

2021
ISSUE

PURE STORAGE

SKO PANION!

YOUR PURE STORAGE SKO COMPANION,
GAME SOURCE, FUN GUIDE,
AND FAMILY PLAYBOOK!

SKO-PANION CONTENTS

TIMEZONE CHART	4
KNOW BEFORE YOU SKO	5
PURE ISLANDS OF INNOVATION SITE OVERVIEW	6-7
SEARCH-A-WORD	8
PAPER HEX SKO-PANION	9
SUPER GLIDER AIRPLANE	10
SUDOKU CHALLENGE	13
1-ON-1 MEETING NOTES	15
SPEAKERS	16
COLORING PAGE SWIRL	19
WANDER WORDS CHALLENGE	20
INSPIRATIONS OF DOM	21
HEX THE SALES SUPER SLEUTH COMIC	23-29
LEARN TO DRAW HEX	30
PURELY MAD LIBS	32
VISUAL WORD PUZZLES	33
PURE KID SUDOKU	34
PURE KID CROSSWORD	35
JUMBLE CHALLENGE	37
AFFIRMATIONS & INSPIRATIONS	39
COLORING PAGE HEX	41
MYSTERY MESSAGE FROM DOM	44
ORIGAMI HEX	45
GLOBAL SALES CULTURE	47
PARTNER NOTES	49
PURE CODE OF CONDUCT	50
ANSWER KEY	51

**THIS BOOK
BELONGS TO:**



**PASTE OR DRAW
A PICTURE OF YOURSELF**

TIMEZONE CHART

During SKO 21 Islands of Innovation – Universally Pure, when it is 900 (9:00 AM) in Mountain View, California it is:

USA, Mountain View, California.....	900	
Australia, Sydney	300	(3:00 AM next day)
Austria, Vienna.....	1700	(5:00 PM same day)
Brazil, São Paulo	1300	(1:00 PM same day)
Canada, Toronto	1200	(12:00 PM same day)
Canada, Vancouver	900	(9:00 AM same day)
Chile, Santiago.....	1300	(1:00 PM same day)
France, Paris	1700	(5:00 PM same day)
Germany, Munich.....	1700	(5:00 PM same day)
Hong Kong, Hong Kong.....	0	(12:00 AM next day)
India, Bengaluru	2130	(9:30 PM same day)
Indonesia, West Jakarta	2300	(11:00 PM same day)
Italy, Rome.....	1700	(5:00 PM same day)
Japan, Tokyo.....	100	(1:00 AM next day)
Netherlands, Amsterdam.....	1700	(5:00 PM same day)
New Zealand, Auckland	500	(5:00 AM next day)
Republic of Korea, Seoul.....	100	(1:00 AM next day)
Romania, Bucharest	1800	(6:00 PM same day)
Russia, Moscow	1900	(7:00 PM same day)
Singapore, Singapore.....	0	(12:00 AM next day)
South Africa, Johannesburg.....	1800	(6:00 PM same day)
Spain, Madrid.....	1700	(5:00 PM same day)
Sweden, Stockholm.....	1700	(5:00 PM same day)
Switzerland, Zürich.....	1700	(5:00 PM same day)
Taiwan, Taipei	0	(12:00 AM next day)
Thailand, Bangkok	2300	(11:00 PM same day)
Turkey, Istanbul.....	1900	(7:00 PM same day)
United Arab Emirates, Dubai.....	2000	(8:00 PM same day)
UK, London.....	1600	(4:00 PM same day)
USA, Chicago	1100	(11:00 AM same day)
USA, New York.....	1200	(12:00 PM same day)
USA, Phoenix	900	(9:00 AM same day)
USA, San Francisco	900	(9:00 AM same day)



KNOW BEFORE YOU SKO

We look forward to welcoming you to SKO 21 Islands of Innovation - Universally Pure!

It will be an event to remember, including time to connect with your peers and align with important company goals and objectives and ensure 2021 is our most successful year yet. Here are a few things you need to know about SKO 21. Please read through these details carefully as they contain important information about your participation. Don't forget all sessions start promptly on time.

DAY OF REGISTRATION

You will receive the link to enter the action-packed digital experience 12-24 hours prior to the event. Please take this time to familiarize yourself with the SKO 21 program and how to navigate throughout the site.

Please note, once you log into the event for the first time, you will be automatically prompted to update your password.

For the best digital experience, use your desktop. Do not use your mobile device. For additional information about this year's event please refer to Frequently Asked Questions.



**If you are prone to motion sickness, please use the navigation menu in the upper left corner.*

GAMIFICATION

During the event, you will be able to earn points by checking into sessions, posting photos or comments on the social media feed, checking into exhibit booths, scheduling appointments with exhibitors and by finding hexes. Top point earners will be entered into a raffle and have a chance to win prizes.

DRESS CODE

As always, orange is highly encouraged! Get your family involved – pets, kids, roommates showing their Pure Storage spirit. Come ready to share photos to the social wall!

ASK THE EXPERT

You can book 15 minute 1-on-1 appointments with Pure experts during designated times. There will be two representatives per table per region available. Experts include HR, IT, Legal, PEAK/Cert, Social Media, and Pure Equality (subject to change).

BUSINESS ENLIGHTENMENT

You can find this area located in Teamwork Territory. Here you will find Pure Storage hosted booths featuring enablement and training sessions from teams across Pure Storage. Sessions are 30-minutes in length and available on a first-come-first-serve basis.

