



WEBINAR

# VDI Partner Sales Briefing



# PRESENTERS



서재만 이사 (Jaeman Seo)  
Channel Account Manager



이규현 상무 (Kyle Lee)  
Systems Engineer Manager



노용신 이사 (Richard Noh)  
Channel Technical Manager

# WELCOME

이규현 상무 (Kyle Lee)  
Systems Engineer Manager

# DELIVERING THE MODERN DATA EXPERIENCE

## GROWTH



**+\$50B**

Total Addressable Market

**\$1.64B**

FY20 Annual Revenue

—  
21% Year-over-year Growth

## CUSTOMERS



**7,500+**

Customers

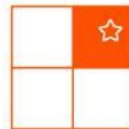
—  
**1,700**

New Customers in FY20

**44%**

of Fortune 500

## LEADERSHIP



**Gartner Magic Quadrant**

For the sixth year in a row, Pure Storage is a leader in the Gartner Magic Quadrant.



**Net Promoter Score**

In the top 1% of B2B companies.

## COMPANY MILESTONES



- 2009** Founded
- 2011** Pioneer in All-Flash
- 2012** Introduction of FlashArray™
- Late 2012** First international office open in Europe
- Mid 2014** Evergreen™ Storage Non-Disruptive Upgrades
- Early 2015** Pure1® Cloud-Based Management
- Late 2015** IPO (PSTG)
- 2016** Introduction of FlashBlade™
- Early 2018** Pure introduces the first AI-ready Infrastructure (AIRI™)
- Mid 2018** Launch of as-a-Service model (Pure as-a-Service)
- Mid 2018** StorReduce Acquisition
- 2018** Cloud Data Services
- 2018** \$1+ Billion in revenue
- 2019** Compuverde Acquisition
- 2019** Expands FlashArray™ Family
- 2019** Named a Leader: Gartner Magic Quadrant



# Pure Storage Is a Leader Six Years in a Row.

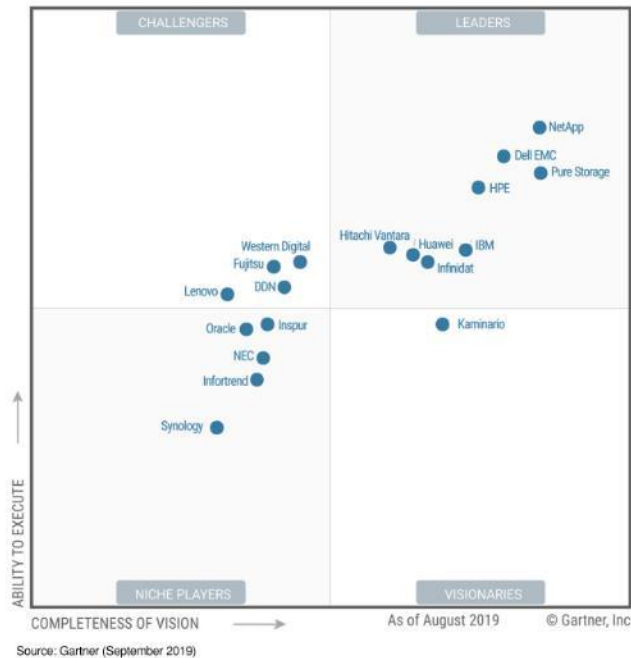
Pure is named a leader in the **Gartner 2019 Magic Quadrant for Primary Storage** and is placed furthest for Completeness of Vision.

Source: Gartner Magic Quadrant for Primary Storage, Santhosh Rao, John Monroe, Roger Cox, Joseph Unsworth, 17 September, 2019.

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## Gartner®



**Download now:** <https://www.purestorage.com/resources/type-a/gartner-mq-2019.html>

# Gartner Critical Capabilities 2019

Pure Storage M and X series scored **highest** for **Virtual Desktop Infrastructure**.

