

Accelerate **AI-driven** Results

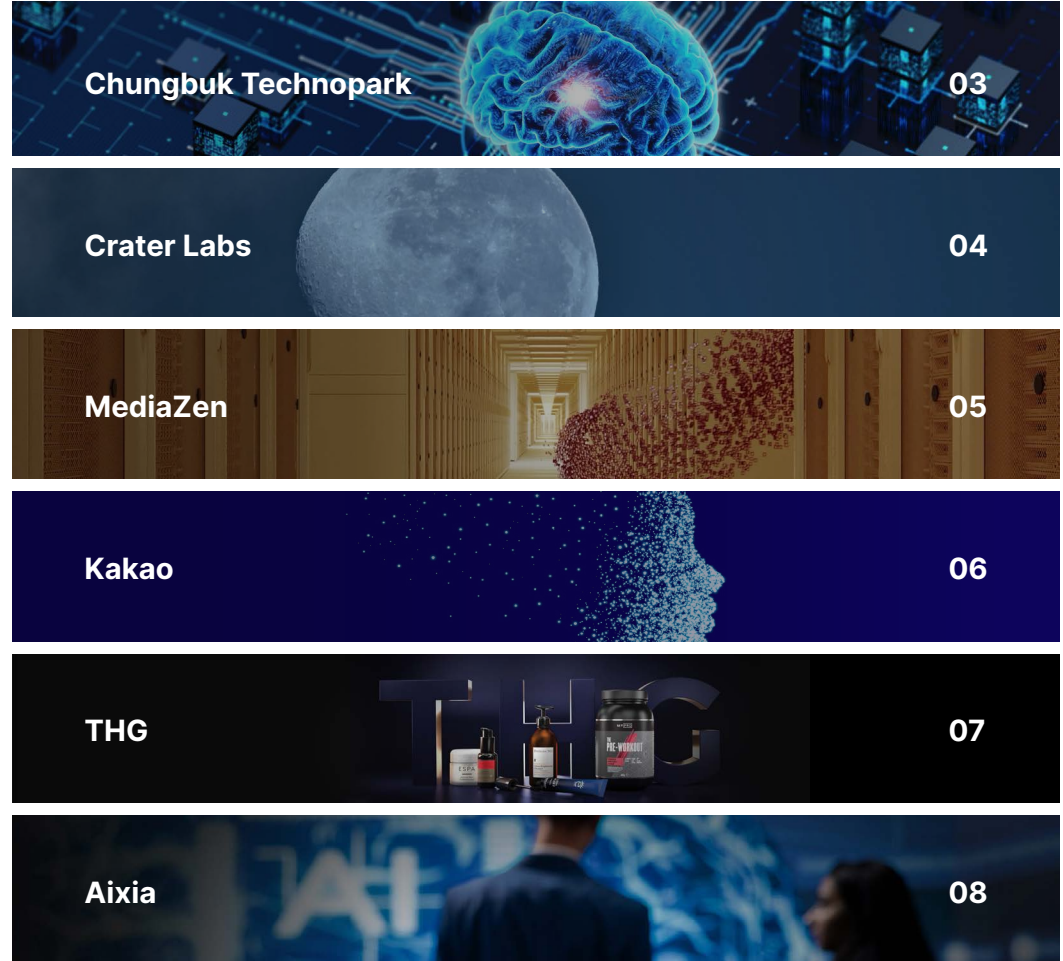
How Pure Storage Customers Fast-track
AI and Achieve Enterprise-scale Success



Introduction

Organizations across many different industries are using artificial intelligence (AI) to help them innovate faster, improve operational excellence, and be more competitive in achieving their goals. The Pure Storage® platform has set the industry standard for performance, reliability, efficiency, and sustainability. We've enabled hundreds of AI customers to achieve transformative AI results—from small-scale deployments to some of the world's largest GPU clouds.

This collection of case studies highlights the challenges companies can face when deploying AI infrastructure, showcasing how they have achieved major breakthroughs and accelerated their adoption of AI with Pure Storage for AI.



**Region**

APJ

**Industry**

Technology

**Company**

Chungbuk Technopark

www.cbtp.or.kr**Use Cases**

Power Artificial Intelligence

Chungbuk Technopark Drives Business Innovation with AI

Chungbuk Technopark is a regional innovation hub that supports economic growth in Chungcheongbuk-do province in South Korea. Its development environment for deep learning and machine learning helps local companies develop AI products. The company uses Pure Storage FlashBlade® for its AI-optimized performance, simple management, and easy upgrades. With FlashBlade, Chungbuk Technopark increased data processing performance twofold, improved the GPU server's data read speed, and expanded GPU usage.

“With the performance of Pure Storage FlashBlade, we’re paving the way for a better AI development environment that has helped many local companies achieve significant business results.”

CHEOL-HONG KIM,
DIGITAL STRATEGY, TEAM LEADER,
CHUNGBUK TECHNOPARK

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**Region**

North America

**Industry**

High Tech

**Company**

Crater Labs

craterlabs.io**Use Cases**

Power Artificial Intelligence
Accelerate Core Applications
Activate Real Time Analytics
Enable Multi-cloud
Power Artificial Intelligence

Crater Labs Aims High and Fuels Its Journey with Pure Storage

In 2017, Alexei Gavriline and Khalid Eidoo co-founded Crater Labs with a lofty goal— to help companies tackle their most ambitious, groundbreaking projects. With world-class AI and ML researchers and a high-performance computing infrastructure, Crater Labs makes it possible and profitable for clients to achieve their goals. Data is at the center of every Crater Labs project.

