Nominee: Pure Storage

Nomination title: Pure Storage Leads the Way In Making The All Flash Enterprise A Reality

In 2014 Pure Storage, the all-flash enterprise storage array company, saw another year of significant growth in Europe, Middle East and Africa (EMEA), growing by more than 300%. A pioneer of the all-flash array (AFA) category, it was first to successfully deliver an all-flash enterprise storage array for less than the cost of legacy performance disk solutions. With the expansion of its FlashArray 400 Series product line and new feature-rich Purity 4.0 software, the company now offers the most comprehensive, tested and mature all-flash array (AFA) product line-up available to the market, setting a new industry standard for enterprise storage performance, scalability, security and efficiency, with a 10x improvement over disk-centric solutions in every dimension.

In the past year in EMEA Pure Storage has:

• Grown bookings by more than 300% year to date and increased its customer base in the region by 2.5x;

• Expanded teams into 8+ countries with plans for further expansion, bringing the total number of countries Pure has presence in to 12;

• Grown the number of employees in the EMEA organisation by more than 300%;

• Increased the number of business partners in the Pure Storage P3 partner program to more than 150:

o A selection of these partners include Computacenter, Concat, Dimension Data, Kelway, SCC, Softcat, Data Sciences, Omega, Poland Global Distribution, Proact, Prolink, Ricoh, Quorum and Wise.

• Increased the number of its strategic customer relationships in EMEA in 2014, culminating in several 6 figure deals and at least one 8 figure deal, with the addition of industry leading companies in the following verticals to its customer portfolio:

o Investment Banking and Financial Services

o High Tech, Including Software and SaaS businesses

o Oil and Gas

o   Government

o   Education, including leading Local Schools and Universities

o   Healthcare

o   Telecommunications and Internet Hosting

o   Retail

The Expanded FlashArray Family: All-Flash Storage for Every Enterprise

In May 2014 Pure Storage introduced the expansion of its flagship FA-400 Series product, unveiling new entry-level and high-capacity FlashArrays, and the next generation release of its Purity Operating Environment, Purity 4.0.

The FA-405 and FA-450 FlashArrays complement Pure Storage's original offering – the award-winning FA-420 array – with an entry-level and high-capacity solution designed to meet every enterprise budget, capacity and performance requirement. The FlashArray family of products is fully expandable and upgradable, so customers can start with the configuration of their choice, and non-disruptively extend its performance and capacity as their application requirements evolve. The Pure Storage FA-400 Series product line includes:

•   FlashArray 405: An Entry-Level Array for Midsized Enterprises, Distributed Operations and Single-Application Deployments

•   FlashArray 420: Endures as the Data Centre Workhorse

•   FlashArray 450: A High Capacity, High Performance FlashArray for Large Enterprises

Purity 4.0 Software: Purpose-Built for Mission-Critical Environments

The fourth generation release of the Purity Operating Environment set a new standard for enterprise AFA software, offering the most expansive and comprehensive disaster recovery,

data protection and security features in its class. Enhanced with FlashRecover, a native and fully integrated replication, snapshot and policy management service, Purity 4.0 was purpose-built to keep mission-critical applications running in the face of anything—from natural disaster or user error, to hardware failure and malicious attacks. Key features of Purity 4.0 include:

- FlashRecover Replication and Snapshots for Comprehensive Data Protection

- FlashRecover Protection Policies for End-to-End Protection Policy Management

- FlashProtect: Expanded Information Security for Mission-Critical Environments

Why nominee should win

- Pure Storage was first to successfully deliver an all-flash enterprise storage array for less than the cost of legacy performance disk solutions.

- FlashArray has been so popular that it grew bookings by more than 300% and increased its customer base in EMEA by 2.5x in 2014.

- In 2014 it took great steps to realise its vision to democratise all-flash storage and deliver "Flash for All" through the expansion of its flagship FA-400 Series. The applications for Pure's arrays are widespread, small, medium and large multinational businesses; governments, hospitals, schools and non-profits all benefit from Pure's simplicity, reliability, performance and affordability.