Everpure

The Data Foundation for Modern Infrastructure

Erik Zandboer
Cloud Native Architect
Portworx | EMEA-North

Priorities Driving CIO Agendas



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Enterprises Don’t Want Separate Platforms



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Market trends are shaping Kubernetes adoption.

The platform is ready. The data layer is not.

Plan to modernize and/or migrate VMs to Kubernetes

74%

Run databases on Kubernetes, the #1 workload four years running

66%

Now run AI/ML workloads on Kubernetes, up sharply

44%

Cite storage as their #1 AI cost concern, ahead of GPUs

50%

Now view Data on Kubernetes as foundational or a competitive advantage

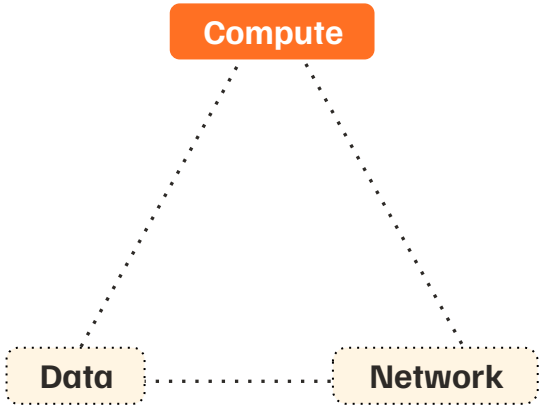
86%

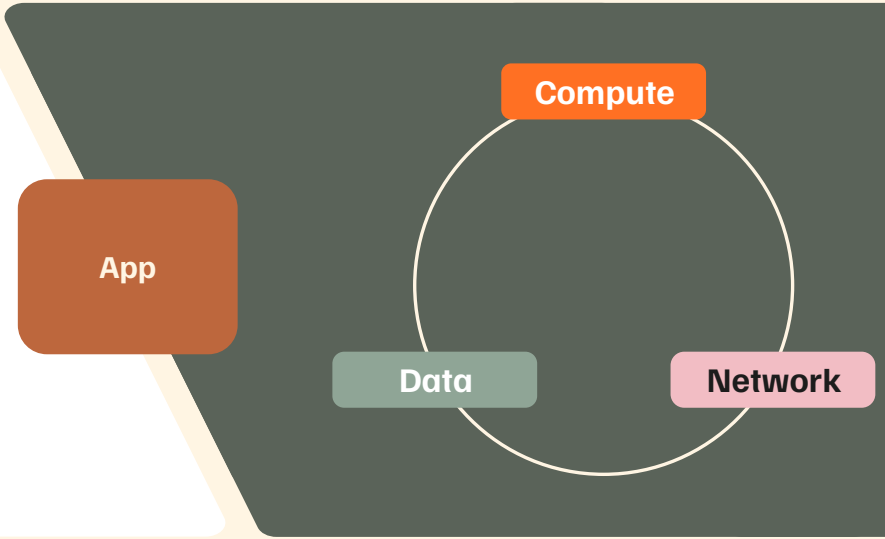
Red Hat as likely K8s platform for VMs

81%

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Customers think they're *only* making a compute decision





