

Continuing the All-Flash Converged Infrastructure Journey...with Our Partners

In December 2014, we announced the availability of FlashStack—an all-flash converged infrastructure offering powered by Pure Storage. This was an evolutionary milestone for us in the journey to strengthen our commitment to our channel partners by providing them with more opportunities. Since the initial launch, we have proudly added many partners to the Flash Stack program and helped customers realize the benefits of flash in a converged infrastructure, greatly simplifying IT infrastructure projects and accelerating time to value. A shining example of which can be found [here](#).

Today we announced the immediate availability of two new solutions and the expansion of our FlashStack channel partner program.

New Application Focused Solutions

As you and our mutual customers have made clear to us, the world is aggressively moving to modern workflow centric data centers, inclusive of in-house, private cloud and public cloud. Together we are winning the most demanding workloads of this era, which are often aligned to database, virtual server, and virtual desktop. So it's logical that today's announcement expands our focus towards the application layer with the availability of two new reference architectures, FlashStack for Microsoft SQL Server and Citrix XenDesktop.

These two new solutions will allow partners and customers to build out repeatable Microsoft SQL and Citrix XenDesktop deployments that provide predictable performance and optimal end user experience at a lower total cost of ownership.

Expansion of our Flash Stack Channel Partner Program

The [FlashStack](#) Converged Infrastructure Authorized Support Partner (ASP) accreditation launched in December 2014 in conjunction with the FlashStack Converged Infrastructure, which allows partners to provide a one-call support experience to customers, continues to see great momentum. The single call support option has served as a true value-add for customers who seek a personalized experience.

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We are now offering a new accreditation that allows partners to resell the FlashStack Converged Infrastructure solution irrespective of their support capabilities. This program expansion enables Pure Storage partners to differentiate themselves in the market by providing workflow centric solutions within a defined reference architecture. For customers, this means more flexible purchasing options, component choice and an availability of a wider range of services.

Pure Storage's commitment to disrupting the status quo in the data center with you, our partners, is unwavering and I look forward to hearing from you on these compelling FlashStack enhancements.

