading customers.

We can't wait to see Australia's IT superheroes take Melbourne by storm. Register today to join us at Cisco Live Melbourne.