In practice, they *also* need to make a data architecture decision

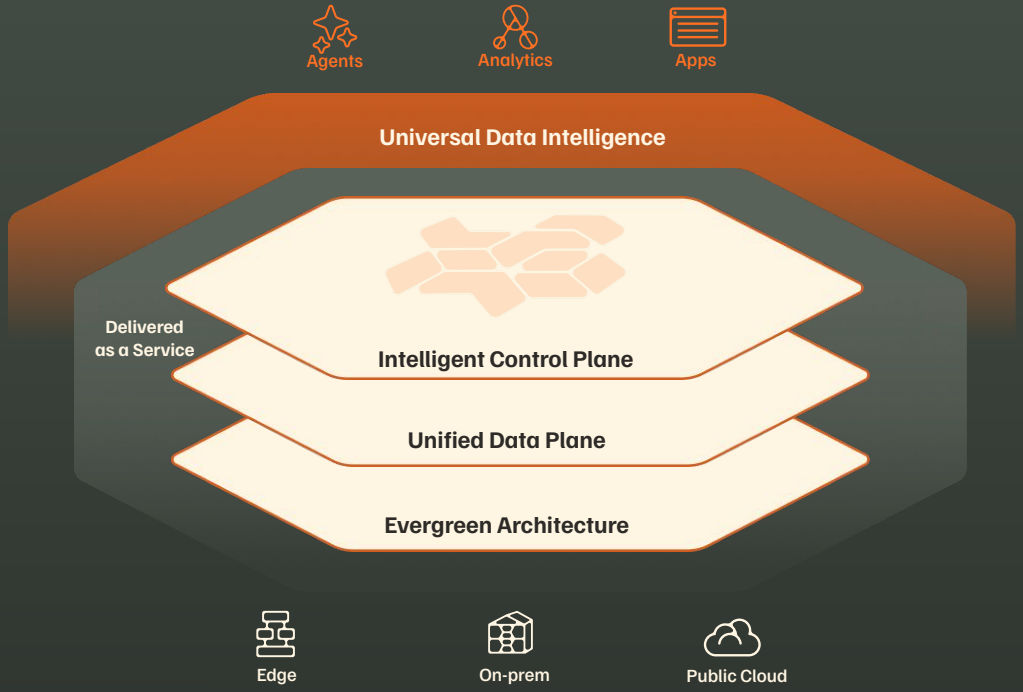
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Modern applications & AI are orchestrated flows of data.

The durable design decision is not the compute layer alone. **It is the data architecture beneath it.**

The Everpure Enterprise Data Cloud
Portworx Extends into Kubernetes



- Fusion Automation
- Portworx and FlashArray Integration
- Unified Storage Infrastructure
- Integrated Kubernetes-native Data Management

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Delivering the full enterprise stack on Red Hat OpenShift



Modern Virtualization

Virtual machine alternative with Red Hat OpenShift Virtualization

Everpure and Portworx bring critical storage capabilities for enterprise virtualization solutions with Red Hat.



Application Modernization

Self-service access to storage for apps running on Red Hat OpenShift

Portworx and OpenShift deliver a solution to automate, protect, and unify Kubernetes applications and data.



Artificial Intelligence (AI)

AI Data Management and Performance aligned with Red Hat OpenShift and Red Hat AI

Everpure and Portworx pave the way to enterprise AI on OpenShift

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CSI plug-ins start the journey, but don’t finish it…

> CSI drivers haven’t kept up with the innovations in the Kubernetes space and they're definitely **pinning the customers to the hardware** implementations.
>
> *— Blue Cross Blue Shield of Alabama*

Create Data Silos and Fragmentation



Require Manual Ops with Inconsistent Capabilities



Lead to Complex Security & Compliance



Cause Upgrade & Migration Disruption



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Extending advanced capabilities beyond CSI spec

Enterprise-grade kubernetes data management capabilities and support

Portworx Enterprise

- App Aware, Granular Backup & Restore
- Namespace scoped Security
- App Aware Disaster Recovery
- Live Workload & Storage Mobility
- Hybrid and Multi Cloud
- Heterogeneous Storage
- Edge Devices Local Disk

Everpure CSI (PX-CSI)