Source: Gartner Critical Capabilities for Solid-State Arrays; Roger W. Cox, Joseph Unsworth, Santhosh Rao, John Morroe, 3 Oct., 2019.

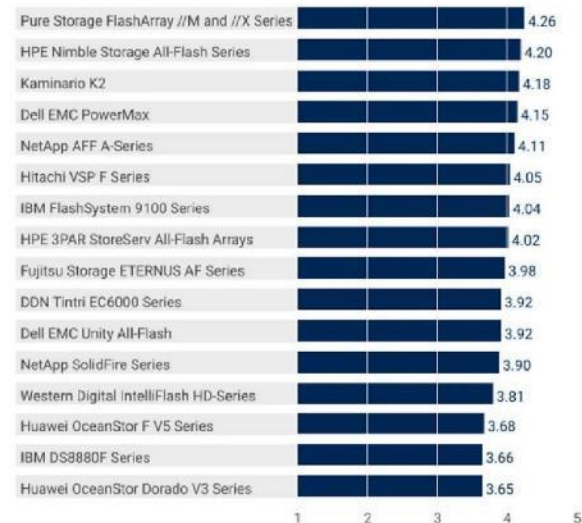
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Gartner

Figure 5. Vendors' Product Scores for Virtual Desktop Infrastructure

Product or Service Scores for Virtual Desktop Infrastructure



As of 23 September 2019

© Gartner, Inc.

Access a complementary copy of the report:  
<https://www.purestorage.com/microsites/gartner-cc-ss-2018.html>

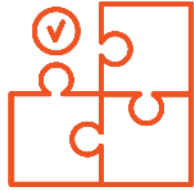
**TIME**

# The Coronavirus Outbreak Has Become the World's Largest Work-From-Home Experiment

# PERFECTING THE REMOTE WORKFORCE



Use as-a-service models to meet current demand



Expand on your existing investments



Have business continuity and disaster plans in place



Participate in Tiger teams



Drive effective workflows and a supportive culture



# VDI의 필수 조건

VDI는 다음사항을 고려하지 않으면 성공할 수 없습니다..



## 데이터 보안

통합된 데이터에 원격 접속은 가능하지만 데이터의 보안/보호를 유지할 것

## 예측 가능한 성능

VDI 플랫폼의 분단위 변동성을 견딜 수 있는 빠른 응답시간을 보장할 것

## 단순화

단순한 아키텍처가 필수이며, 요구사항 변경에 대해 아키텍처 재정의가 발생하지 않을 것



## 확장성

환경의 변화에 따라 빠르고 간편하게 확장을 보장할 것

## Integration

인프라를 Single View로 관리할 것

## 보호

무중단 가용성을 보장할 것

(다운타임은 아무도 일할 수 없다는 것을 의미)



# VIRTUAL DESKTOP INFRASTRUCTURE

MODERN DATA EXPERIENCE FOR NEXT GENERATION VDI

노용신 이사 (Richard Noh)  
Channel Technical Manager

*April 2020*

# VDI의 필수 조건

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# SECURITY

FlashArray 내 모든 데이터는 100% 암호화 되며, 24시간 마다 자동으로 키가 생성되어 별도 키 관리가 필요 없습니다.



## Always-on Encryption



- Purity기반, ASIC-accelerated 모두 사용
- NVRAM, SSD/NVMe Flash 내 모든 데이터 암호화
- 성능 영향 없음

## 성능저하 없는 INLINE 암호화



- FIPS 140-2 인증 (256-bit AES encryption)
- FlashArray의 100% 데이터 암호화
- 미디어 전송 또는 도난, 분실에 대한 데이터 보호

## ZERO KEY 관리



# MEETING DESKTOP VIRTUALIZATION PERFORMANCE REQUIREMENTS



# SIMPLICITY

When provisioning FlashArray storage, there is no need for complicated storage decisions.

No need to specify/enable:

- RAID
- Deduplication
- Storage Pools
- Compression
- Encryption
- Medium Type
- Performance Tiers
- Cache Assignment
- Front End Ports
- Queue Depths
- Block Size
- Provisioning Type



These are automatically controlled by Purity or simply don't exist!