RESPONSIBLE FUN

We look forward to the event this year, but as a reminder, we expect everyone to adhere to the Code of Conduct on page 50.

CLOSED CAPTIONING

English closed captions will be available for the sessions on the Main Stage.

SUPPORT OR QUESTIONS

If you have any questions regarding event logistics, please email PureSKO@purestorage.com – we are here to help!

We look forward to seeing you soon!

The Pure SKO 21 Event Team
Email: PureSKO@purestorage.com



Resource Menu

Main Stage & Ownership Island

Customer-First Cosmos

Teamwork Territory

Persistence Playland

Creativity Kingdom

Agenda

My Agenda

Attendee Search

Help Desk

Chat

Notifications

Notification subscription



Leaderboard Scores →



Land contents show on rollover

Profile button

Change profile settings
Change your avatar
Change your photo

Turn on public profile to see your score on the Leaderboard.

PERSISTENCE PLAYLAND

Leaderboard
Midway Games
Zen Garden

CREATIVITY KINGDOM

Orange Odyssey
Log Ride
Photo Booth

OWNERSHIP ISLAND

Main Stage
Session Collection
Supersessions

TEAMWORK TERRITORY

Ask the Expert
Birds of a Feather
Business Enlightenment
Match Making

CUSTOMER-FIRST COSMOS

Partner Alliance
Showcase

Full screen mode →



Mute and un-mute music →



Return to this map view →



ISLANDS OF INNOVATION - Universally Pure



CLOUD
CUSTOMER FIRST
EVERGREEN
FLASH

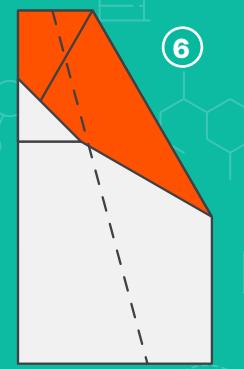
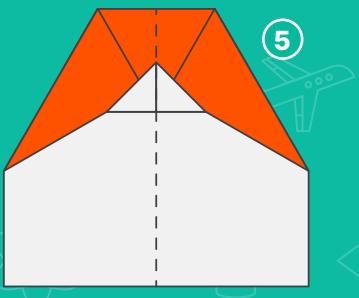
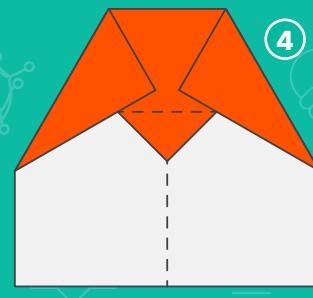
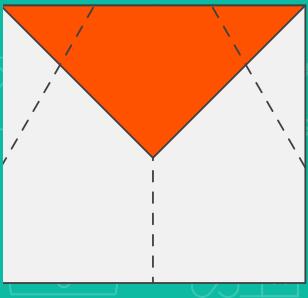
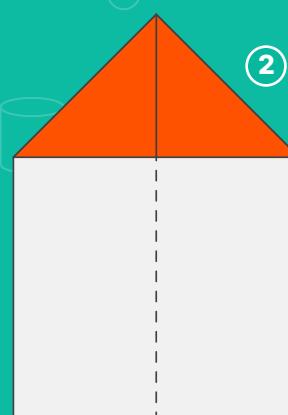
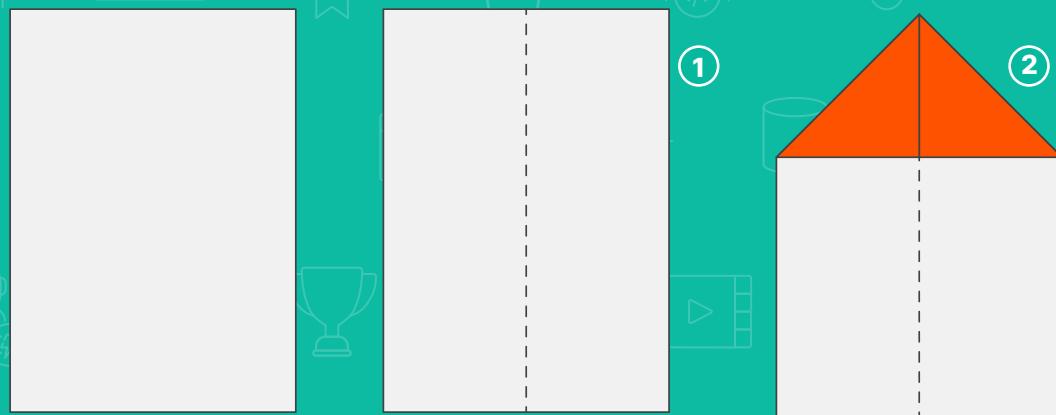
IMPROVE
PERFORMANCE
PURSUE
PURITY