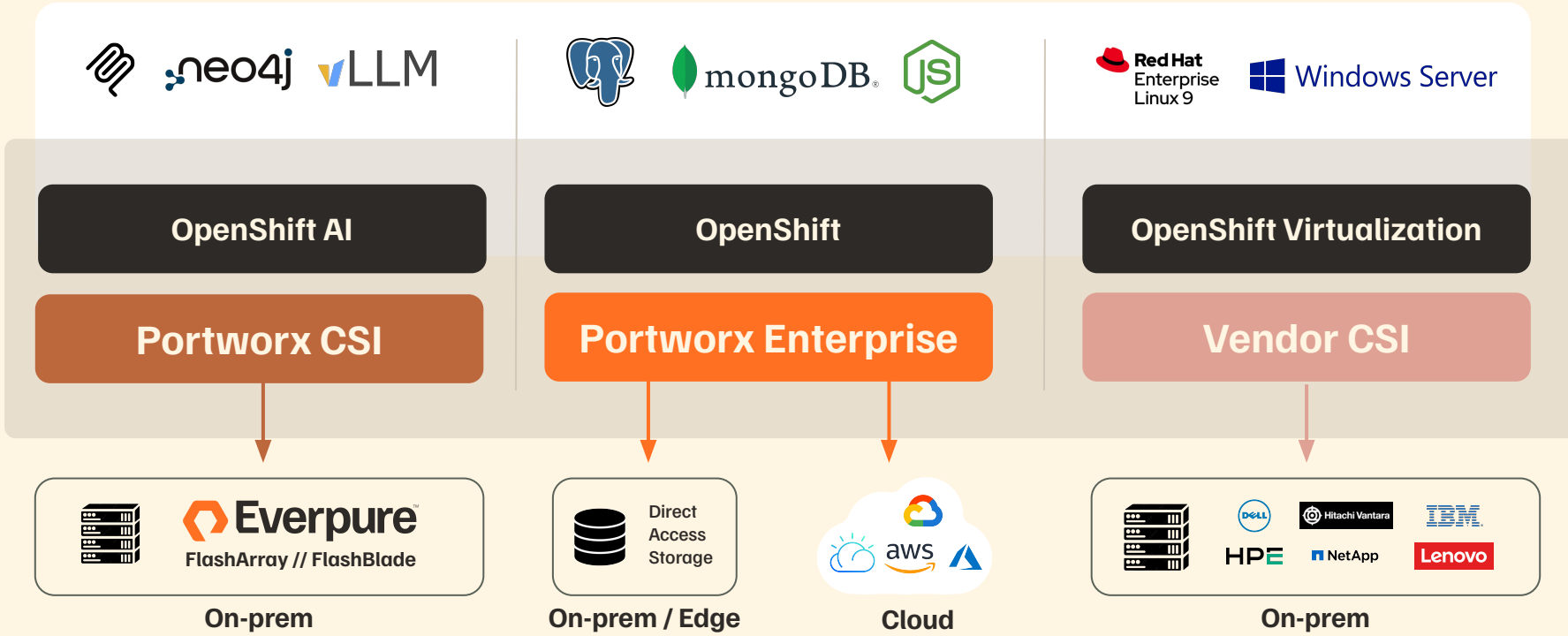
- One CSI for all Everpure storage
- FA/FB Direct Access
- Unified block + file
- Array-native snapshots and clones

Everpure Storage Platform

- FlashArray
- FlashBlade
- Everpure Cloud

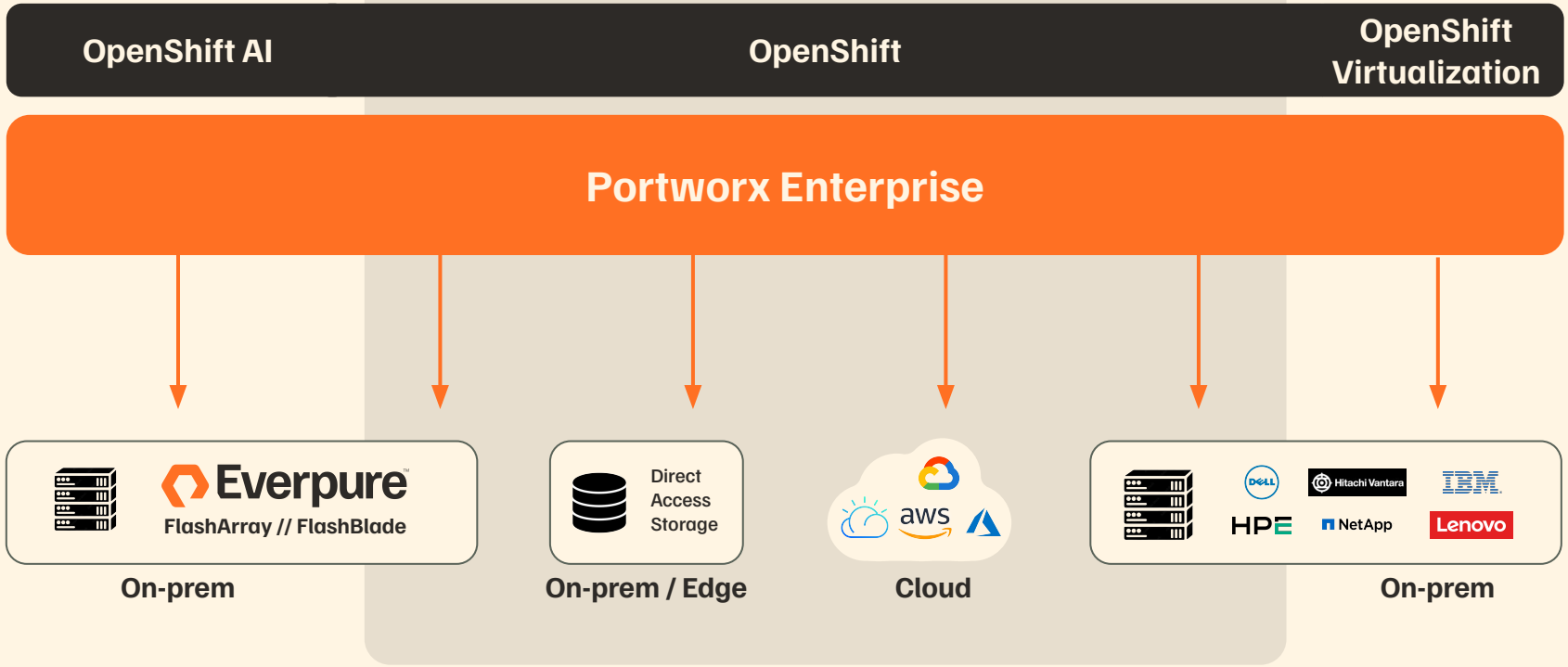
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Most enterprises are not single vendor environments