Create Volume

Container: /

Name: VDI-Datastore01

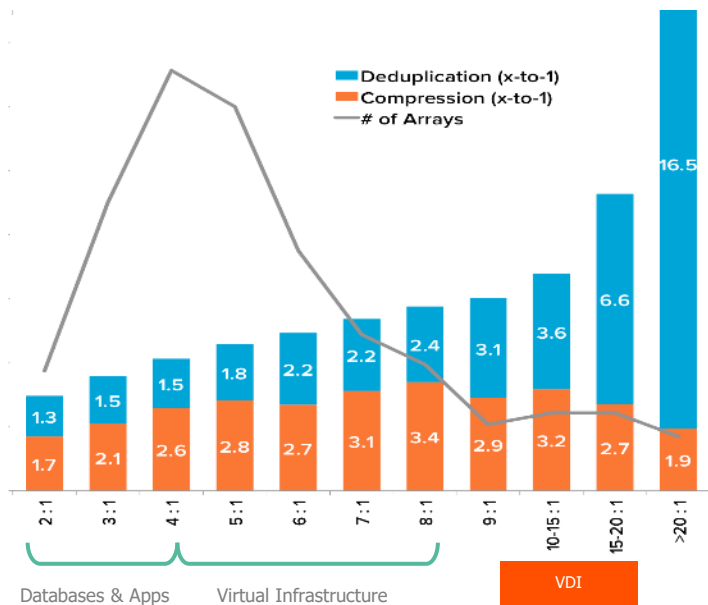
Provisioned Size: 64 T

QoS Configuration (Optional) ▾

Create Multiple... Cancel Create

# GLOBAL DATA REDUCTION

512Byte 가변블록 중복제거로 가장 효율적이며, 데이터 절감율을 공식적으로 보장하는 유일한 기업입니다.



스토리지 중복제거/압축을 수행하지 않는다면 VDI 또는 혼합 워크로드에 최적화 되어 있지 않음.

VDI에서 압축은 약 2~4배 수행됨

압축 + 중복제거 적용 시 중복제거 2배 이상의 효과

전역적인 중복제거를 통해 하나의 데이터스토어 이든 10개의 데이터스토어 이든 일정한 중복제거율을 제공

VDI의 경우 일반적으로 10 ~ 15:1의 데이터 절감률

# DEPLOY: ALL-FLASH CONVERGED INFRASTRUCTURE



- All-Flash CI solution tested and validated by Cisco & Pure Storage
- Designed, implemented, and supported by Pure partners
- Best of breed components, flexible design.
- Supported with VMware Cloud Foundation & SDDC Manager