PURE
SKO
THRIVE
OWNERSHIP

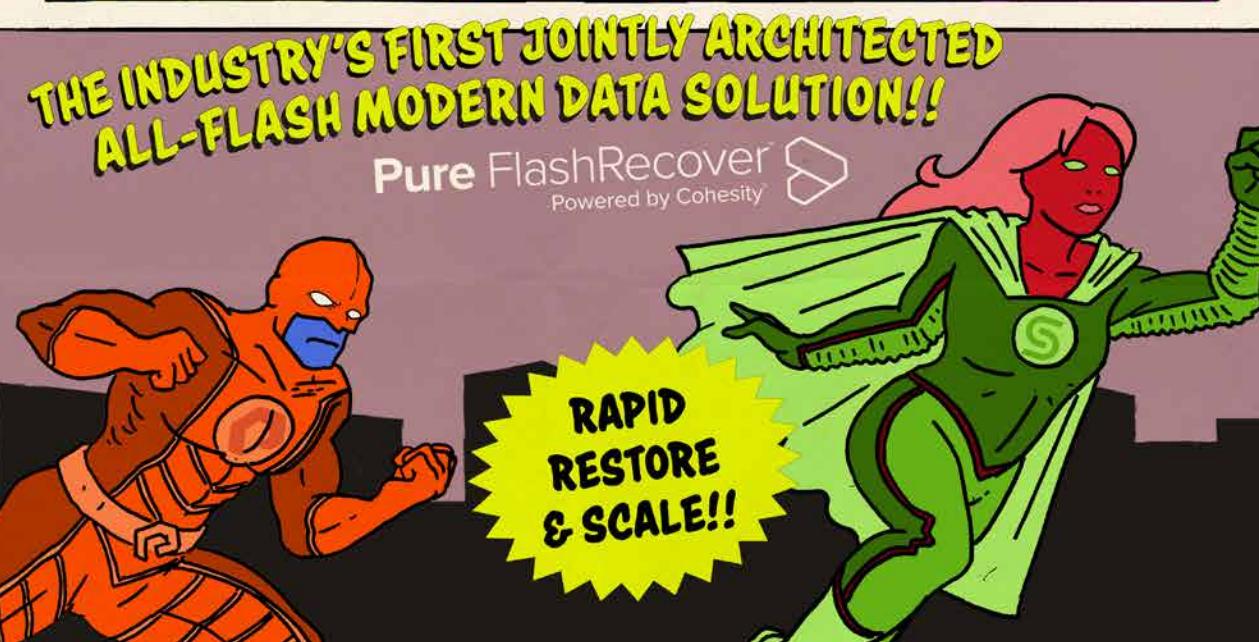
YOUR PAPER HEX



SUPER GLIDER PURE PAPER AIRPLANE



Use any rectangular paper.





MAIN STAGE OWNERSHIP ISLAND



YOUR MAIN STAGE LOCATION FOR
LEADERSHIP INSIGHT AND PURE'S 2021 PATH

TAKE THE TIME TO VISIT
SESSION COLLECTIONS
FOR THE LIBRARY OF
SESSION VIDEOS



PURE SUDOKU CHALLENGE

3				8				1
		7	4		1		5	
9					5		2	
		2			5		1	
3			2	1		5		
5	9			6				2
		6	5		2			
	9	6					2	7
				8		6	5	



2020 U.S. PARTNER OF THE YEAR

For **over 30 years**, SHI has helped customers of all sizes and in all industries achieve their IT goals through custom solutions and world-class support.

- Data Center and Cloud Solutions •
 - Mobility and Security •
- Professional Services and Configurations •
 - Software and Hardware •
 - IT Asset Management •

And much more!

SHI.com \ 888-764-8888

1-ON-1 MEETING NOTES

NOTABLE INDIVIDUAL

NOTEWORTHY FINDINGS

SPEAKERS

MEET YOUR TOP SPEAKERS



Bill McDermott
President and CEO
ServiceNow

Bill McDermott is President and Chief Executive Officer of ServiceNow, the digital workflow market leader with more than 12,000 colleagues worldwide. He is one of the most respected and admired leaders in the technology industry, with a career of leadership success spanning Xerox, Gartner, Siebel Systems, SAP and ServiceNow. Since he joined ServiceNow in late 2019, McDermott has accelerated the company's strategy to help its customers win the "workflow revolution."



Jill Ellis
All-Time Winningest Coach in
U.S. Soccer History; Former
Head Coach, U.S. Women's
National Soccer Team

Jillian Ellis is a soccer coach who led the United States Women's National Soccer Team to historic back-to-back FIFA World Cup titles. Ellis is the first national team coach (men's or women's) since the 1930's to win consecutive World Cup championships. She acts as a development director of the United States Soccer Federation, overseeing the national youth team's development program.



