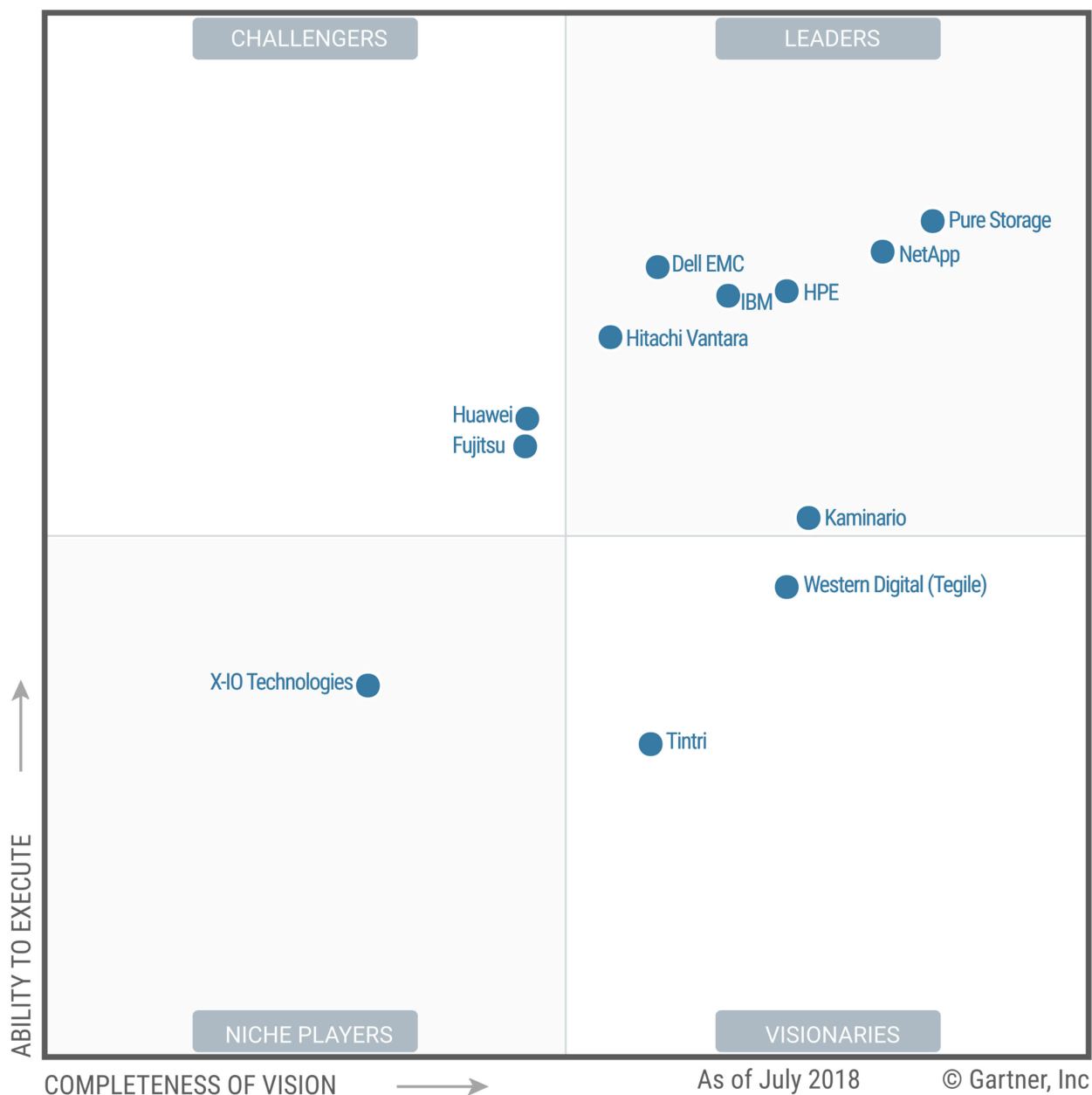


Half a Decade of Being Recognized as a Gartner MQ Leader

[Gartner Magic Quadrants](#) offer visual snapshots, in-depth analyses, and actionable advice that provide insight into a market's direction, maturity, and participants.