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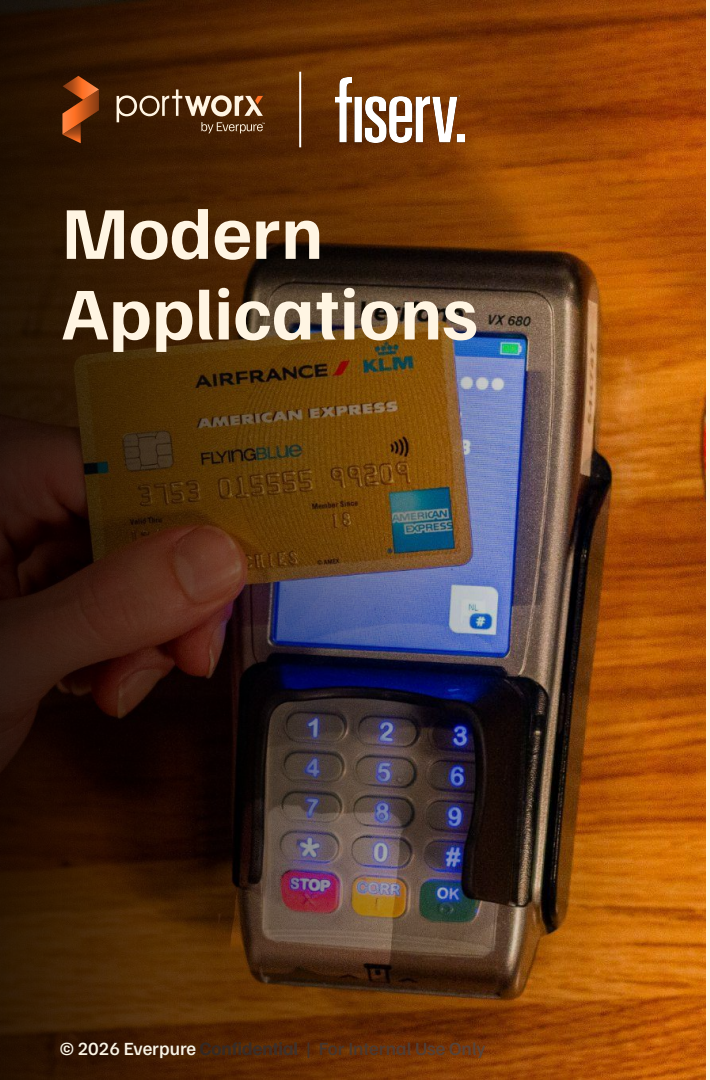
You need a single data control plane across your entire application estate



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portworx by Everpure | fiserv.

Modern Applications



Customer Challenge

Fiserv powers real-time payments for thousands of financial institutions. Legacy infrastructure bottlenecked and couldn't scale under strict regulation, pushing Fiserv to modernize.