Dominick Delfino
Chief Revenue Officer
Pure Storage



Charles Giancarlo
Chairman and CEO
Pure Storage

PERSISTENCE PLAYLAND

A

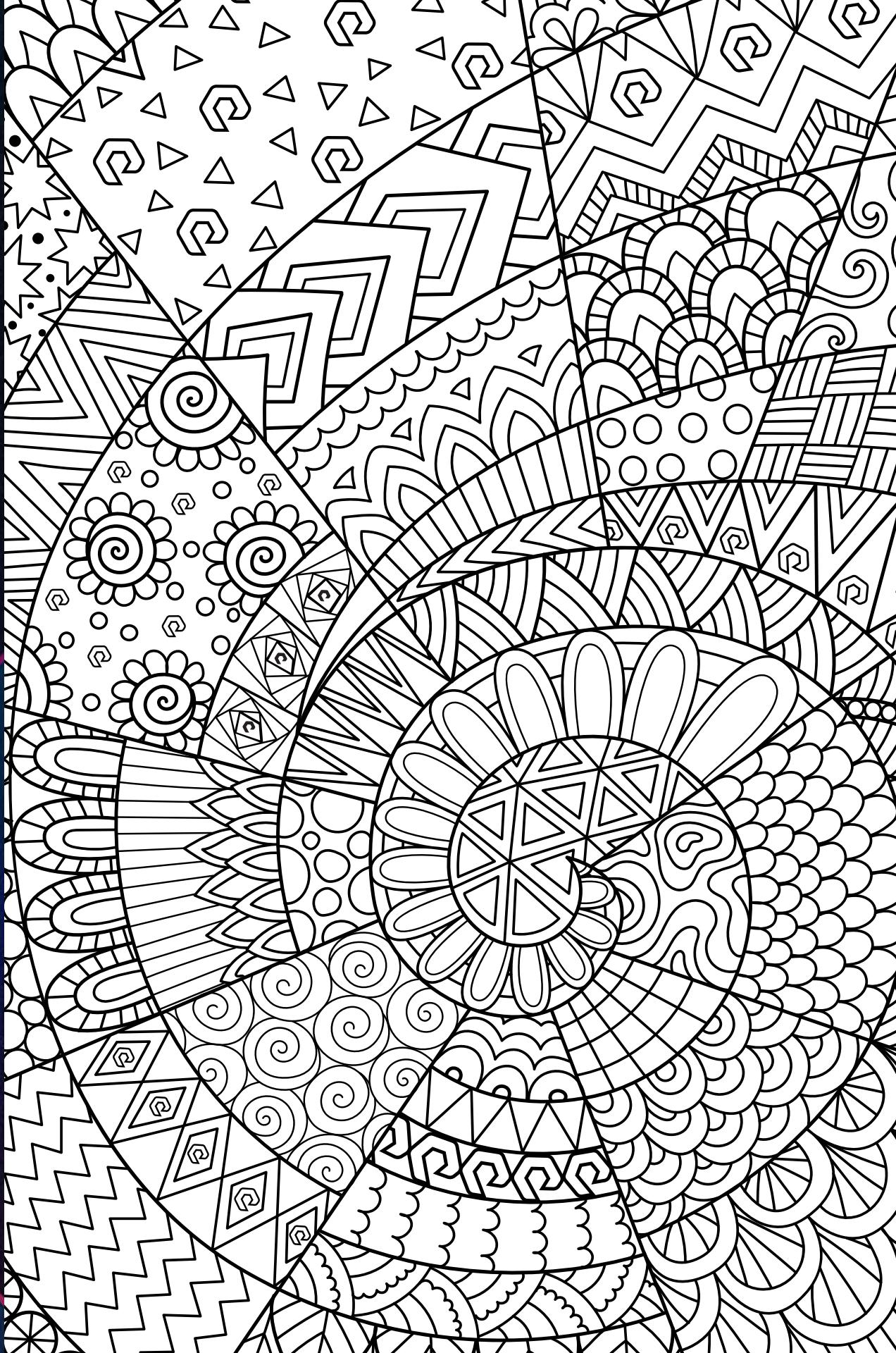
PLAY AND RELAX IN
**PERSISTENCE
PLAYLAND**

PLAY GAMES
EARN POINTS
TAKE A MINDFUL BREAK
STRETCH IT OUT

COLLECT HIDDEN HEXES FOR A CHANCE AT AMAZING PRIZES. TRACK YOUR SCORE ON THE LEADERBOARD!

