

Accelerate **AI-driven** Results

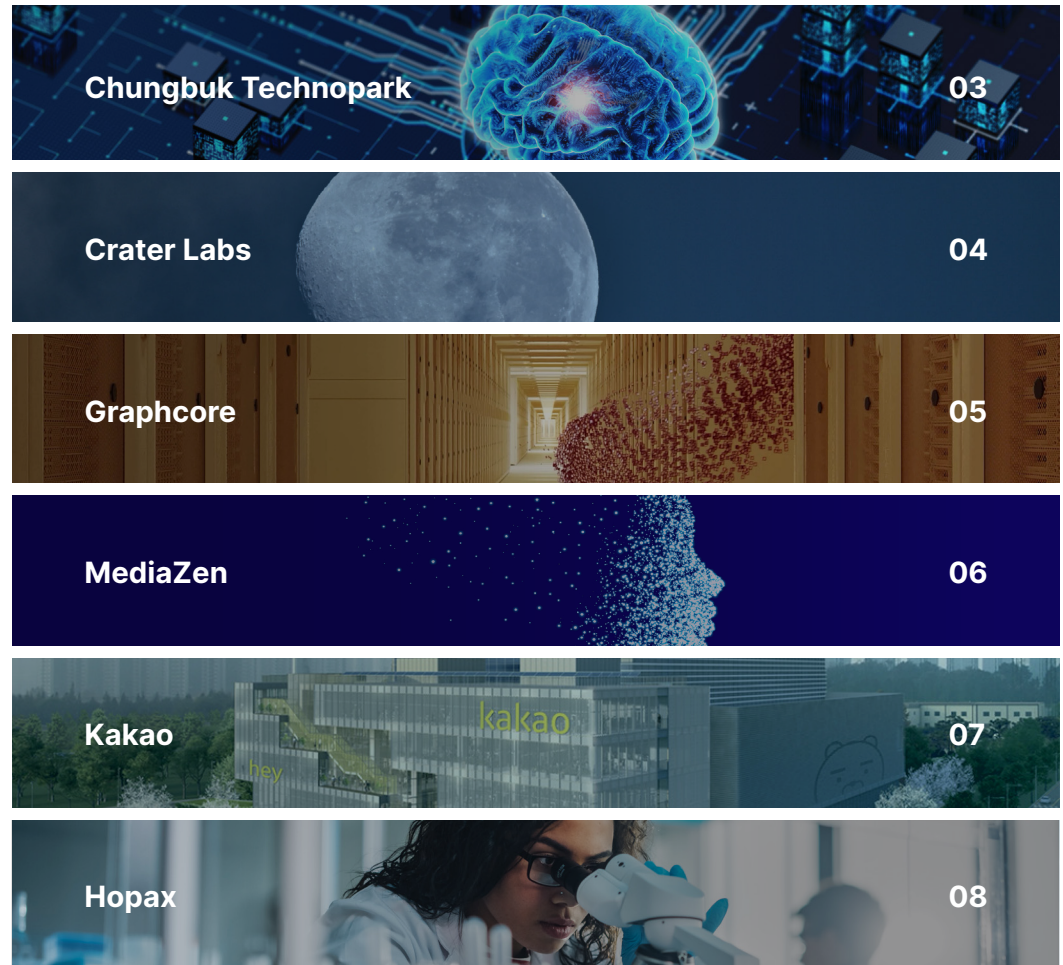
How the Pure Storage® Platform Helps Customers
Save Time and Gain Actionable Insights



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. Pure Storage has helped hundreds of customers accelerate model training and inference, maximize operational efficiency through their entire AI pipeline, and lower the cost and energy required for AI. The Pure Storage platform does all of this while offering the ultimate in reliability with future-proof storage for AI that grows non-disruptively as your AI initiatives grow.

This collection of case studies highlights challenges companies 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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GRAPHCORE



Region

EMEA



Industry

Technology



Company

Graphcore

www.graphcore.ai



Use Cases

Power Artificial Intelligence

Graphcore Breaks the Barriers on AI Exploration

Graphcore's IPU's are disrupting AI, setting the global standard for machine intelligence compute and creating opportunities across everything from drug discovery to decarbonization.

The IPU has a unique architecture specifically designed for AI compute needs. It delivers a huge performance uplift and lets researchers explore new types of work that were previously not possible or functionally challenging using legacy processor architectures such as the GPU.

As a key part of the end-to-end AI optimized technology stack, Pure Storage supports Graphcore's goals to break through the shackles placed on AI exploration.

"Getting the best from our IPU's demands storage with high performance, low latency, high throughput, and distributed scalability. FlashBlade has delivered on all these fronts."

STUART CORNELL,
SYSTEMS OPERATIONS MANAGER,
GRAPHCORE

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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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HOPAX



Region

APJ



Industry

Manufacturing



Company

Hopax

www.hopax.com



Use Cases

Power Artificial Intelligence

Accelerate Core Applications

Modernize Data Protection

HOPAX Brings Innovation to Manufacturing

With international markets changing rapidly, HOPAX embraced digital transformation, including artificial intelligence and containerized microservices, to improve production line systems and quality. Pure Storage FlashArray™ improves capacity and performance while helping to protect data from cyberattacks.

“Pure Storage provides HOPAX with a faster and simpler IT environment, which allows us to invest in an innovative and sustainable digital.”

AARON WANG,
CIO, HOPAX CHEMICAL
INDUSTRIAL CO., LTD

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Take Your AI Journey to the Next Level

The Pure Storage platform is helping enterprises, research entities, and scientific organizations move forward with confidence and gain a competitive edge. With an AI-optimized infrastructure, you, too, can gain the flexibility needed to adapt to today's and tomorrow's demands of analytics and AI.

Learn more about:

- [AI Solutions](#)
- [AIRI®](#)

purestorage.com

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