Portworx & Red Hat Solution

Modern apps on OpenShift with Portworx by Everpure as the Kubernetes-native data layer: automation, high availability, disaster recovery, and self-service across on-prem and cloud.

Customer Outcomes

Developers self-serve their own data, shipping multiple deployments a week. Fiserv runs a resilient payments platform scaling from 1,000 to 2,000 nodes across hybrid and multi-cloud.

> "The impacts of the business are clearly reliable software deployments,where we're deploying more features...this allows developers to get towards multiple deployments perhaps per month, per week."

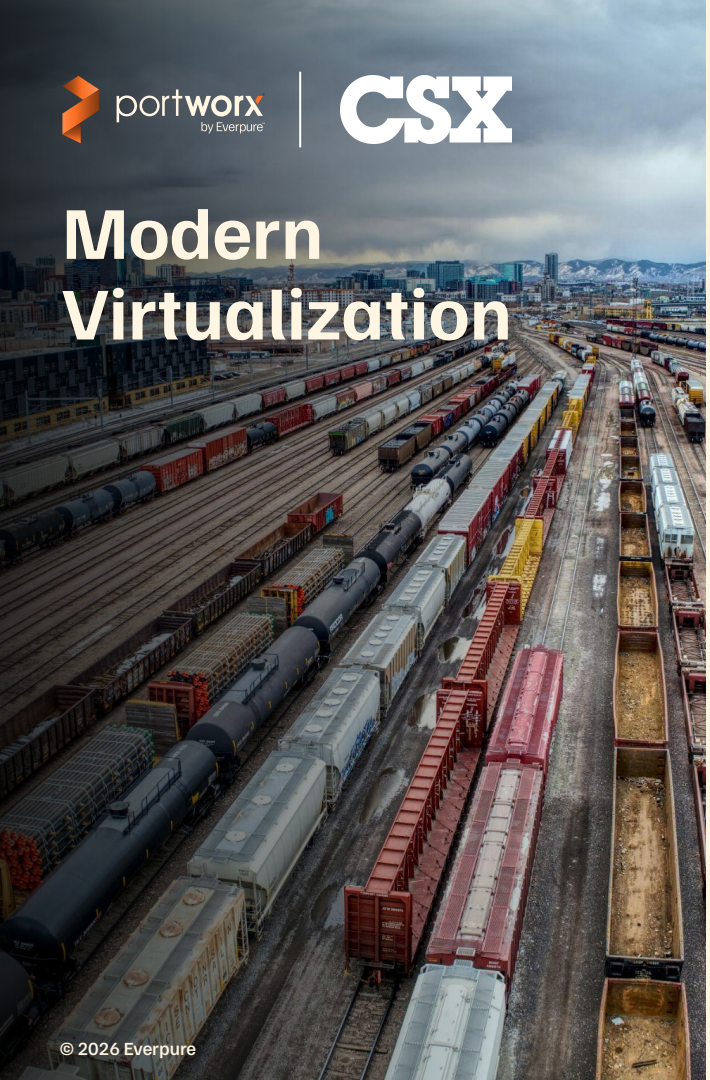
John Durko
Director of IT – Container Services
Fiserv

Red Hat OpenShift
Portworx
Everpure
ARO
AKS

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portworx by Everpure | CSX

Modern Virtualization



Customer Challenge

Tier 0 rail, where failure is not an option. CSX moved VMs to OpenShift to avoid lock-in, but needed resilient, high-performance data services across hybrid environments.

Portworx & Red Hat Solution

VMs and containers on OpenShift, across datacenter and cloud. Portworx adds the resilient Tier 0 data layer beneath.

Customer Outcomes

A two-person team runs the data behind 400+ apps on one platform.

> “We did a proof of concept to prove we could quickly build a VM from scratch and migrate a live VM from host to host... We chose Portworx because it was the fastest.”