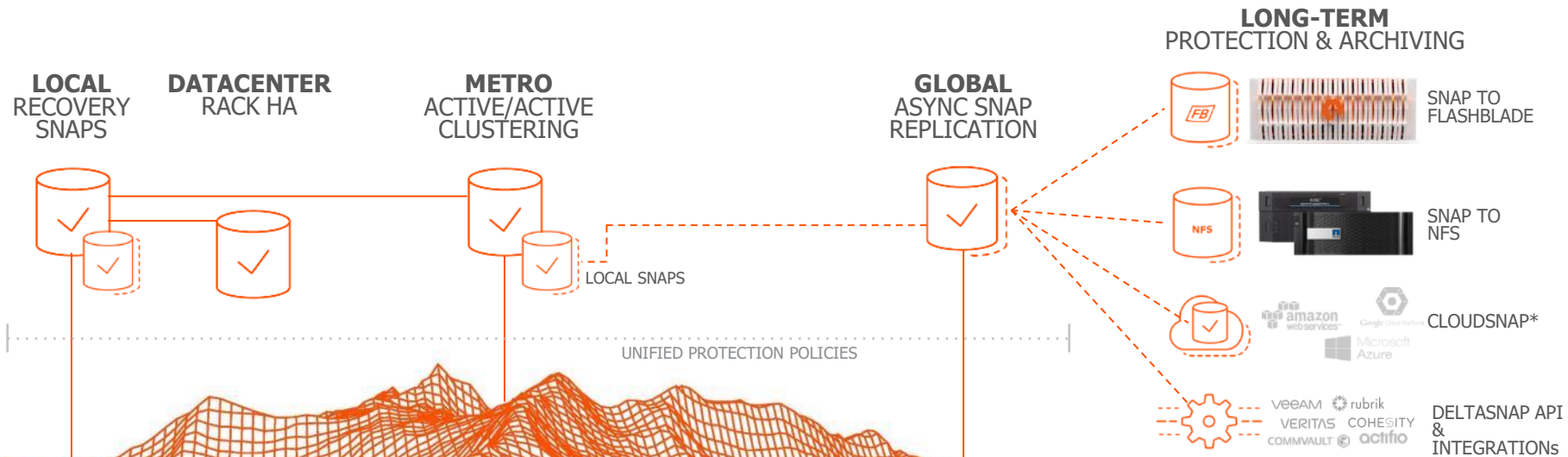
FLASHSTACK SOLUTIONS ARE AVAILABLE FOR:





# PROTECT GLOBALLY

SELF-PROTECTING STORAGE, INTEGRATED WITH AN OPEN ECOSYSTEM



\* NOT CURRENTLY GA

# PROPOSED SOLUTION FOR 3000 DESKTOPS



- Consistent <1ms Latency
- Unprecedented Flash Performance

- 99.9999% Uptime
- High Availability for building reliable desktop infrastructure

- Non-Disruptive Upgrades
- Architect once – Go from pilot to 1000s of desktops

- Secured and Compliant
- Always on AES-256 data encryption, FIPS 140-2 validated and GDPR ready

- Simplicity
- Easy to install, operate or manage



ARRAY TYPE  
**FlashArray  
//x20R2**

RACK SPACE  
**3 RUs**

EFFECTIVE CAPACITY  
**180 TB**

IOPS  
**140K**

DRR  
**7.8:1**

READ LATENCY  
**< 1ms**

WRITE LATENCY  
**< 1ms**



# THE PURE IMPACT BASED ON 3000 DESKTOPS

## FINANCIAL IMPACT



6 Year savings in Hardware capital expenditures (CAPEX)



Estimated monthly savings per desktop deployed



6 Year savings in Software Licensing

## OPERATIONAL IMPACT



Non-disruptive upgrades of hardware & software



Subscribe to Evergreen innovation with Flexible consumption models



Get Pure Storage as a Service and pay only for what you use

## TECHNICAL IMPACT



Improve response times with NVMe Flash Storage



Boot 1000s of desktops in minutes and gain up to 20x improvement during logons



Increase in IOPS available at boot storms and login storms

## BUSINESS IMPACT

- » 안정적인 고성능 데스크톱을 온디맨드 방식으로 제공하여 원격 직원의 역량을 강화하고 직원 생산성을 극대화합니다.
- » 스토리지 TCO를 대폭 절감하여 가상 데스크톱 인프라의 ROI를 개선합니다.

# LARGEST SOUTH KOREA VDI DEPLOYMENT



LG CNS is an information technology service provider that has led the advancement of South Korea's IT infrastructure since it was founded.

LG CNS nurtures new business initiatives while adopting new technologies such as big data, cloud and the Internet of Things (IoT). As part of its strategy to stay at the leading edge of technology, LG CNS deployed an extensive virtual desktop infrastructure (VDI).

## CHALLENGES

- **Deploy a 10,000+ seat VDI environment to support efficiency improvement of all employees.**
- **Address performance degradation issues of existing storage.**

## RESULTS



<1ms Latency

Improved virtual desktop performance for VDI users.



6:1



Reduced storage requirements by half through outstanding deduplication and compression (6:1) without compromising performance.



