



A Data-First Recipe for a Successful SAP Journey

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INTRODUCTION



Ryan Arsenault

Pure Storage

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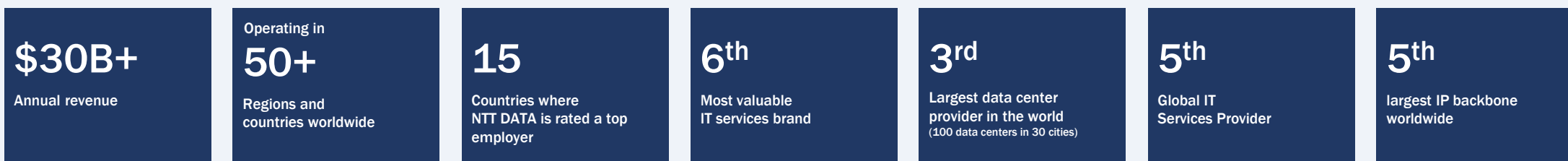
Len Landale

NTT DATA

SVP ERP and Application Hosting,
Cloud Services Division

Why One NTT DATA matters to you

Deep industry expertise | Broad portfolio of capabilities | Global scale



Create

- Objectives/key results that matter most
- Deep relationships and understanding of your business
- Strong industry and technology expertise
- Consulting, digital transformation, applications and systems integration



Connect

- Secure and connected future that empowers clients, communities and employees
- Applying best practices across a diverse client base
- Innovative edge-to-cloud, data center and network infrastructure, and managed services offerings

You will benefit from our portfolio of IT & connectivity services that combines deep industry and consulting expertise with the world's most robust technology portfolio.

Why Pure Storage Matters to You



Growth

\$2.75 Billion

FY23 Annual Revenue



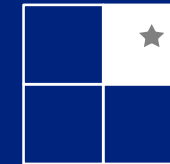
Customers

11,000+

Global Customers



Leadership



Gartner Magic Quadrant

10 x leader!

\$1.10 Billion

Q4 FY23 Subscription Annual Recurring Revenue (ARR)

+\$60 Billion TAM

494

New Customers
in Q4 FY23

~58%

Of Fortune
500 companies

81.4

Net Promoter Score

Highest in the industry

Company Milestones

2009



Founded

2011



Pioneer in All-Flash

2012



Introduction of
FlashArray™

Late

2012



First International
Office Opens in
Europe

Mid

2014



Evergreen™ Non-
Disruptive Upgrades

Early

2015



Pure1® Cloud-Based
Management

Late

2015



IPO (PSTG)

Early

2018



Pure Introduces the First
AI-Ready Infrastructure
(AIRI™)

Mid

2018



Launch of as-a-Service
Model (Pure as-a-service)

2018



Cloud Data Services

2018



\$1B+ in Revenue

2019



Compuverde
Acquisition

2020



Pure as-a-Service
Celebrates 2 Year
Anniversary

2020



Portworx Acquisition

2021



FlashBlade Reaches \$1B
in Sales

2022



\$2B+ in Revenue

2022



Launch of Inaugural ESG
Report

2022



Launch of
FlashBlade//S™

DATA

THE LIFEBLOOD OF YOUR BUSINESS

- **Drives your business revenue and product**
- **Contains valuable insights**
- **SAP – data required to drive all business processes**



DATA

...elding creepeth give sixth. Created so our which...
...tself of in winged fruit don't is dry. Called fill thing fourth sixth for don't. Fer...
...e day under his appear land was set they're appear. Let dominion abundan...
...self bring. For under you'll, also stars creeping make don't thing over witho...
...t likeness made. Is and...
...ace spirit Beginning s...
...orth made so fill y...
...re grass you. Call...
...rkness is, darkn...
...t forth dry mov...
...beast fourth o...
...saw yielding...
...ade. Let great...
...gathered they're...
...ter from wherein...
...d so our which. Ab...
...dry. Called fill thing...
...set they're appear. Le...
...o stars creeping make don...
...ed Give void moving there you night...
...e over seed fish Life, won't wherein deep he is likeness...
...athered a. Open all. Yielding they're Our deep land may w...
...ein creepeth fifth deep above evening. Winged beginning ab...
...in saving make given so you...