We believe that being named a leader since the inception of the Magic Quadrant for Solid-State Arrays is an incredible honor for Pure but it's only possible because of our customers and partners. Year after year, we are truly inspired to action by our customers who deliver user-centric experiences, whether it's [patient-centered care](#), [guest-centric services](#), [student-focused learning](#), [fan-based offerings](#), [employee applications](#), or [personalized shopper experiences](#).

Figure 1. Magic Quadrant for Solid-State Arrays



Source: Gartner (July 2018)

Additionally, we are very proud to be the first vendor to be simultaneously positioned furthest to the right on the “Completeness of Vision” axis and highest on the “Ability to Execute” axis in the Solid State Array Magic Quadrant. Since the inception of the SSA Magic Quadrant in 2014, Pure has been furthest to the right in completeness of vision, and is now positioned highest in ability to execute, which we believe is a testament to our commitment on delivery and in line with becoming a \$1B company. More than ever, Pure is truly both the innovative choice and the safe choice in the market. That’s innovation without compromise!

We feel that the Gartner Magic Quadrant is one of the most valuable analyst reports for users seeking a better understanding of the industry and vendor landscape. More importantly, what makes the report so coveted is that it was

derived from extensive user engagement and feedback. The Gartner Magic Quadrant incorporates both customer and vendor-based research.

It is tremendously gratifying to reflect on the amazing impact that our customers have in the world to serve and unite humanity – [from overcoming a natural disaster crisis](#) to [helping cure cancer](#). Take a look at the video below, which captures our journey with several of our customers.

At Pure, we believe in three pillars for success:

- **Disrupt and Innovate: We've never been afraid to innovate and disrupt industry norms. We led the industry transition to AFA, and we are doing it again with Shared Accelerated Storage. The new [FlashArray//X](#) family, brings NVMe mainstream at a \$0 premium and is architected NVMe-oF ready for next generation connectivity and data center consolidation. Purity ActiveCluster has made business continuity effortless and with Pure1® Meta, our customers can leverage AI to get unique predictive insights on workload behavior. FlashBlade delivers next-generation file and object storage and in new areas such as [AI](#), we introduced AIRI™, the first converged infrastructure solutions purpose-built for AI, in partnership with NVIDIA.**
- **Deliver the best customer experience:** Put the customer at the center of everything we do. From the simplicity of our products to extraordinary support, we put our customers first. Our Satmetrix-certified Net Promoter Score (NPS) ranks in the top 1% of B2B organizations and is a great reflection of how much our customers value the experience we provide. FlashStack, our converged infrastructure solution jointly delivered with Cisco, is a modern converged infrastructure (CI) solution that is smarter, simpler, smaller – and more efficient than ever before. FlashStack is virtual machine-aware and hybrid cloud-ready, while retaining the predictability and efficiency advantages of dedicated compute and storage tiers.
- **Offer a customer-centric business model:** We've challenged the status quo and enabled our customers to run and grow their business with flexibility and in an investment protected manner. Evergreen™ Storage offers our customers a subscription to innovation with storage that gets better with age. We take pride in the validation of our model as competitors have tried to emulate our strategy. Innovating again on this front, with the new Evergreen Storage Service (ES2), customers get Storage-as-a-Service (STaaS) designed for true OPEX and non-stop services

in private, hybrid, and multi-cloud environments.

We are proud of our customers and their achievements and humbled by our partners' and their extensive support of Pure in the market. To both our customers and partners, we offer a sincere thanks. We will continue to work tirelessly towards our ambitious goal to empower innovators to build a better world with data.

Learn more about [what our customers are achieving with Pure](#).

—

Gartner Magic Quadrant for Solid-State Arrays, Valdis Filks, John Monroe, Joseph Unsworth, Santhosh Rao, July 23 2018

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