

EVERGREEN STORAGE SERVICE (ES2)



A true pay-per-use storage service for private and hybrid clouds

SUMMARY

Today’s service providers and enterprise IT managers are rethinking the traditional model of over-provisioning storage to meet estimated future peak demand through significant upfront capital investments. The traditional CAPEX model lacks Pure’s Evergreen capabilities and too often leaves storage capacity idle for significant periods of time, effectively wasting limited resources. Evergreen Storage Service offers a cost-effective alternative: true storage-as-a-service (STaaS).

PRIVATE CLOUD STORAGE-AS-A-SERVICE

Pure Evergreen™ Storage Service (ES2) is a pay-per-use offering that marks the arrival of enterprise-class storage-as-a-service for your block, file, and object workloads. Pure ES2 is designed for OPEX storage consumption that delivers the elastic flexibility benefits of public cloud, coupled with the resiliency, security, performance, and cost-effectiveness of enterprise-grade all-flash private cloud infrastructure. Pure ES2 flexibly delivers your storage capacity on demand – backed by Pure’s industry-leading hardware, software, and white-glove support – on a \$/GB per month basis for terms starting as low as 12 months.*



PAY-PER-USE

Pay only for what you use, in actual effective capacity usage – not provisioned storage – via OPEX



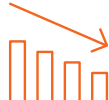
HYBRID CLOUD

Combine with AWS EC2 or Microsoft Azure for best-of-breed hybrid cloud



LOW COMMITMENT

Terms as low as 12 months, with longer 24/36 month terms available



LOWER COSTS

Built for mission-critical workloads – enterprise-grade availability at as much as half the cost of public cloud

THE PURE ADVANTAGE: EFFORTLESS, EFFICIENT, AND EVERGREEN

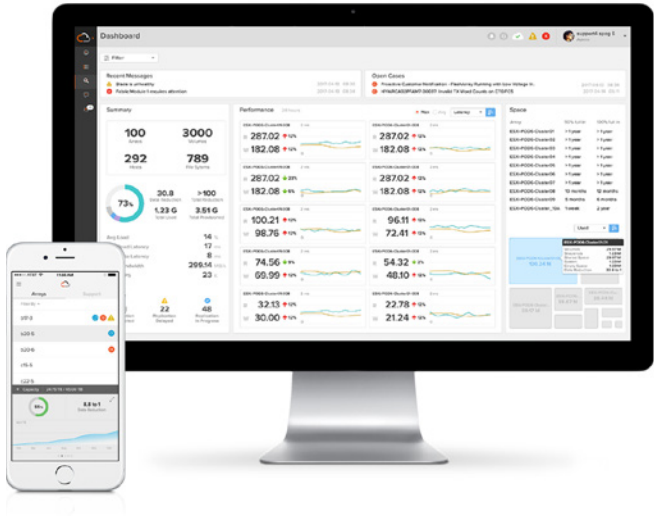
NO “FORKLIFT TAX”: Since competitors’ solutions are not truly Evergreen, their monthly \$/GB rates include the cost of periodic array re-buys. And you’ll also pay for the data migrations, maintenance windows, and performance impact that comes with them. With Pure and Evergreen, such forklift upgrades don’t exist – and neither do their costs. Only Pure ES2 is built on a dynamic configuration optimized over time by Pure Storage – at no extra cost.

* Subject to minimum commitment

A MANAGED SERVICE BUILT-IN: Via our Pure1® cloud, Pure Storage provides proactive capacity and utilization monitoring, 4-hour on-site support with 15 minute Sev1 response times, reporting, managed upgrades and expansions, and simple billing. Only Pure ES2 operates like an effortless managed service, but without the extra expense.

MORE RELIABLE AND COST-EFFECTIVE THAN PUBLIC CLOUD: Evergreen Storage Service deploys Pure’s industry-leading flash technology in your data center, which means you enjoy comprehensive features, control, security, performance, and data services – all for a lot less than the public cloud. With enterprise-grade availability, and no planned downtime, Pure ES2 delivers far greater resiliency than major public cloud vendors – at up to half the cost. And you can leverage Pure ES2 for RTO zero business continuity.

TRUE PAY-PER-USE: With Evergreen Storage Service, you only pay for used effective capacity (measured daily), not provisioned capacity. The result is up to 2x greater cost efficiency compared to provisioned approaches. Pure ES2 is a private cloud, storage-only infrastructure-as-a-service (IaaS) available for as short as 12 months, with longer subscription terms also available. You can leverage auto-renewal at end of term to qualify for built-in annual price reductions.



TRUE OPEX SERVICES: Evergreen Storage Service is a private cloud storage service designed for no balance sheet impact under new accounting guidelines, enabling OPEX treatment regardless of term length.* In contrast, all traditional private cloud utilities and leases will be reclassified and impact the balance sheet. Pure ES2 is based solely on customer service-level requirements – it is not a financing program wrapped around identified storage configurations.