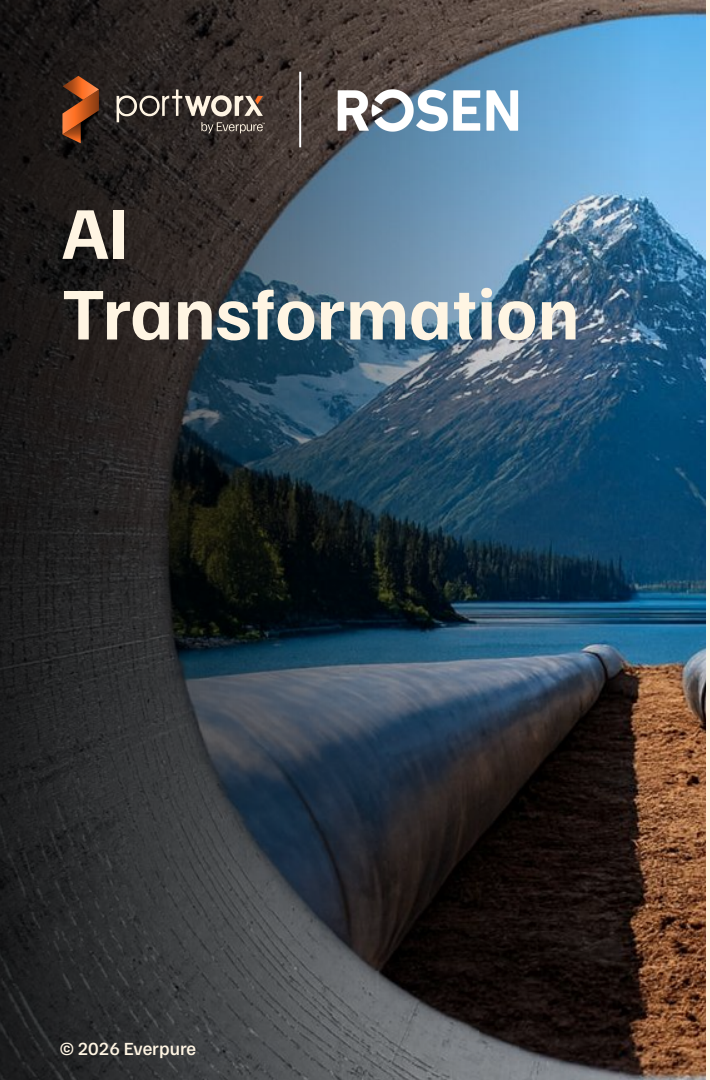
Eric Grabill
Lead Senior Product Manager of IT, CSX

Red Hat OpenShift
Portworx
Everpure
ARO
AKS

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portworx by Everpure | ROSEN

AI Transformation



Customer Challenge

ROSEN inspects the world's pipelines: 10+ PB of data, growing 1 PB a year. Manual review of 1,000+ variables per inspection couldn't scale. They needed an AI-ready platform.

Portworx & Red Hat Solution

An AI and ML platform on OpenShift with Kubeflow. Portworx delivers the automated data layer beneath, feeding models petabyte-scale data across clouds.

Customer Outcomes

99% runs as automated code, cutting analysis time 70%. ML narrows 1,000 variables to 100, letting customers safely run pipelines up to 5 years longer.

> **With our AI platform, powered by Pure Storage, we've achieved a 70% reduction in the time it takes to deliver analyses to customers. This helps our customers make quicker data-driven decisions, while allowing us to complete more pipeline inspections each year."**

Thorsten de Vos
IT Service Architect
ROSEN Group

Red Hat OpenShift

Portworx

Everpure

ARO | AKS

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Better Together: Everpure + Red Hat Delivering Customer Results

350+

Joint customers running, VMs, Containerized Apps, & AI Workloads

38%

Lower total cost of ownership across the virtualization estate*

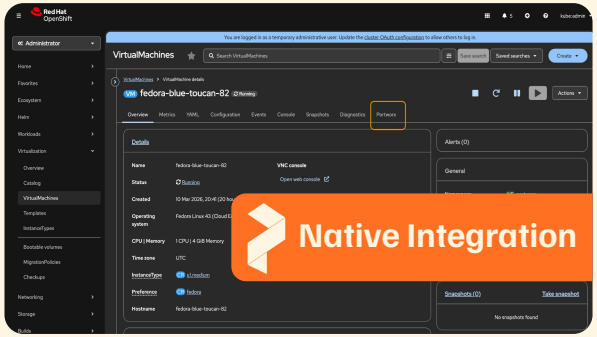
90%

Faster provisioning: From 5–10 days to under 2 hours*

68%

Faster application delivery Container & VM workloads on one platform*





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*Representative customer outcome

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Thank you.