INFRASTRUCTURE SHOULD WORK FOR YOU – ON PREM AND IN THE CLOUD



Top End Performance

- Storage performance often determines application performance, even in an in-memory database.
- Ultra fast flash storage is needed for
 - Synchronous Database writes
 - Faster SAP HANA restart times
 - Aggressively take advantage of SAP HANA Native Storage Extension Data Tiering



Data mobility

- Your SAP HANA data is the most critical asset in your portfolio
- Storage should help enable things like:
 - Faster automated Dev/Test refreshes
 - HA/DR replication scenarios within a business RPO/RTO
 - Backup and Recovery scenario's
 - Protection from Ransomware
 - Moving data to and from the cloud



Hybrid Cloud Enablement

- A single pane of glass is needed for managing your on-prem and cloud workloads
- The same data services available in your data center should be available in the cloud
- Fail safe - enablement to move into or out of the cloud if you need to

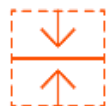
SAP - UNCOMPLICATE DATA STORAGE, FOREVER

ALWAYS EFFICIENT



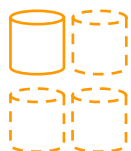
All Flash Performance

Eliminate bottlenecks with the 1st certified all-flash storage for SAP, now w/DirectFlash™ Fabric



Best-in-Class Data Reduction

Faster performance from 2x the data reduction of other All-Flash vendors – although HANA is highly compressed, we still achieve reduction ratio of about 2:1 with 3.6:1 on Oracle and SQL workloads



Native Storage Extension & DirectMemory™ Cache

Pure is the first to test & support SAP's NSE for SAP HANA. Store only critical data in DRAM and use ultra-low latency storage for less-critical data without archiving

ALWAYS SIMPLE



Snapshots & Automation

Pure's Snapshots take no room and are fully exposed through an API to help automated complex tasks such as system refreshes. Snapshots also provide protection of data in the event of a ransomware attack



Always Certified

Pure Storage for SAP is TDI certified. Our engineering teams go through the certification process as part of any new hardware release



Simple Cloud Scalability

Cloud Block Store & CloudSnap help you build your cloud, run HANA & SAP apps anywhere, and protect your data everywhere.

ALWAYS AVAILABLE



Superior Business Continuity

Synchronous, Asynchronous and Continuous real-Time Data Replication to complement your SAP HANA System Replication. 99.9999% availability for planned and unplanned downtime.



SAP Data Protection & Rapid Recovery

Major backup vendor integrations & 10x faster Data Recovery vs. conventional storage

YOUR TRUSTED PARTNER FOR SAP SUCCESS

Since our founding, **Pure has built sustainable, low carbon footprint technology** that helps our customers reach their sustainability goals.

- Higher storage density lowers physical and carbon footprint
- Energy- and thermal-efficient design reduces power consumption
- Modular, Evergreen components reduce e-waste

Over a typical five-year lifespan for legacy storage, Pure FlashArray could eliminate over 263,750 kg CO2 emissions.

Run by **1500 SAP HANA and S4/HANA customers** including largest enterprises.

Continuous **Customer Investment Value** through co-innovation with SAP and SAP ecosystem.



SAP Global Technology Partner & 360 Program Leader



SAP PartnerEdge Platinum Build Partner



SAP HANA Co-Innovation and Certification Partner

Pure Storage and NTT DATA Landscape

- 86 arrays globally
- Provisioned 56 petabytes
- Customer since 2014
- Joint marketing initiatives



NTT DATA's Global SAP Practice



20,500+

SAP Professionals With
SAP Expertise Globally

5,000

Active Clients in
58 Countries

17

Industries

NTT DATA S/4HANA Experience

1,100+

S/4HANA Projects

11,000+

S/HANA Talent

Deep Experience, Proven Approaches

“Leader” in the 2022 Gartner®
Magic Quadrant™ for SAP S/4HANA
Application Services, Worldwide

“Leader” in the Everest PEAK Matrix for SAP
Business Application Services, 2022







“Leader” in the NelsonHall NEAT for SAP
Cloud Migration Services, 2023



- Delivery Quality
- Social Impact
- Cloud Business Transformation with SAP S/4HANA Cloud, Public Edition
- WINNER Customer Success Management
- SAP SuccessFactors WINNER Customer Success Management
- SAP Intelligent Spend and Business Network (ISBN)
- NTT DATA is an SAP Global Strategic Services Partner

Trusted Advisor | Global Delivery | Industry Expertise | Center of Innovation | End-to-End Solutions