We bring speed and agility together

Make a new world happen



WANDER WORDS CHALLENGE



THE 4 INSPIRATIONS OF DOM



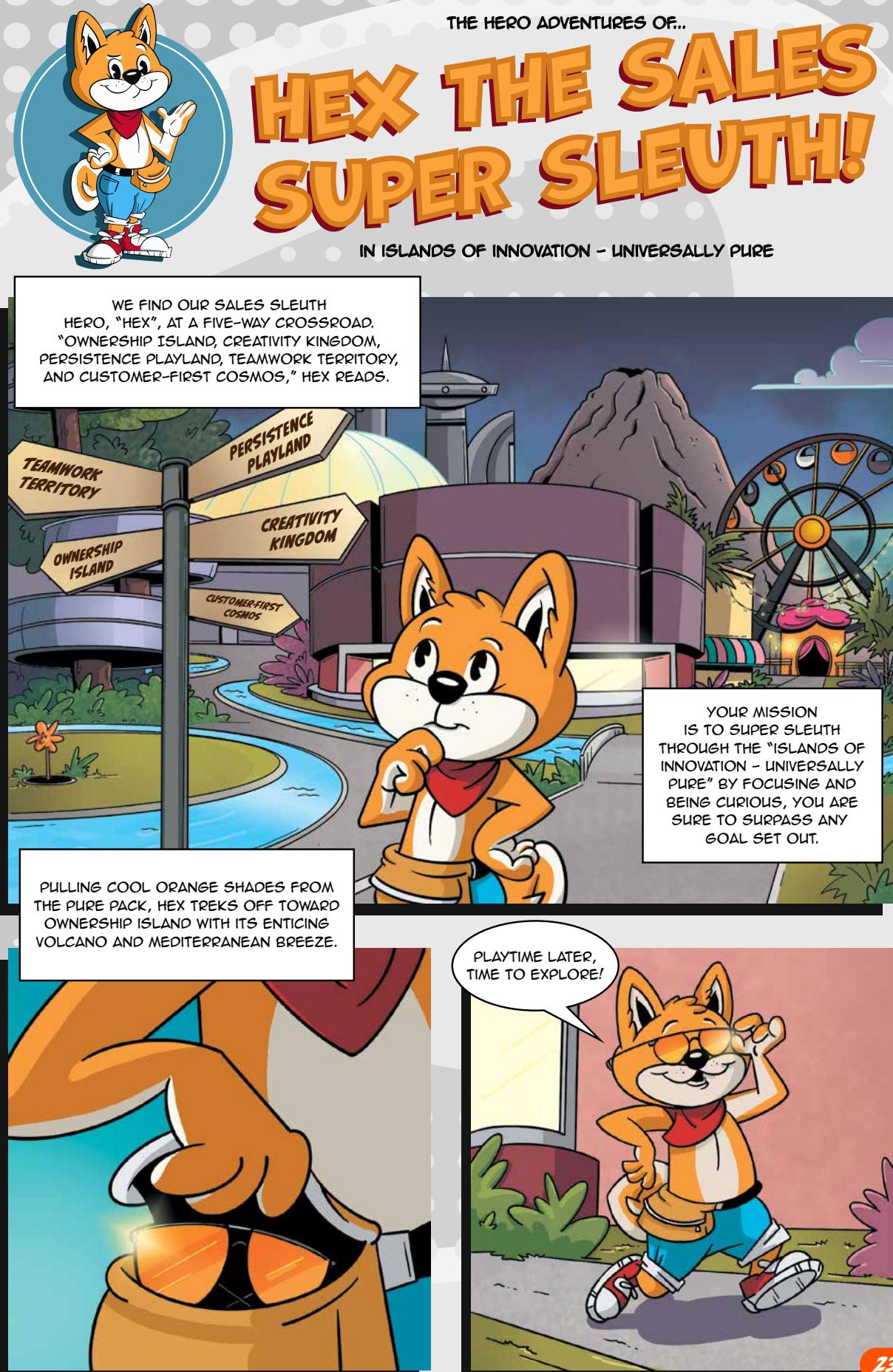
Customers. Ambitious. Community. Integrity. Discovery. Dedicated. Excellent.
Confident. Accepting. Character. Proactive. Celebrate.



Congratulations to all Puritans from your Cisco team on a great FY21 and here's to an even better FY22!



Please join us for our Fireside Chat and stop by our booth to say hi - we would love to see you!



A FRIENDLY IBEX MEETS HEX WITH SOME HELPFUL ADVICE. "YOU MUST UNCOVER THE PROBLEM TO IDENTIFY THE SOLUTION," IT BLEATS.



WITH THIS INTRIGUING PIECE OF KNOWLEDGE, HEX DOWNS A FLASHBLADE ORANGE COOLER FROM THE TAVERNA AND HEADS TOWARD CREATIVITY KINGDOM—BUT NOT BEFORE REALIZING THAT SOMETHING HAS JUST WEIGHED DOWN THEIR PURE PACK.



APPROACHING THE CREATIVITY KINGDOM ORANGE ODYSSEY LOG RIDE, HEX IS OVERCOME WITH A RENEWED SENSE OF PURPOSE TO WOW PURE STORAGE, THE SUPPORTER WHO SENT THEM ON THIS MISSION.

ATTRACTED BY THE
BOUNTY OF OPTIONS IN THE
COSMOS SPACEPORT...

VALUE
IS THE ENERGY
THAT FUELS
CHANGE!

SO TRUE!

HEX VISITS
ONE STATION AFTER
ANOTHER...

FASCINATED BY THE
CORRELATION OF GROWING HEXES
IN THEIR PURE PACK TO THE INCREASED
KNOWLEDGE GAINED FROM EVERY
CONNECTION MADE.

BUT WAIT,
WHAT'S THAT?

A HIDDEN HEX?
FANTASTIC!

MORE BOUNTY TO ADD
TO HEX'S GROWING PACK!

FUELED WITH FURTHER AMMUNITION
TO DRIVE THEIR PURPOSE, HEX HEADS
OUT FOR MORE ADVENTURE.

AS HEX ENTERS PERSISTENCE PLAYLAND, THEY SEE THEIR NAME IN LIGHTS AT THE TOP OF A HUGE LEADERBOARD.

RIGHTEOUS!
I'VE ACHIEVED 25
ORANGE HEXES.

SO THIS IS WHAT
THEY'RE FOR. I'M IN THE
LEAD! THRIVING IN THE
NEW NORMAL!

HEX TAKES A LITTLE DIVERSION TO REFRESH AND REJUVENATE.

ALLEViate
ANXIETY BY PROVIDING CREDIBILITY.

AFTER
A PLEASANT ROUND
OF PACMAN...

AND A RELAXING YOGA STRETCH,
HEX IS READY TO EXPLORE THE LAST
LAND, TEAMWORK TERRITORY.

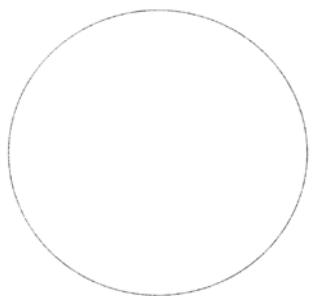
APPROACHING THE BASE OF A MASSIVE REDWOOD TREE, HEX HEARS SEVERAL FAMILIAR VOICES.

