World Wide Technology

PURESTORAGE®

Today's Data Solutions for the Financial Services of Tomorrow

Empower Your Business
Through Your Data Solutions

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Modernize Financial Services with Transformative Data

Banking and financial services organizations are under pressure to rapidly modernize, increase operational efficiency, reduce costs, and introduce new levels of innovation to stay ahead of the competition. However, digital transformation can be challenging for organizations facing growing volumes of data with inadequate data management capabilities, legacy architectures, and a risk-averse approach to change.

To unlock their wealth of data, financial services organizations must ensure secure, enterprise-wide access to that data. The key is breaking down silos and implementing cost-effective and efficient data storage solutions which in turn guarantee data security and compliance. WWT's Advanced Technology Center (ATC) provides a digital platform to test and evaluate different technologies for financial services organizations. The ATC combines consultancy, workshops, and methodologies to simplify and accelerate the adoption of advanced technologies.

Through its partnership with Pure Storage, banks and financial services organizations gain access to testing tools that empower users to assess, demonstrate, and deploy data management solutions to leverage advanced technologies cost-effectively and efficiently, with a convenient on-demand approach.

Pure's modern data experience allows financial services organizations to rethink infrastructure and expand accessibility. Their modern data solutions improve performance, reduce the total cost of ownership (TCO), bring greater agility, and allow you to expand organically to accommodate new projects, reduce downtime, and keep your customers happy.

Increased operational agility and reduced risk are enhanced by pay-for-what-you-use and as-a-service models offering flexible, secure data management solutions in this new data-driven environment.

Data is at the heart of today's financial institutions. A Modern Data Experience unlocks the power of a digital-first approach to digital transformation. The benefits are clear:

- Leverage and monetize valuable data to drive revenues
- Reduce risk, enhance compliance, and bolster security
- Reinvent the customer experience using the latest digital innovations
- Generate customer and market insights by leveraging AI and analytics
- Improve critical business operations and reduce time-to-decision
- Run applications seamlessly across environments with industrial-strength block storage powered by Pure's Purity Operating Environment.
- Reduce TCO with the flexibility to scale up, out, or even down with CAPEX or OPEX models
- Enjoy a subscription to innovation with non-disruptive upgrades to keep data storage fresh, modern, and agile

Agile and Safe: The Modern Data Experience

Financial institutions are required to safeguard and manage vast amounts of high-value data but often find it ends up untapped in inaccessible silos. Whereas worldwide data will grow 61% to 175 zettabytes by 2025 according to IDC, Seagate Technology reports that a staggering 68% of enterprise data goes unleveraged.
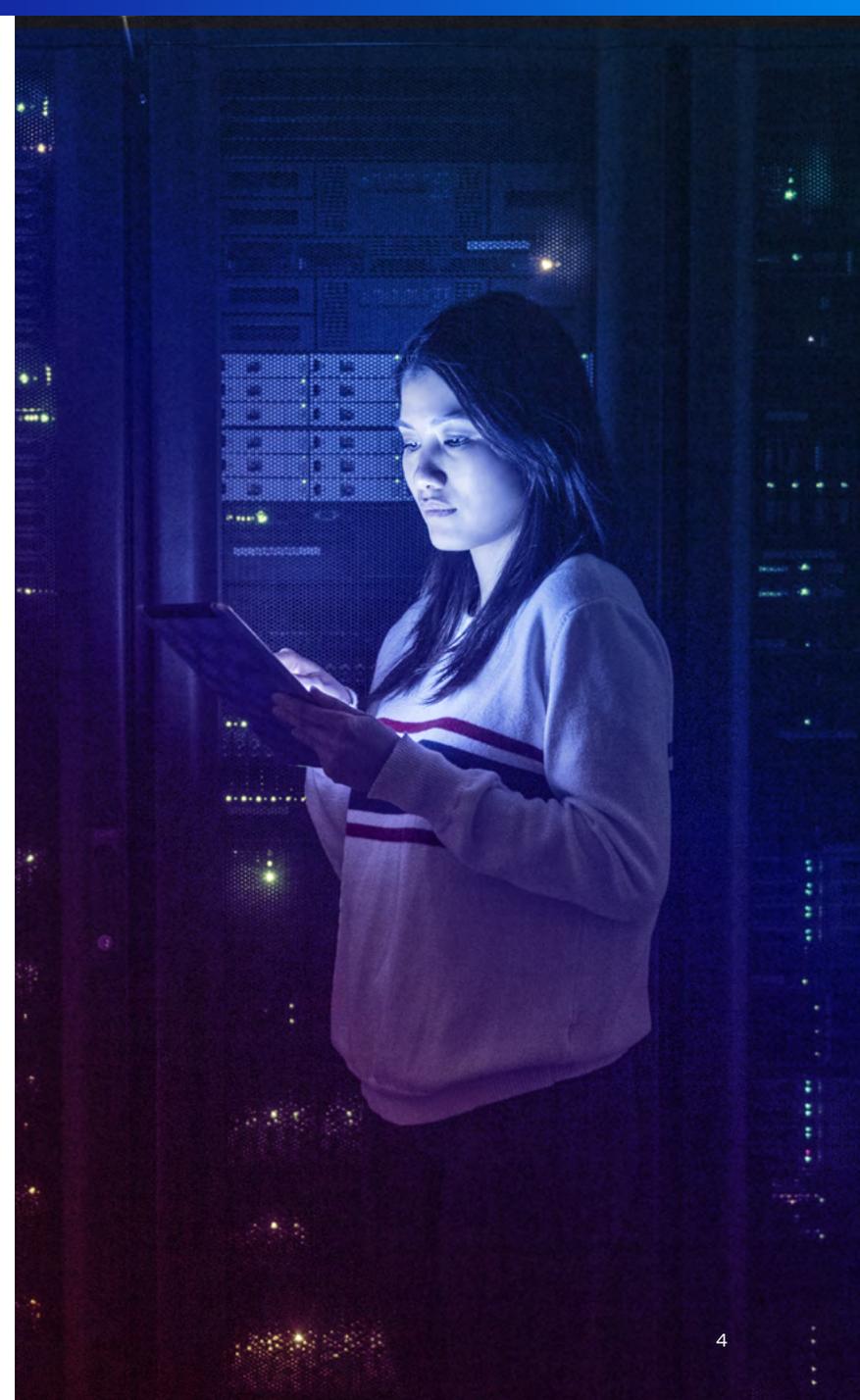