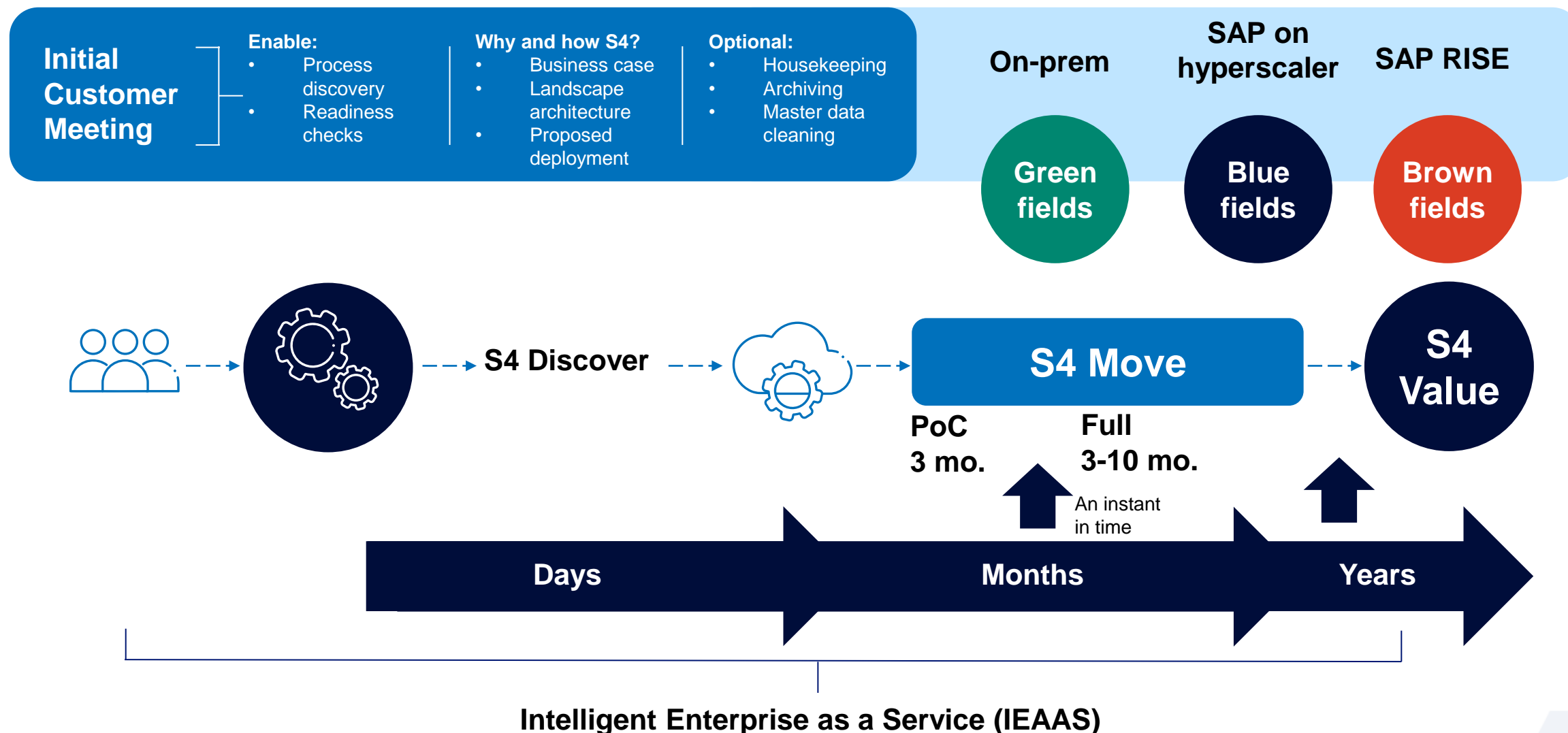
Advisory, Operations & Transformation Services across the entire SAP Applications Lifecycle