Improved data security and reliability through backup and recovery.

# PURE AS-A-SERVICE

DELIVERS A FLEXIBLE AND EFFICIENT TRUE AS-A-SERVICE MODEL

|  |                                       |                                       |   |                                 |                                     |
|--|---------------------------------------|---------------------------------------|---|---------------------------------|-------------------------------------|
| <br>Pure as-a-Service | <b>No 3-5 year lease</b>              | <b>No CapEx</b>                       | <b>No upgrade purchases</b>                   | <b>No maintenance contracts</b> | <b>No paying for unused storage</b> |
|  | <b>On-Prem Storage Services</b>       | <b>Hosted Storage Services</b>        | <b>Public Cloud Storage Services</b>          |                                 |                                     |
|  Evergreen™ Storage    | <b>Non-disruptive upgrades</b>        | <b>No planned downtime</b>            | <b>Eliminate refreshes every 3-5 years</b>    |                                 |                                     |
|  | FlashArray <b>FX</b><br>Block Service | FlashArray <b>FC</b><br>Block Service | FlashBlade <b>FB</b><br>File / Object Service |                                 |                                     |

# PURE CHANNEL INCENTIVES PROGRAM (FY21)

서재만 이사 (Jaeman Seo)  
Channel Account Manager

*April 2020*

# VDI PROPOSAL TO HELP YOU

Pure Advisor [pureadvisor@purestorage.com](mailto:pureadvisor@purestorage.com)

Our VDI Proposals can be used with customers & prospects that are looking to implement a VDI solution

The following configurations are available:

- **X10** - 1500 desktops = 1,000 standard users | 500 power users
- **X20** - 3000 desktops = 2,000 standard users | 1,000 power users
- **X50** - 5000 desktops = 3,500 standard users | 1,500 power users

**Assumptions:** 30GB images size, 70% concurrency, standard users: 2 vCPUs and 4 GB Memory;  
Power users: 4 vCPUs and 16GB Memory

# CUSTOMIZED VDI PROPOSAL

To request a customized VDI proposal for any number of desktops, please provide us with the following information:

- What is your existing desktop image size?
- How many desktops, number of concurrent users and expected growth is the sizing for?
- What are your desktop profile types (vCPU, RAM)? (**Standard users:** 2 vCPUs and 4 GB Memory; **Power users:** 4 vCPUs and 16GB Memory? Feel free to add more personas.)
- What types of desktops are you currently using: Full Clone, Linked Clone and/or Instant Clone?
- Operating System Type - Windows 7, Windows 10 or Linux?
- Is the sizing for Citrix or VMware Horizon environment?
- What is your data protection strategy for your VDI?

The Pure Advisor team will provide a customized VDI proposal in less than one business day



# AVAILABLE FOR OUR CUSTOMERS

<https://www.purestorage.com/solutions/infrastructure/vdi.html>



## A Complete Solution for VDI

Looking for an integrated, Cisco-validated storage solution for VDI? FlashStack™ Converged Infrastructure delivers all-flash speed and resiliency for all your workloads and simple, rapid deployments based on pre-validated blueprints. Scale seamlessly and manage easily as your business grows. Fully tested, fully customizable, and fully supported.

[Check Out FlashStack >](#)

The screenshot shows the Pure Storage website's VDI solution page. At the top, there's a navigation bar with 'PURE STORAGE', 'Products', 'Solutions', 'Company', 'Support', 'Partners', 'Customer Stories', 'Blog', and social media icons. Below the navigation is a hero section with an orange background and the text 'Power VDI Solutions With Pure'. A sub-section titled 'Drive Business Agility with a Remote Workforce' lists benefits like consistent data services, simple management, and efficient scale. Three key features are highlighted: Resilient (99.9999% availability), Simple (90% maintenance reduction), and Cost Efficient (less than \$50 per TB).

