

## MWC CONCIERGE MEETING SERVICES

### Introduction

1. Using the **briefing document found below**, you will brief us on the event or format of meeting that you need our help finding guests for. You will tell us about your company and value to your customers and any supporting marketing material we can use in the outreach
2. You will then also brief us on your **ideal target prospects** to attend these meetings or event, looking at their demographics and key target companies
3. A dedicated meeting services **account manager** is assigned to you specifically for the meeting services project, to work with you to define the value proposition, USPs, onsite meeting **logistics and communication flow** according to your needs
4. The Account Manager works with our team of **delegate outreach specialists** to personally engage and secure meetings with your pre-qualified selections on your behalf. The delegate outreach team are experienced multi-lingual professionals, well-briefed and well-versed in securing meetings with high-level industry professionals
5. You are given access to a **real-time agenda** of appointments as it is being filled with qualified, confirmed and briefed meetings
6. The **dedicated onsite team** will assist in helping your guests reach their meetings with you during MWC, sharing reminders and guiding them onsite

## Basic Information

Q2.0

Who will be the **main point of contact** for this meeting services project for MWC 2025?

Name	Ellie Astapenko & Emily Coughlin
Role in this process	Main point of contacts (Ellie will be on-site, include Emily and Ellie in all meeting details though)
Position	Sr. Account Based Marketing Manager
Email	<a href="mailto:eastapenko@purestorage.com">eastapenko@purestorage.com</a> & <a href="mailto:ecoughlin@purestorage.com">ecoughlin@purestorage.com</a>
Work number year-round	+44 (7765) 174201 & +1 317 531-6694
Onsite MWC number	+44 (7765) 174201

Q2.1

Who will **attend or present at** the meeting/event at MWC 2025 from your organisation?

Name	Andrew Douglas
Role in this process	Meeting manager/coordinator
Position	Senior Director, Telco Vertical
Email	<a href="mailto:adouglas@purestorage.com">adouglas@purestorage.com</a>
Work number year-round	+44 (7815) 737661
Onsite MWC number	+44 (7815) 737661



Q2.2

For executive meetings booked on your stand or meeting room, please confirm the **stand number**.

For events such as roundtables, please confirm the date, time, location and duration in Q1.1

Stand number - 7B33Ex (Hall 7)

Will be there throughout the duration of the event.

## Content, messaging and marketing material

### Content / Key messages

#### Q3.0

The purpose here is to get an understanding of the core **value proposition & unique selling points** that will be utilized by the audience acquisition team in their outreach activities when communicating with prospects for the meeting scheduling. In **a paragraph or two (300- 500 words)**, please outline:

- What the core value proposition is and what the USPs are?
- Why should the target prospect be interested? How are we helping them?
- What challenges do we solve/address?

#### Accelerate your next generation telco

With thousands of arrays deployed globally, multiple exabytes of data and Kubernetes-native data services, Pure Storage is a leading supplier to global carriers seeking Telco Grade performance, reliability, AI readiness and return on investment. Mandate the right data architecture with Pure.

Today Pure is operating in most 8/10 tier 1's Telco globally, and ~80 other MNO's or Subsidiaries.

#### 5G Core and Edge

Pure provides ultra-reliable, easy to deploy storage that underpins 5G network environments by providing consistent "dial tone" for services.

#### OSS/BSS/SMO

High performance, ultra-dense storage powers OSS/BSS systems to drive service assurance, billing, SMO, Inventory, etc.

#### Cloud-native DevOps

Portworx from Pure Storage provides a single cloud-native control plane that delivers Kubernetes data services across any cloud (hybrid/multi) and any storage infrastructure, Pure or others. Portworx is used by multiple large carriers.

#### AI & Analytics

Ultra-high bandwidth storage supports massive data ingest and processing for AI applications. Accelerate AI-augmented root cause analysis and optimisation. FlashBlade is certified with both NVIDIA SuperPOD and BasePOD.

#### Open RAN

Highly reliable, proven ultra-low latency storage. Turn logs, events, RAN datastreams into insights. Road to self-optimizing and autonomous network

### Power and Space Reduction

The unique all-flash technology from Pure Storage can reduce power and space consumption by 85% or more compared to other all-flash storage, and even more when used to replace disk. Pure manufactures their full flash hardware (DFM's) which are NOT based on disk or SSD. We also have our own unique software.