JOINING IBEX, RABBIT, PANDA, AND ORANGUTAN IN THE TREETOPS HEX GRASPS THAT BY SHARING THEIR KNOWLEDGE, THEY CAN ALL THRIVE AND DELIVER BIGGER SUCCESSES TOGETHER EVERY TIME.

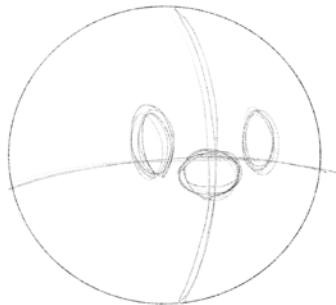
TOGETHER WITH
OUR PARTNERS, CUSTOMERS,
COLLEAGUES, AND LEADERSHIP,
WE CAN BE THE MOST ADMIRE
BRAND IN TECHNOLOGY!

LEARN TO DRAW HEX

FIRST, SKETCH A CIRCLE WITH A PENCIL



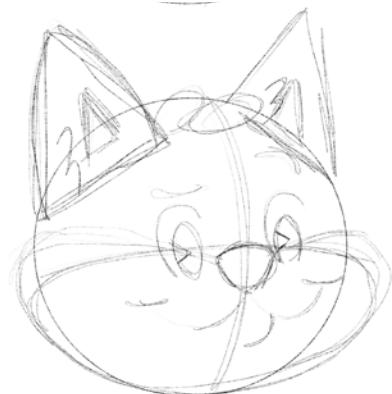
DRAW CURVED HORIZONTAL AND VERTICAL LINES TO MAP OUT WHERE THE FACIAL FEATURES GO



START TO ADD BASIC SHAPES FOR EARS, NOSE, AND EYES



NOW ADD DETAILS TO THE SHAPES



DARKEN THE DETAIL LINES THAT LOOK BEST



NOW TRACE OVER THE PENCIL LINES WITH BLACK INK AND...



BOOM!
YOU'RE A COMIC ARTIST!

PURE STORAGE®

Reduce TCO for SAP HANA

There has always been a tradeoff between performance and cost. Not anymore. Now you can deliver a winning combination for SAP HANA customers.

DirectMemory™ Cache, powered by Intel Optane SSDs, gives SAP HANA customers the best of both worlds: **high performance and lower total cost of ownership (TCO)**.



Help your customers reduce costs by taking advantage of SAP HANA Native Storage Extension and Intel Optane SSDs.

Learn more about reducing TCO for SAP HANA at purestorage.com/solutions/applications/sap.

intel.
OPTANE™

PURELY MAD LIBS!

One day at Pure Storage there was a great discovery! An ancient

_____ was found buried at the bottom of _____.
Pure Product Pure Office Name

There was a hidden message locked inside! Two _____ souls,
Adjective

_____ and _____ jumped in to try and solve
Pure Leader Pure Leader

the puzzle. They used a _____ on top of a _____.
Favorite Office Snack Favorite Office Snack

to create the perfect _____. When they applied pressure on the
Tool

_____ side it suddenly _____ open and out tumbled the
Direction Loud Sound

following message printed on a _____. "To all _____ hear
Thing Plural Group Name

me well, the key to _____ is to always _____ twice
Positive Affirmation Action

before _____ out of bed in the morning. Use your _____
Action Body Part

wisely, and never look a _____ in the _____ when making
Thing Body Part

a deal. Color your _____ with _____ and do your best
Favorite Person Color

to always make each and every _____ deal count!"
Adjective

VISUAL WORD PUZZLES

POFISHND

DAYSALLWORK

LUN CH

thinking

b b
m m
u u
h h
t t

SCISAB2

PURE KID SUDOKU



Cut out these four teammates and find their missing spot on the board above. CHALLENGE: the same animal cannot be in any row more than once.

PURE KID CROSSWORD



1. SPACESHIP 2. BALLOON 3. BIPLANE 4. JET FIGHTER
5. PLANE 6. HELICOPTER 7. ROCKET 8. PARACHUTE 9. UFO



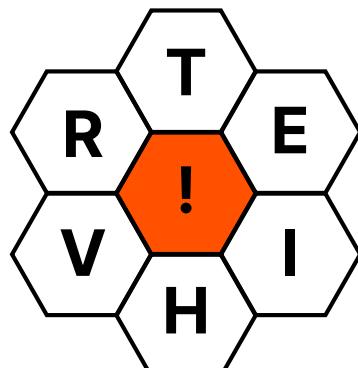
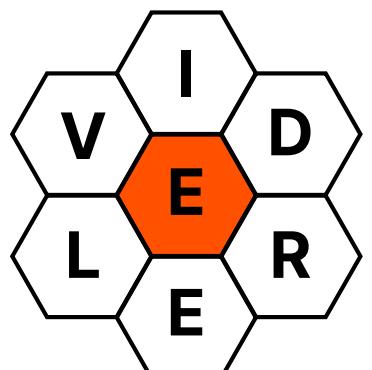
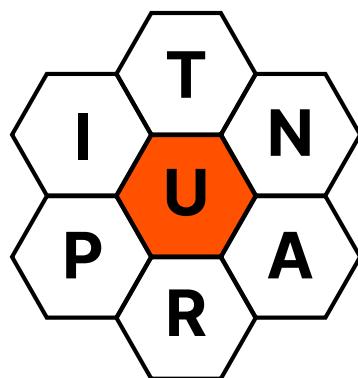
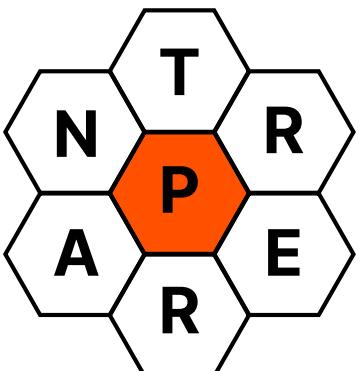
ENGAGE IN TEAMWORK TERRITORY