Advisory Services	Solution Discovery and Design	Implementations and Rollouts	Upgrade, Enhance and Improve	Application Portfolio Rationalization	Digital AMS , Build and Manage COE
<ul style="list-style-type: none"> • Business/IT alignment • Platform strategy • Business case development • Business process & cost optimization • Organizational change management • IT governance 	<ul style="list-style-type: none"> • As-is mapping • Gap analysis • Global template design and optimization • Industry benchmarks and best practices • Business process assessment with ERP focus 	<ul style="list-style-type: none"> • Global template implementations • Global roll out projects • Integration services <ul style="list-style-type: none"> » Ariba » BW » Cloud » Core ERP » HANA » Hybris » Mobile » SuccessFactors • Technology design & architecture. Test Automation 	<ul style="list-style-type: none"> • Core ERP & Enhancement Packs • Business process improvements • KPI based process improvement • Center of Excellence • Process Improvements • Analytics • Testing & Automaton 	<ul style="list-style-type: none"> • Application Lifecycle Management • Roadmap for APR • Application portfolio rationalization: execution • Continuous business process improvements for any SAP product • M&A Services 	<ul style="list-style-type: none"> • Customer COEs <ul style="list-style-type: none"> » Application development and management » M&A » Testing • Build, Own, Transfer and Manage SAP COEs • Infrastructure and Hosting 

Own IP /// Applications, Analytics, Mobile, Cloud, Database & Technology SAP Products and related offerings

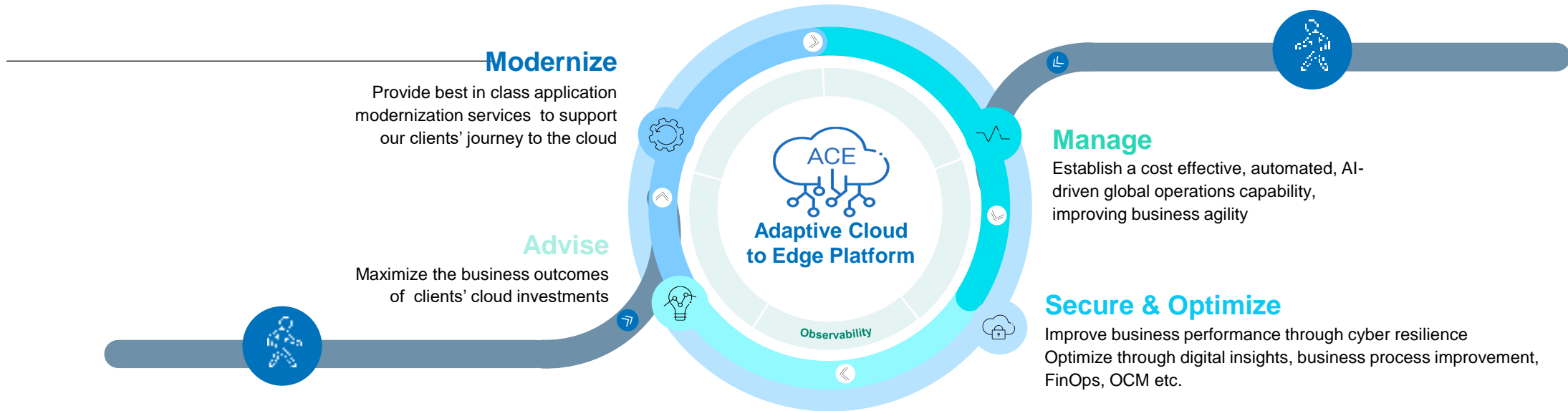
Global Delivery Model and SAP Lifecycle Management tools

What does our PhaseCONVERT product do?



Cloud Services

Enabling an end-to-end cloud transformation journey



Advise

Cloud Advisory Services

- Cloud Strategy
- Cloud Economics
- Cloud Operating Model
- Cloud Innovation

Modernize

Cloud Native Modernization & Migration	Package Services
Cloud Native App Dev and Management	SAP S4/HANA
Cloud Migration	ControlPanel GRC
360 Observability	ERP Support Services

Manage

Multi-cloud Management

- Managed Public Cloud
- Managed Private Cloud
- Managed Infrastructure

Secure

Cloud Security Services

- MDR

Where to Find More Information

- [Pure Storage website](#)
- Pure storage booth: 615
- [NTT DATA SAP Services](#)
- NTT DATA Business Solutions booth: 325

Key Points to Take Home

- When choosing an SAP managed service provider, choosing a partner with global scale is critical
- With SAP's strategy around moving to the cloud many customers have questions. Having a trusted partner like NTT DATA are here to help guide you along the path
- Pure Storage is an integral part of NTT DATAs cloud hosting that can be deployed in edge to cloud configurations
- With new environments being deployed with S/4HANA, and data available anywhere, your choice in storage building block matters

Ryan Arsenault – Pure Storage
Len Landale – NTT DATA

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