## Resources

**BLOG POST**

**5 Ways to Support Remote Employees Without Losing Productivity >**

**EBOOK**

**Realize the Promise of VDI with Flash Storage >**

**BLOG POST**

**Gartner Scores Pure Storage Highest in VDI >**

**CISCO VALIDATED DESIGNS**

**FlashStack, VMware Horizon 7.4, VMware vSphere 6.5 U1 with Cisco UCS Manager 3.2 >**

**CISCO VALIDATED DESIGNS**

**FlashStack, Citrix XenDesktop 7.15, VMware vSphere 6.7 U1 with Cisco... >**

# PURE Rewards

- 1% payout to Partner AE and SE (capped USD 10,000)
- AE / SE names must be identified
- Must be deal registration
- Opportunities created and closed within 180 days
- Opportunities closed by 31 Jan 2021

# PURE REWARDS



Effective February 1, 2020 - January 31, 2021

JOIN YOUR FRIENDS AND TAKE ADVANTAGE OF THE INDUSTRY'S BEST INCENTIVE!

#### PAYOUT DETAILS:

- 1% to both the Partner AE and Partner SE on closed deals
- All rewards are capped at \$10,000 per individual, per deal
- AE and SE names must be identified on the opportunity\*

#### THE RULES:

- Deal registration is required
- Channel-led
- Opportunities created and closed in under 180 days
- Opportunities closed by January 31st, 2021

#### ELIGIBLE DEALS:

- Net New Logos to Pure. Initial deal can be [FlashArray](#), [FlashBlade](#), or Pure-as-a-Service.
- First purchase of a new product - sales into existing accounts may also qualify if it is the first sale of either [FlashBlade](#).

#### PAYMENT DETAILS:

Payments are processed every 45 days so be on the lookout. You will receive an email once your reward has been loaded and is available to redeem. If you have any specific questions about your reward, please contact your Pure Storage Channel Account Manager.

WE LOOK FORWARD TO DRIVING BUSINESS WITH YOU.

Terms and Conditions: 1. Please review Pure Rewards terms and conditions on the Partner Portal > Programs and Incentives. Partner Programs are open to eligible Pure Storage Authorized PS Partners in good standing. 2. Participants must be current employees of a Pure Storage Authorized PS Partner in good standing. 3. Pure Storage reserves the right to revise participation in the program to any employee. 4. A "net new logo or account" is defined as "net new business to Pure Storage". 5. "Channel-led bookings" are measured by Pure Storage as closed sales originating from deals issued and closed by partners. 6. Pure Storage reserves the right to modify or terminate this Program at any time without notice. 7. Sales, non-sales related and sales support are expected to and hold sole responsibility to solicit approval for participation in the programs from their corporate management. Participation is not mandatory. 8. One-time authorized partners are ineligible. 9. Local currency equivalent as required by region. Taxes vary by country. Total reward may be impacted by taxes withheld.

# PURE as-a-Service (PaaS)

- 2% payout to Partner AE and SE (capped USD 20,000)
- AE / SE names must be identified
- Must be deal registration
- Opportunities created and closed within 180 days
- Opportunities closed by 31 Jan 2021
- Both existing or new customers qualify

## PURE REWARDS



## PURE-AS-A-SERVICE

Effective March 1, 2020 - January 31, 2021

### PURE-AS-A-SERVICE PURE REWARDS IS HERE!

#### PAYOUT DETAILS:

- 2% of Total Contract Value (TCV) to both the Partner AE and Partner SE on closed won deals
- All rewards are capped at \$20,000 per individual, per deal
- AE and SE names must be identified on the opportunity

#### THE RULES:

- Deal registration is required
- Channel-led
- Opportunities created and closed in under 180 days
- Opportunities closed by January 31st, 2021

#### ELIGIBLE DEALS:

- Opportunities in both existing customers and new customers qualify.
- Only the first Pure-as-a-Service deal in a customer qualifies. Follow-on deals are not eligible.

#### PAYMENT DETAILS:

Payments are processed every 45 days so be on the lookout. You will receive an email once your reward has been loaded and is available to redeem. If you have any specific questions about your reward, please contact your Pure Storage Channel Account Manager.