The company's researchers must be able to access, analyze, and move data at will as they run their experiments. Having maxed out capacity and performance on both cloud and direct attached storage, Crater Labs turned to Pure Storage.

"Pure gives us credibility as we take on transformative AI initiatives for clients. It proves we understand what it takes to run high-risk, high-reward research projects successfully and cost-effectively"

ALEXEI GAVRILINE,
CO-FOUNDER & CEO, CRATER LABS

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MEDIAZEN

**Region**

APJ

**Industry**

Technology

**Company**

MediaZen

www.mediazen.co.kr**Use Cases**

Power Artificial Intelligence

MediaZen Drives AI Innovation in Voice Recognition

MediaZen develops leading voice recognition solutions for industries including automotive, education, retail, and telecommunications. To expand its services and meet ever-changing demands, MediaZen needed a modern storage solution. After reviewing several vendors, MediaZen selected Pure Storage FlashBlade for its unmatched performance, flexibility, and scalability. The company has already shortened the voice recognition modeling cycle from between six and 12 months to two weeks.

As MediaZen moved into AI-powered solutions, its storage lacked the performance needed to efficiently process large, unstructured data and AI workloads. This problem was compounded when the company expanded its GPU cluster and experienced difficulties scaling its storage. As data volumes grew, the complex storage environment was increasingly difficult to manage. MediaZen needed a simpler, more performant storage solution to support its AI solution development.

“With FlashBlade, MediaZen now has the infrastructure to advance its AI services to meet current and future market demands”

JONGSUNG YOON,
DEPUTY DIRECTOR OF NAMZ AI R&D
GROUP LEADER, MEDIAZEN

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kakao

**Region**

APJ

**Industry**

Technology

**Company**

Kakao

www.kakaocorp.com**Use Cases**

Power Artificial Intelligence

Kakao Optimizes AI Infrastructure with Pure Storage

Kakao operates Korea's leading instant messaging app, KakaoTalk, and provides services in diverse fields including entertainment, commerce, finance, and mobility to consumers around the world. Kakao is engaged in diverse AI projects to improve its services with data collected from these platforms and needed storage that could handle the massive influx of data from AI applications and deliver maximum performance from GPUs.

By deploying Pure Storage FlashBlade, Kakao freed up computing resources by eliminating network and storage bottlenecks, and significantly reduced the time and cost associated with operating and managing data.

"We needed fast and reliable storage for AI projects, and FlashBlade was an optimal choice for us. Since adopting FlashBlade, we are able to use data more efficiently and significantly reduce the cost of managing infrastructure."

IL-SEOP JIN,
MANAGER, INFRASTRUCTURE
PLANNING, KAKAO CORPORATION

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THG / INGENUITY



Region

EMEA



Industry

Retail



Company

THG Ingenuity

www.thgingenuity.com



Use Cases

Power Artificial Intelligence
Accelerate Core Applications
Modernize Data Protection
Achieve Sustainability

THG Ingenuity Powers the Future of Brand Commerce

As THG Ingenuity expanded rapidly across global markets, its storage infrastructure struggled to keep pace with demand. A critical system failure underscored the urgent need for a scalable, reliable platform to ensure seamless ecommerce operations, data management, and innovation in AI-driven services.

THG Ingenuity with the Pure Storage platform has ensured uninterrupted operations, slashed power consumption in its data centers by 80%, and significantly reduced exposure to fraud risks. These advancements provide unmatched scalability, enhanced cyber resilience, and the flexibility to support ambitious growth and sustainability objectives.

“We work with huge amounts of data which makes the Pure Storage platform critical to our business, including new AI initiatives like semantic search and fraud detection.”

JOANNA DRAKE,
CIO, THG INGENUITY

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 aixia**Region**

EMEA

**Industry**

Technology

**Company**

Aixia

www.aixia.se/en**Use Cases**

Power Artificial Intelligence

Accelerate Core Applications

Activate Real-time Analytics

Revolutionizing Industries with Applied AI

To deliver AI solutions that help customers simplify operations and improve competitiveness, Aixia needed to create an AI-ready data center capable of running GPUs at full throttle for exceptionally fast data flows. It also needed the infrastructure to support large AI/ML training projects and large language models. Finally, it needed a reference architecture for its own data center to support AI as-a-service.

With Pure Storage FlashBlade®, Aixia delivers the performance and reliability needed to help customers accelerate AI adoption. Taking things further with Pure's AI Ready Infrastructure (AIRI), the company expanded its service offering from AI/ML infrastructure and operations to developing applied AI solutions and an AI as-a-service offering for customers. With faster deployment of super data centers and zero fault levels in production environments, Aixia set a new standard for AI performance and rapid ROI.

"Our relationship with Pure has been very successful. It's the starting point for AI for us. Without Pure we wouldn't be where we are now."

PETTER AHLÉN,
AI & DATA CENTER SALES/MARKETING
MANAGER, AIXIA

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Are You Ready to Take Your AI Journey to the Next Level?

Unlock the full potential of your AI initiatives with the Pure Storage platform, which can flexibly adapt to the demands of analytics and AI to launch enterprises, research entities, and scientific organizations into a new era, enabling faster innovation and a competitive edge.

Learn more about:

- [AI Solutions](#)
- [AIRI®](#)

purestorage.com

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