### Challenges Pure Solves

#### \* Lack of reliability in CEPH deployments

By replacing node-based CEPH storage with Pure FlashArray, telcos achieve much greater service resiliency, non-disruptive updates, fleet-level management and exceptional power and space savings.

#### \* Challenges with OpenStack data storage

Data storage can be a complex part of OpenStack deployments. Pure Storage FlashArray is deeply integrated with OpenStack, providing easy management, high performance, and exceptional service reliability.

#### \* Moving AI from test to production

As telcos turn increasingly to AI projects, data storage can be a limiting factor. Pure offers storage that scales easily as projects grow, as well as purchasing options that eliminate the risk of over- or under-buying.

#### \* Transition to Cloud-native services

Moving from a device-centric or virtualized environment to containers can be challenging. Pure has storage and software solutions that greatly simplify the transition and can speed your transformation.

### Marketing material/content:

#### Q3.1

Please provide specific marketing collateral to support the above key messaging.

#### Please include:

- 1 x **company brief** presentation
- **Links** to the **website** or dedicated MWC landing page
- (optional) 1 or more **Product/Service whitepaper(s)**

[Telecomms page on Pure's website](#)

[Virgin Media Case Study](#)

[Telecom Solution Brief](#) (update with the latest)

[Blind Case Study - Cell Tower Log Analytics](#)

[AI and the Telecom Sector Whitepaper](#)

[Enhancing OpenStack Deployments Solution Brief](#)

[Disk Replacement for Telco Workloads](#)

## Target Prospects Brief

### Target Companies

Q4.0

If you have a **target list** of companies (**Prospect customers, partners, analysts etc.**) that you would like us to prioritise, when looking for target individuals, please share a list, preferably of **at least 40**:

Account name	Priority?	People we are meeting with/already know well - do not contact	Would love to meet
AT&T	YES		Rob Soni
Telus			
Bell	YES		
Verizon			
Rogers			
Comcast			
Ericsson	YES		Head of Solution Line SMO Head of partners Head of technology Technology strategy
T-Mobile USA			
AMDOCS	YES		
Ooredoo			
Saudi Telecom (stc)	YES		

du			
OREX	YES		
MTN	YES		
Orange			
Turkcell	YES		
BT		Brian Hull	
Swisscom			
Deutsche Telekom / T-Systems		Matthias Fleischmann	
Mobily (ME)			
Mavenir	YES		
WindTree			
STC	YES		
Telenor			
Telefonica			
G42			
Telia			
Telstra	YES		
Vodafone			
Vodacom			
Nokia			Kal De (SVP Preproducts) Head of partners Head of technology Technology strategy Head of Cloud
RED HAT			Telco Lead Head of products Head of partner relationship Head of Cloud

### Company main activity

#### Q5.0

Please **additionally** select as many of these **company types** as are relevant to your target prospects. You will also be able to outline industry areas later:

MOBILE NETWORK OPERATOR



MOBILE VIRTUAL NETWORK OPERATOR
NETWORK INFRASTRUCTURE VENDOR
MANAGED SERVICE PROVIDERS
SYSTEMS INTEGRATORS (Accenture , Cap G, kyndryl)

## Companies to Exclude

### Q6.0

If you would like us to **exclude** certain companies from the program (such as **existing customers, competitors** etc.) please detail them here:

Please only use the target account list

## Business Areas/ Job Titles

### Q7.0

Finally, please tell us about the **business areas** that your target prospects work in via the list below or provide a list of target areas below:

Key areas to focus on:

- Data (Architecture, Analytics)
- Storage (Engineering, Operations, Cloud)

C-level	CTO CIO Chief Architect CISO Chief Digital Officer Chief Network Officer Chief Data Officer
VP	VP, Architecture VP RAN VP Core VP OSS / BSS VP AI VP Cloud VP Analytics VP Automation

	VP, Cloud Storage VP, Storage Operations VP, Storage Engineering VP, IT Procurement VP Networks VP, IT VP Partnerships/ IT Partnerships VP Business Solutions
Directors	Same as VP for Director
Heads of	Same as VP for Head + Head of Cloud Head of Storage Head of Storage Operations Head of Storage Engineering Head of Backup Head of Data Analytics Head of Hosting Head of Infrastructure Head of Vendor Management

**Q7.1**

If there are specific **job titles** or **work areas** that you would like to focus on, please detail them here:

