
Industry	IT Services
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Founded	2009
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Headcount	2000
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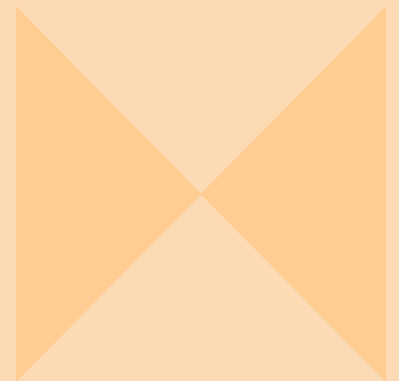
Headquarters	Mountain View, CA
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Pure Storage strengthens employee communications during hypergrowth

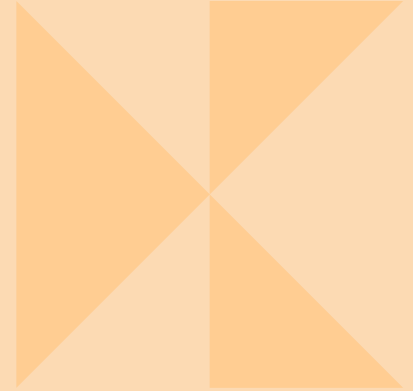


Implementation was so swift and effective that we were able to sunset our legacy Google Sites page less than a month after launch.



The Challenge

Build consistency during hypergrowth



Rapidly growing and distributed workforce

Content distributed across siloed systems

Email overload

Pure Storage is one of the fastest growing systems companies on record. They've grown to over a billion dollars in revenue, with over 2,000 employees, in only 8 years.

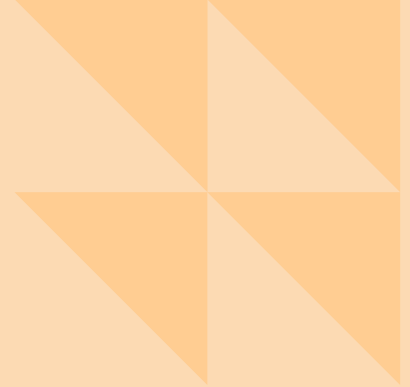
Pure Storage started to experience challenges that often come with rapid growth and success. Content and knowledge were scattered across the organization in multiple disparate systems or locked-up in employee's minds, making it hard for new employees to connect with experts.

Pure Storage needed to align their culture and communication across a growing distributed workplace and several new office locations. They also started to experience email overload and while managing hundreds of email aliases. Ultimately, Pure Storage wanted to get ahead of these communications and growth challenges and ensure they could maintain their special culture while scaling their business.

During the selection process, Pure Storage admired that Simplr was initially co-developed with Workday, a comparable high-growth company. They liked Simplr's user experience for its intuitive usability and sharp design. They also liked that Simplr's immediately integrated with Salesforce, Workday, and Okta. Finally, as a tech company, Pure Storage ensured that Simplr met their stringent security and scalability requirements.

The Solution

Enhance and support corporate culture — at scale



Distributed ownership without IT reliance

Integrates with Salesforce, Okta, Box, and Workday

75% of employees log in weekly

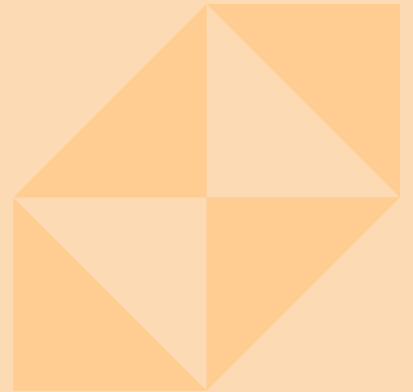
Pure Storage's leadership successfully implemented their first employee intranet on the Simplr platform with the support of a cross-functional team that spanned IT and HR. Internally branded as Hub 2.0, Simplr became Pure Storage's single source of truth for all critical knowledge and replaced their custom Google Sites knowledge base. Hub 2.0 is able to better connect employees with sites that span office locations, functional departments, leadership communications, and employee-initiated affinity sites that facilitate social connection. Simplr's point-and-click administration capabilities enabled Pure Storage to distribute site ownership across the organization without IT support.

To ensure a successful implementation, Pure Storage focused on cleansing user information and content creation. The cross-functional team engaged leadership to gain alignment on changes. A lot of effort was put into Hub 2.0's launch, with fun videos and a launch party to generate excitement for this company-wide initiative.

Today, Pure Storage's Hub 2.0 is a one-stop shop for all of their business applications, important communications, and content. To date, their average weekly logins are 75% across the employee base.

The Results

Easy, fast transition to better EX



Single source across departments and geographies

High social engagement across affinity sites

Preserved culture across locations

Hub 2.0 has quickly emerged as a go-to answer repository so experts don't have to repeatedly answer the same questions and other employees are getting the information they need faster. The implementation was so swift and effective that they were able to sunset their legacy Google Sites page, the closest thing they had previously, in less than a month after launch.

Communications are not solely top-down. Many employees use Hub 2.0 to create affinity groups around social interests. This drives stronger connections and helps bolster company culture.

With Hub 2.0, employees that span different departments, locations, and tenures are much better connected. Pure Storage has been able to maintain its special culture even as they continue to expand their employee-base and office locations.

About Pure Storage

Pure Storage (NYSE: PSTG) accelerates possible, transforming businesses in ways previously unimagined. The company's disruptive, software-driven storage technology combined with a customer-friendly business model drives business and IT transformation for customers through dramatic increases in performance and efficiency at lower costs. With Pure's industry-leading NPS score of 83.7, Pure's 3,300+ customers are some of the happiest in the world, and include organizations of all sizes, across an ever-expanding range of industries.



About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at simplr.com.