

The top 10 reasons to choose Pure as-a-Service™

Get OpEx, hybrid-cloud Storage as a Service (STaaS) that is effortless, efficient, and Evergreen™.

Cloud Economics



01 Fully utilized cloud economic model for storage

- Pure as-a-Service is an on-demand subscription service, not a lease.
- Get the storage capacity you need today, and invest the savings into more strategic initiatives.
- Eliminate under-utilization and overpayment.
- Enable clarity and simplicity in pricing.

02 Cost optimization and cash preservation

- Low upfront cost and less forecasting risk.
- Shift from CapEx to OpEx¹ budgets to preserve cash and meet new accounting standards.
- Get the flexibility to support spikes and seasonal workloads.

03 Designed for no balance sheet impact

- The only true storage service for private and hybrid clouds that's designed for no balance sheet impact.
- Based solely on service tiers, enabling OpEx¹ treatment regardless of term length.
- Assets owned by Pure Storage.

04 Pay-per-use, only for the data you use²

- Only pay for used effective capacity (measured daily), not provisioned capacity.
- Clear per unit pricing.
- Align usage with budgets and costs with applications.

Cloud Operations



05 Simple installation, management, operations

- Get up and running quickly. Arrange power and network, and Pure takes care of the rest.
- Metering and monitoring provide a clear view of usage with proactive alerts, notifications, and rate of change tracking to keep the Pure as-a-Service environment healthy.
- Unified subscription and bill to support everything from containers to converged infrastructure to VDI.

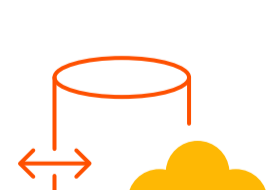
06 Tier 1 enterprise performance

- Benefit from Pure all-flash high-performance block, file, object, VVOL, and data protection services.
- Get snapshots, replication, mirroring, metropolitan fail-over, encryption, and more.
- Access comprehensive REST APIs.
- Get resiliency with FlashArray's proven 99.9999% availability, and always-on QoS.

07 Evergreen architecture provides cloud elasticity

- Non-disruptive upgrades and expansions eliminate traditional refreshes and keep your environment current.
- Harness rapid innovation in array software, hardware, and media without forklift upgrades.

Cloud Experience



08 Your storage cloud, your way

- Enable private and hybrid clouds, as a service.
- Leverage Pure as-a-Service as an "on-ramp" to your public cloud strategy.
- Combine primary storage (via Pure as-a-Service) with elastic compute from public cloud.
- Access an effortless, efficient, and Evergreen Pure Storage experience.
- Use on-premises, in a co-location facility, or within public cloud for complete hybrid flexibility.
- Experience white-glove premium support that garners a Satmetrix-validated NPS score in the top 1% of B2B companies.

09 Flexible and low risk

- Get terms as low as 12 months.
- Access plans that are far more flexible and simpler than leasing.

10 Unified hybrid cloud

- Leverage a unified subscription, technology and cloud benefits across on-premises, public cloud and co-location facility deployments.
- Start your cloud journey in any location and move all, or a portion, of your data seamlessly.
- Align application workloads with optimal cloud deployment.

¹ OpEx treatment subject to customer's auditor review

² Subject to minimum commitment