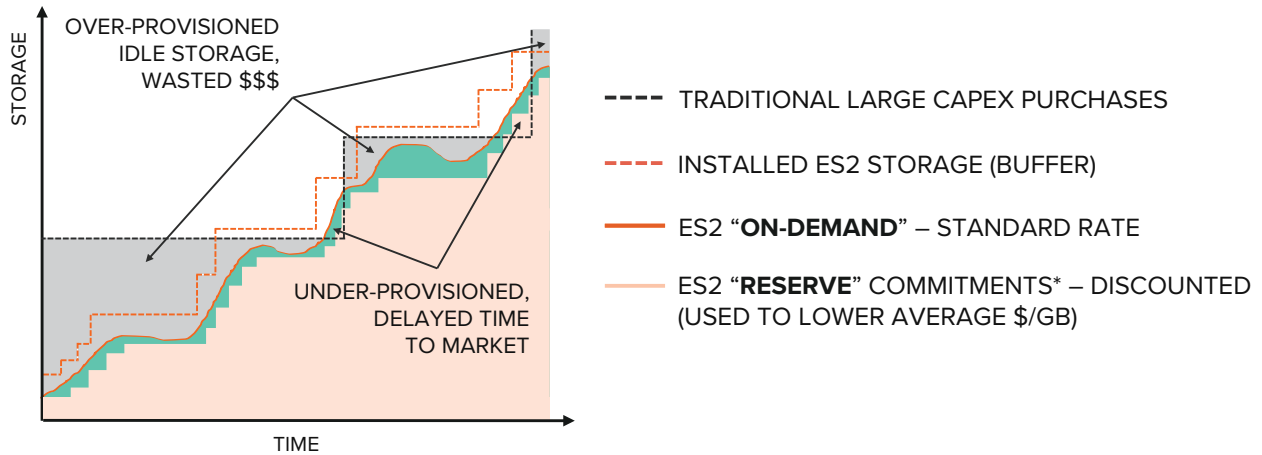
ZERO PROVISIONING RISK: Evergreen Storage Service is elastic storage. You get the capacity you need, efficiently, without wasteful traditional CAPEX-based over-provisioning or, even worse, lost time to market for critical new business initiatives. Configurations start at 100TiB for block and 150TiB for File and Object.

HOW IT WORKS

Pure Storage delivers to you a storage array provisioned with at least 25% more effective capacity (buffer storage) than your requirement. You consume the storage capacity you need, and Pure (through a partner) bills you quarterly in arrears for that usage on a flat \$/GB/month basis. A minimum reserve commitment always applies, billed upfront on a discounted \$/GB basis. You can routinely raise your reserve as you grow, thus lowering your blended \$/GB rate. Simple!

* OPEX treatment is subject to customer’s auditor review.

Compared to traditional CAPEX, Evergreen Storage Service precisely aligns storage consumption with billing expenditures. It's maximum agility with minimum wasted cost.

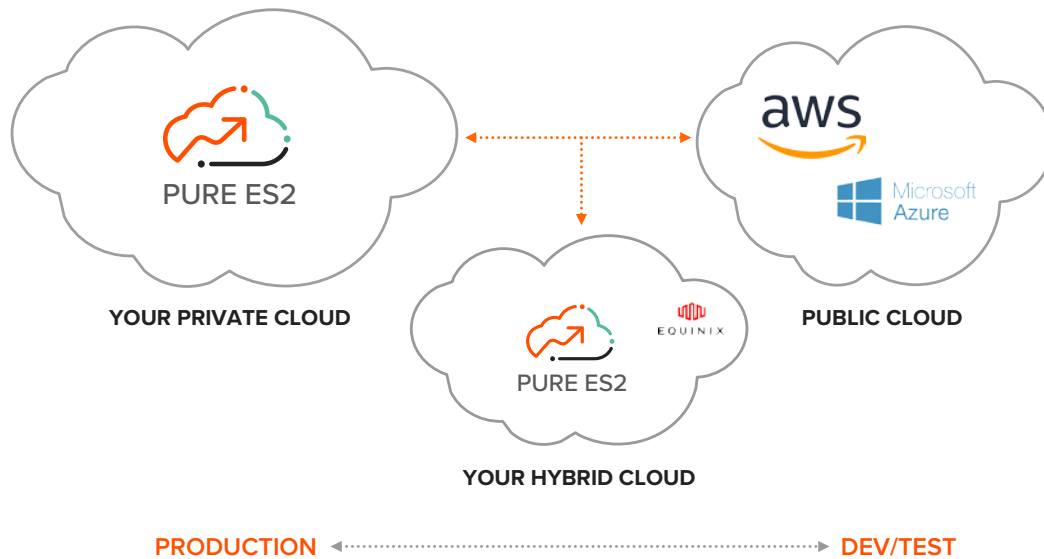


* Initial reserve minimum of 100TB effective capacity

Pure Storage owns all equipment, with the ability to dynamically (even completely) configure, upgrade, and expand the deployment over time – for true OPEX accounting. The assets, however, are installed and managed by Pure Storage partners inside in your data center, minimizing concerns around privacy, data sovereignty, and security.

PURPOSE-BUILT FOR PRIVATE AND HYBRID CLOUD

With Evergreen Storage Service, you can leverage the public cloud natively and consume all services via OPEX. Combine enterprise-grade primary storage (via Pure ES2) with elastic compute (from public cloud) and gain the agility to balance and scale workloads across your own STaaS cloud environment.



PURE STORAGE – AS-A-SERVICE!

Pure Storage has led the enterprise all-flash storage revolution from the beginning with innovative products that upended decades of slow, disk-based infrastructure. Via the Evergreen™ Storage model, Pure also revolutionized CAPEX ownership with service-like solutions that deliver value for a decade or more, eliminating storage re-buys, data migrations, and forklift upgrades entirely. Today, you can consume Evergreen Storage however you like, either via product or as STaaS.

The comprehensive simplicity of our products and our undying commitment to customer satisfaction have put us in the top 1% of businesses in customer satisfaction (by Satmetrix-validated 2017 NPS score), and made us the #1 recommended technology vendor by a wide margin.



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