FIND SOLUTIONS
SPEAK WITH EXPERTS
CONFER WITH COLLEAGUES



PURE WORD JUMBLE CHALLENGE

Partner _____



Pure as-a-Service

Doing the hard work,
so you don't have to.

WATCH OUT! CHANGE IS ABOUT.

Smart enablement will ignite your success.

Find out more at SKO
24-26 March '21.



Pure Good Foundation

Pure Good is committed to helping
500 un or under-employed people find
jobs this year and we need YOUR help.

Find out
how you can
#GoDoGood



AFFIRMATIONS & INSPIRATIONS

Cut and paste a motivator on your wall for a daily reminder

Be stubborn
about your
goals and
flexible about
your methods

You miss 100%
of the shots you
don't take
- Wayne Gretzky

Opportunities
don't happen,
you create them

WRITE YOUR OWN

WRITE YOUR OWN

Insight + Pure Storage

Doing more together with
As a Service solutions

We deliver the Pure portfolio for
exceptional client outcomes:



As data center experts
and a **Pure Platinum Elite
Partner**, we deliver scalable
and high-performance
solutions to our clients
leveraging **Pure Storage®
technologies**.

Our credentials:



Pure Platinum
Elite Partner



More than 60 Pure Storage
sales and engineering
certifications



1st U.S.-based FlashStack
Authorized Support Partner

Why Insight for storage?

A storage industry
leader for
**more than
25 years**

Deep expertise
of the entire
data center

Strong
relationships
with Pure and other
leading technology
partners

Manage
3,300+ arrays
via Insight OneCall™

>10PB of
storage/backup
supported through
Managed Services



CUSTOMER-FIRST COSMOS

**EXPLORE
CUSTOMER-FIRST
COSMOS!**

MEET AMAZING SPONSORS
LEARN FASCINATING TIPS
CREATE NEW RELATIONSHIPS

**IT'S OUT OF
THIS WORLD!**

COMMVAULT®

**BE READY TO
SAVE THE DATA**

COMMVAULT.COM

MYSTERY MESSAGE FROM DOM

A	B	C	D	E	F	G	H	I	J	K	L	M
			4				8					13

N	O	P	Q	R	S	T	U	V	W	X	Y	Z
14					19					25		

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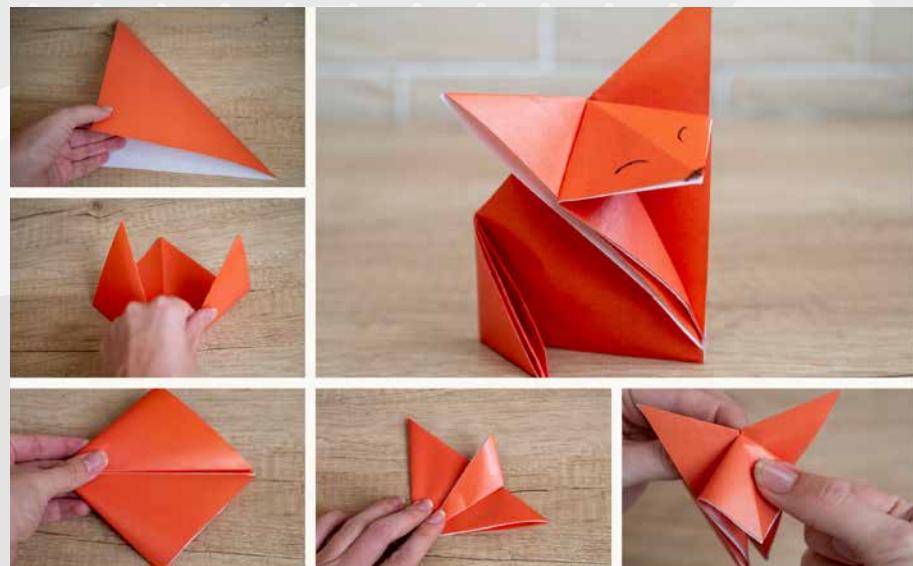
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— — — — A — —
 22 9 19 9 15 10 21 4

— — — — H — —
 14 9 7 8 20 13 1 18 5

ORIGAMI HEX



CREATIVITY KINGDOM

**TAKE A TOUR ON THE
ORANGE ODYSSEY
LOG RIDE!**

**A VISUAL EXPEDITION
THROUGH PURE'S HISTORY AND BEYOND
CLIMB ABOARD IN CREATIVITY KINGDOM**

**TAKE A PHOTO AFTER
YOU SPLASH DOWN!**

**SKO 12020
PURE**

Global Sales Culture

Predictable
Relentless
Orange Pride
United
Diverse & Inclusive

YES Be an active coach
YES Fail fast, move forward
YES Practice humility not arrogance
YES Collaborative
YES Accountable

Pure Values

Customer-First **Persistence** **Creativity** **Teamwork** **Ownership**

46 47

Pure Storage and Brocade deliver innovative Fibre Channel technology for the most trusted network for storage



Why the network matters to your customer?