"Moore's Law is dead. Data economics has reached a breaking point. Companies need to take a more deliberate approach to optimize data storage and related costs."

THE TRUE ECONOMIC IMPACT OF STORAGE-AS-A-SERVICE

Driving business insights and improving customer intelligence means eliminating silos in both leadership and technology to converge data across the enterprise.

Through the WWT and Pure partnership, financial institutions can experiment with and implement a range of cloud models, easily integrate new data sources, and make use of containerization, evaluating advanced technologies and data management solutions quickly, without risk to business operations or availability. Merging data from multiple sources, leading to seamless customer interactions and increased revenues using real-time analytics and AI, makes financial organizations more agile and competitive in today's fast-moving landscape.

Digital Transformation through Data Solutions

In order to transform successfully, financial institutions must empower all their business streams to work in collaboration. Taking a planned, strategy-led approach to technology infrastructure ensures they can manage multiple data types and streams while maintaining high availability, security, and reliability across their business.

IT infrastructure is the baseline of success for today's financial services institutions. A modern data experience is an absolute requirement.

Data storage solutions delivered as a service support enterprise-wide collaborative working across business streams that translates to business benefits such as lowered costs and improved customer experiences. Digital-native business models bring reduced time to decision and improvements to critical operations.

Data is fundamental in transforming financial services organizations:

- Modernize core data systems and architectures to meet rising volumes of data, customer demands, and the need for insight
- Facilitate the implementation of Artificial Intelligence (AI) initiatives required to keep up with complex regulatory compliance and fraud prevention
- Embrace containerized infrastructures to simplify the development and deployment of applications and reduce time-to-market
- Accelerate contact payments and mobile payment solutions
- Make greater use of Robotic Process Automation (RPA) and bots to streamline and simplify operations

Through the WWT and Pure partnership, proof of concept, testing, and evaluation of advanced technology solutions with minimal risk are standard and take a fraction of the time. WWT partnered with Pure Storage allows you to experience the benefits of fast, flexible storage, and experiment with how that can benefit AI, ML, and other innovative use cases across your organization.

"These [digital transformation] initiatives are being driven by the need to improve intimacy with and responsiveness to the customer, implement stronger intelligence to improve and manage operations within the institution, increase the institution's agility to respond to changing market conditions, provide high performance, offer a highly available infrastructure, and drive higher investment returns."

IDC–ENTERPRISE STORAGE AS ENABLER OF DIGITAL TRANSFORMATION IN GLOBAL BANKING REPORT

Manage Costs And Scale As You Go

This proliferation of data is leading to increased management costs which can impede the extraction of value from data insights. In this context, the case for storage-as-a-service is compelling.

Pure Storage helps their customers shift to a true cloud-like consumption model that can be hosted on-premises, in a co-location, or in a public or hybrid cloud. Pure's pay-for-what-you-use storage solutions allow businesses to employ an OPEX, pay-as-you-go model that offers flexibility, simplicity, and reduced risk and can provide an on-ramp to the public cloud.

Pure as-a-Service (PaaS) includes Pure's Evergreen™ architecture, where Pure will continue to provide the latest features, software, and controllers non-disruptively without data migration, or downtime or charging the customers for upgrades. With Pure-as-a-Service you only pay for what you use. PaaS is a true OPEX consumption model, with SLO and SLA commitments, and not just a dressed up lease.

"The sum of data generated by 2025 is set to accelerate exponentially to 175 zettabytes. More data is created per hour now than in an entire year just two decades ago."

SEAGATE TECHNOLOGY REPORT.

Solutions You Need

Pure Storage FlashArray//X

The Pure Storage FlashArray is an all-flash storage platform built from the ground up on flash technology. Its architecture and agile data services help meet the demands of today's data center teams challenged with modernizing their storage infrastructure. Pure created its architecture as "stateless," meaning each component of the system can be upgraded to newer generation hardware without risky downtime.

FlashArray supports end-to-end NVMe from the server to the storage array. The design, density, and simplicity of the FlashArray along with Pure's Evergreen™ architecture is the best approach to storage and data management while helping reduce unnecessary space consumption and cooling requirements in the data center.

In addition, with WWT's on-demand labs customers can immediately launch a demo or general showcase on the WWT digital platform to better learn about FlashArray and the solutions' ability to help modernize legacy data centers.
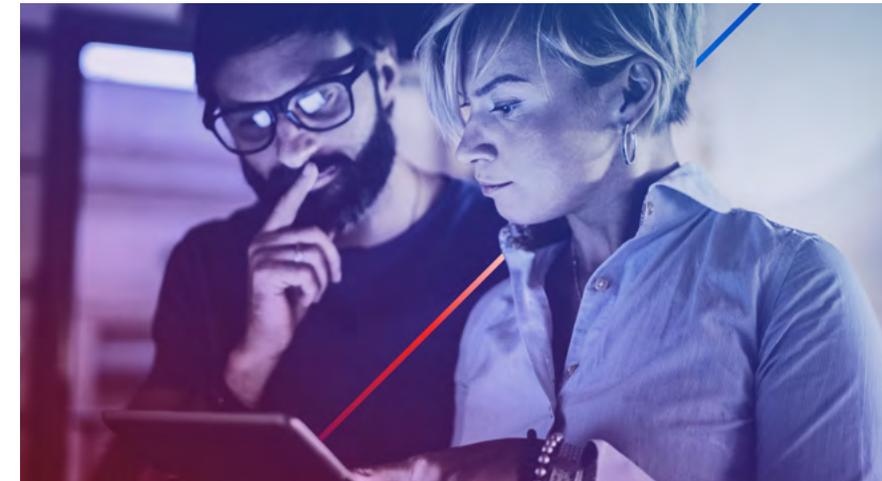
Pure Storage FlashBlade

FlashBlade is the industry's most advanced file and object storage platform ever, a data hub built to consolidate data silos like backup appliances and data lakes. FlashBlade's modern scale-out architecture allows companies to scale seamlessly up to multi-petabyte capacity by simply adding more blades. FlashBlade reduces complexity, enables effortless scalability of capacity and performance, and reduces total cost of ownership. FlashBlade is perfect for logging, analyzing, and restoring large amounts of unstructured data.

WWT has partnered with Pure Storage to give access to the Purity operating environment on Flashblade hardware in WWT's Advanced Technology Center.

Pure Ansible Automation

There's a pressing need to make programmability and automation an inherent part of operational IT processes in response to the growing speed of business demands. As one of the first manufacturers to introduce 100 percent flash storage products designed for simplicity and ease of use, Pure Storage is a recognized leader in resilient, easy-to-use storage innovation and a key dividend of Pure's approach to storage is that it helps simplify the process of automation.

WWT offers hands-on Ansible Automation Training labs to help customers learn how to get started using centralized automation tools to manage and deploy configurations.

CONCLUSION

Business Tools For You To Grow With

The industry and operational challenges facing banks and financial services in today's landscape are significant and institutions must adapt to move forward. It is not enough to plug holes in legacy infrastructure with new technology or systems. Businesses must take a strategy-led, digital-first approach to leverage data as a valuable resource in the face of an increased need for digital transformation, cloud, and business flexibility, with improved recoverability and restorability, and enhanced cyber resiliency.

Pure's Modern Data Experience transforms inaccessible, unusable, and siloed data into accessible, insight-rich, agile, and adaptable business tools. Pure provides fast, cost-effective, efficient, and secure access to data. This leads to more valuable analytics, faster decision-making, and significant cost savings. Investing in solutions built and run seamlessly across on-prem,

cloud and hybrid cloud infrastructures, as well as the flexibility to scale up, out, or down with either CAPEX or OPEX models, is crucial to remaining competitive.

With a shared culture of agile innovation, WWT and Pure Storage can provide financial institutions a one-stop-shop to develop a modern data strategy and architecture, and easily integrate technologies designed with customer satisfaction, usability, and simplicity in mind.

WWT partnered with Pure Storage provides a foundation for financial institutions to enjoy a subscription to continuous innovation and technology advancement. What are you waiting for?

[Discover More]

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