### MAKE MORE MONEY BY SELLING PURE-AS-A-SERVICE, THE ONLY TRUE STORAGE-AS-SERVICE IN THE INDUSTRY!

Terms and Conditions: 1. Please review Pure Rewards terms and conditions on the Partner Portal > Programs and Incentives. Partner Programs are open to eligible Pure Storage Author and Partners in good standing. 2. Participation is limited to current employees of a Pure Storage Author and Partners in good standing. 3. Pure Storage reserves the right to release participation into the program to any territory. 4. A "new logo or account" is defined as new business to Pure Storage. 5. "Channel deal bookings" is measured by New Storage as closed deals deriving from deals found and closed by partners or where the partner adds unique value as determined by Pure. 6. Pure Storage reserves the right to modify or terminate this Program at any time without notice. 7. Sales representatives and sales engineers are expected to accept full sole responsibility to solicit approval for participation in the program from their corporate management. Participation is not mandatory. 7.8. One-time authorized partners are ineligible. 9. Local currency restrictions as required by region. Taxes vary by country. Total reward may be impacted by taxes withheld.

# SELL to Win Program

- USD xx for every qualify Deal Registration
- AE / SE names must be identified
- Can be combine with 1% Pure Rewards
- Program valid until 31 Jan 2021
- Net-New-Logo (NNL) to PURE
- Must have a valid Pure quotation



## 파트너 AE & SE를 위한 리워드 프로그램

### 1. 파트너의 NET NEW LOGO 어카운트 달 등록 시

|  |   |  |
|--|---|--|
| <p><b>딜 등록</b></p> <p>성공적으로 등록 완료된 모든 딜*</p> <p><b>KRW 120,000</b></p> | + | <p><b>판매완료</b></p> <p>승인 된 딜 등록 기간으로부터 180일 이내에 마감된 딜*</p> <p><b>마감된 딜의 1%</b></p> |
|--|---|--|

\*X10 & Pure-as-a Service 딜은 제외함

예시: 딜 금액: KRW 500,000,000

총 지불금 (각 AE & SE): KRW 120,000 + 1% (KRW 5,000,000) = KRW 5,120,000

### 2. PURE-AS-A-SERVICE 딜 등록 및 판매 완료 시

2021년 1월 31일까지 Pure-as-a-Service 딜 등록 및 판매완료 시

**총 계약금의 2%**

예시: 딜 금액: KRW 500,000,000

총 지불금 (각 AE & SE): 2% x KRW 500,000,000 = KRW 10,000,000

#### Terms & Conditions

1. Program is valid from 1 February 2020 to 31 January 2021 and for Pure Partners in Indonesia, Malaysia, Thailand, Philippines and Vietnam only.
2. Net New Logo (NNL) Opportunity rewards are applicable to new opportunities except for FlashArray/X10 models and Pure-as-a-Service, and for net new customers to Pure Storage only.
3. Pure-as-a-Service rewards are applicable to all opportunities, including existing Pure Storage customers.
4. All qualified deals should have a valid Pure Deal Registration number and opportunities must be channel-led.
5. All NNL Deal Registration rewards will be calculated and paid out in May 2020, August 2020, November 2020 and February 2021 for all qualified deals in the previous fiscal quarter.
6. All NNL Deal Closure rewards will be capped at USD10,000 and Pure-as-a-Service rewards will be capped at USD500,000 per individual per deal. Both rewards will be paid out via Pure Rewards Portal.
7. Rewards will be calculated individually and paid out to individual Partner AE and SE.
8. Pure Storage reserves all rights to amend any terms and conditions without prior notice.



# WE ARE READY TO SUPPORT YOU

## KOREA

- 서재만 이사 [jseo@purestorage.com](mailto:jseo@purestorage.com)
- 노용신 이사 [richard.noh@purestorage.com](mailto:richard.noh@purestorage.com)

# QUESTIONS