Brocade and Pure Deliver the Infrastructure for the Modern SAN:

- 1. Speed:** An aging network can impede the performance of next-generation servers and NVMe, creating a bottleneck. Brocade Gen 7 provides 64Gb/s line-rate speed along with a 50 percent reduction in latency to unleash performance and maximize your investments for years to come.
 - 2. Scalability:** Your SAN has to be able to cope with the next surge of devices, applications and workloads that will hit the network. Gen 7 has the increased bandwidth needed to support data growth, increased workloads, and data center consolidation.
 - 3. Intelligence:** Your admins need instant access to data to make informed decisions. Brocade Gen 7 comes with intelligence built in, enabling the storage admins to optimize their infrastructure and resolve issues faster than ever before.
 - 4. Resilience:** The rising speed and complexity of traffic increases the impact of disruption and downtime. Gen 7 solves this by automating corrective action to resolve issues without human intervention to reduce costly network disruptions and outages.
 - 5. Flexibility:** Migration should not cause wasted investment. Brocade Gen 7 makes it easy to run NVMe and SCSI data traffic concurrently on the same network.

Why the network matters to you?

- Increase sales revenue by 20%
 - Leverage SAN network footprint for expanded portfolio sales
 - Improve visibility and control of customer data centers

PARTNER NOTES

PURE STORAGE EVENT CODE OF CONDUCT

At Pure, we empower innovators to build a better world with data. We can only fulfill our vision by acting in the Company's best interests for the long run. We all want to continue to build Pure based on our shared values of integrity, honesty, respect for others, and a focus on facts and results. As part of this commitment, we expect everyone who registers or attends any Pure conference or event to abide by Pure's Code of Conduct.

PURE'S COMMITMENT TO YOU

We are committed to providing a respectful conference experience for every single person. This means that Pure does not tolerate any discriminatory, harassing, or disrespectful behavior, messages, images, or interactions by any event participant at any aspect of the program, regardless of location. This policy applies to all Pure employees as well as to parties with whom we do business such as vendors, suppliers, conference organizers, contractors, consultants, and customers. We have a zero tolerance policy for behavior that is degrading to any person or characteristic protected by the law, or that would violate Pure's Code of Conduct, or that would violate applicable laws, including laws against discrimination, harassment, and retaliation. In short, the entire conference or event experience must meet Pure's high standards and expectations for professionalism and respectful behavior.

HELP US CREATE A RESPECTFUL, SAFE, AND INCLUSIVE ENVIRONMENT

SKO is not a place for inappropriate, off-topic, disruptive, disrespectful, or abusive conduct. It is a working conference intended for networking and collaboration within our professional community. We expect you to create a respectful, safe, and inclusive environment for all attendees.

REPORT CONCERN IMMEDIATELY

Please report any concerns, inappropriate behavior, suspicious or disruptive activity immediately to: Event staff or organizers, your Human Resources Business Partner, or email complianceofficer@purestorage.com. You may also contact our Ethics Hotline at <https://purestorage.com/speakup> (web portal), or call the Ethics Hotline at 1-800-461-9330. Pure will investigate all incidents reported at a conference or event with the utmost discretion and confidentiality.

CONSEQUENCES FOR VIOLATION

It goes without saying that if you violate Pure's Code of Conduct or create a disrespectful or unsafe environment while attending the conference or event, you may be denied admission to or removed at the discretion of Pure conference organizers.

NDA

We're going to share some exciting content during SKO which may include confidential and proprietary information. Please remember that under your Non-Disclosure Agreement with Pure, you are obligated to protect all Pure information by not disclosing it to a third party or using it inappropriately. Please don't take any photos, screenshots, don't post anything on social media, and don't record any video or audio.

Keep it Pure!

ANSWER KEY

PAGE 8



PAGE 13

2	3	5	7	8	9	6	4	1
6	8	7	4	2	1	3	5	9
9	1	4	3	5	6	2	7	8
4	7	2	9	3	5	8	1	6
3	6	8	2	1	7	5	9	4
5	9	1	8	6	4	7	3	2
1	4	6	5	7	2	9	8	3
8	5	9	6	4	3	1	2	7
7	2	3	1	9	8	4	6	5

PAGE 16

CUSTOMERS ADVENTURE KNOWLEDGE
EVOLUTION OWNERSHIP DEDICATE
EFFICIENT INFLUENCE MARKETING
PLATFORMS POTENTIAL CONNECTED

PAGE 32

Small fish in a big pond
All in a day's work
Lunch break
Thinking outside the box
Two thumbs up
Back to basics

PAGE 37

PARTNER STORAGE
PURITAN
DELIVER THRIVE!

PAGE 44

VISION WITHOUT
ACTION IS DAYDREAMING,
ACTION WITHOUT VISION
IS A NIGHTMARE.

