

Pure Storage simplifies Kubernetes data management



Partner resources

Red Hat ISV Partner

Software

Red Hat® OpenShift®

Pure Storage (Pure) makes it easier for companies to use and interact with data. Through its partnership with Red Hat, Pure helps customers integrate advanced data management capabilities into Red Hat OpenShift. Red Hat provides Pure the information, validation tools, and catalog it needs. The partnership means more customers can benefit from the agility Red Hat OpenShift delivers.



Technology

3,400 employees

Benefits

- ▶ Increased internal knowledge of Portworx contributed to doubling sales annually
- ▶ Provided clear information and requirements for an efficient build
- ▶ Validated integration for increased customer confidence
- ▶ Made Portworx available to customers for download

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Director of Product Marketing, Pure Storage

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Helping customers maximize the value of their data

Storage-as-a-Service (SaaS) companies, cloud service providers, and enterprise and public sector customers rely on Pure data solutions to deliver real-time, secure data to power their mission-critical systems. Its data solutions help customers quickly adopt modern technologies and maximize the value of their data for a competitive advantage.

Enterprises are moving their applications to Kubernetes to make them more agile, easier to update, and to get them to market faster. Those applications often have a lot of customer data, making data security, performance, availability, and protection critical.

“A good first experience is really important for customers moving to a container platform,” said Michael Ferranti, Director of Product Marketing at Pure Storage. “If they lose data or data becomes unavailable, they may decide against migrating from their legacy solutions.”

Building an integrated data management solution

Pure developed Portworx to provide the high-performance storage, data security, backup and recovery, and disaster recovery that business-critical applications running on Kubernetes need. The data services platform makes it easier for customers to manage data for applications running in Kubernetes.

With Red Hat OpenShift being a popular Kubernetes platform for enterprise customers, the Red Hat ISV Partner wanted to ensure customers running Red Hat OpenShift Container Platform could take full advantage of Portworx. Pure created an operator for installing the Portworx software before adding Portworx to Red Hat Certified software that can be found in the Red Hat Ecosystem Catalog.

Red Hat provided an operator framework and documentation to help Pure build the operator. Once Pure built the operator, Red Hat provided a test suite to validate it. The Red Hat certification process then allowed Pure to fully test its software to confirm it works with the latest versions of Red Hat OpenShift.

Making data management less complicated

The combination of OpenShift and Portworx is an unparalleled container and cloud managed experience, providing reliability and flexibility for critical workloads. The joint solution allows organizations with complex, high-volume, and often multicloud workloads to overcome the common obstacles to cloud adoption, such as reliable backups, disaster recovery, and workload migrations and mobility.

“Customers with even the most stringent data protection requirements can gain the agility Red Hat OpenShift delivers without having to sacrifice any data requirements their mission-critical applications might have,” said Ferranti.

Building an integrated solution with ease

Doubled sales every year

Red Hat invited Pure to a sales meeting to educate the wider Red Hat team about the incremental benefits Portworx provides to Red Hat OpenShift customers. Increasing the visibility of the solution means Pure can reach a wider audience for Portworx. Sales have doubled every year since the inception of the partnership.

Provided clear information

The clear instructions and requirements Red Hat provided were important for Pure. Without them, the company may have struggled to efficiently build a working operator that integrates Portworx and Red Hat OpenShift.

Increased customer confidence through validation

Pure's Portworx Enterprise is certified on Red Hat OpenShift. Red Hat certification means customers can easily understand that Portworx has been tested, validated, and can provide additional benefits to help them get more out of their Red Hat investment.

Ensured customers can access the solution

Thanks to the partnership, Pure has been able to make managing data on Red Hat OpenShift easy. Customers can take advantage of Portworx with one line of code or at the click of a button. Furthermore, the Red Hat Ecosystem Catalog allows Pure to make Portworx available to Red Hat OpenShift customers where they want to download and install it.

Building long-term loyalty together

Pure appreciates the open partner ecosystem that Red Hat created. "The Red Hat partner ecosystem allows the customer to choose the best tool for their requirements, whether that's a Red Hat product or a partner product," said Ferranti. "It creates long-term partner loyalty as well as long-term customer loyalty. It's a good way to do business."

The partnership is mutually beneficial. Portworx is expanding the Red Hat OpenShift market for Red Hat and ensuring customers have a good experience that will encourage them to move more applications to Red Hat OpenShift Container Platform.

The partners are continuing to work together so more customers can take advantage of the agility Red Hat OpenShift brings. "Our partnership with Red Hat allows our joint customers to get more out of their Red Hat OpenShift investments," said Ferranti.

About Pure Storage

Pure Storage delivers a modern data experience that empowers organizations to run their operations as a true, automated, storage-as-a-service model seamlessly across multiple clouds. Pure helps customers put data to use while reducing the complexity and expense of managing the infrastructure behind it.



About Red Hat Innovators in the Open

Innovation is the core of open source. Red Hat customers use open source technologies to change not only their own organizations, but also entire industries and markets. Red Hat Innovators in the Open proudly showcases how our customers use enterprise open source solutions to solve their toughest business challenges. Want to share your story? [Learn more.](#)



About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. [A trusted adviser to the Fortune 500](#), Red Hat provides [award-winning](#) support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

f facebook.com/redhatinc
t @RedHat
in linkedin.com/company/red-hat

North America
1 888 REDHAT1
www.redhat.com

**Europe, Middle East,
and Africa**
00800 7334 2835
europe@redhat.com

Asia Pacific
+65 6490 4200
apac@redhat.com

Latin America
+54 11 4329 7300
info-latam@redhat.com