

## ESG Economic Validation

# Analyzing the Economic Benefits of the Pure Evergreen Storage Program

By Aviv Kaufmann, Senior IT Validation Analyst; Craig Ledo, IT Validation Analyst  
 March 2022

## Executive Summary

For decades, organizations have suffered through a storage lifecycle that requires them to rebuy storage capacity and components, which takes time away from productive projects and causes disruption and downtime. The Pure Evergreen Storage subscription was designed to simplify storage ownership and make a storage purchase feel more like the public cloud or storage-as-a-service. Evergreen does this via both a non-disruptive architecture and a subscription, which combine to simplify expansion and modernization, protect and improve on your investment, and eliminate disruption, all of which save money and time.

ESG validated that the Pure Storage Evergreen subscription offers agility and flexibility that is similar to public cloud storage, enabling organizations to scale seamlessly and non-disruptively without storage rebuys, greatly extending the traditional storage lifecycle. Customers spoke enthusiastically about the real savings they experienced, enjoying the predictable costs, investment protection, avoidance of downtime and data migrations, and improved operational efficiency.

Our economic analysis included validating Pure’s total cost of ownership (TCO) model. Our TCO analysis of Ever Modern demonstrated 74% lower acquisition costs, 58% lower capacity upgrade costs, and \$65K savings in avoiding migration and upgrade costs, for a total six-year TCO savings of 58%. Our analysis of Ever Agile showed 59% lower acquisition costs, 68% lower capacity upgrade costs, and \$55K in avoidance of migration and upgrade costs, for a six-year TCO savings of 56%.

***“We replaced our spinning disk vendor with Pure and saved roughly \$2.5 million over five years, plus the costs of storage refreshes and the associated migration consulting. And those are conservative numbers. Those savings are being used to fund other business projects to make our products better.”***

*-Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

## Introduction

This ESG Economic Validation focuses on the quantitative and qualitative benefits organizations can expect from leveraging Pure Storage’s Evergreen Storage subscription program, an innovative subscription that covers data services and hardware modernization, as well as services and guarantees focusing on improving customer experience.

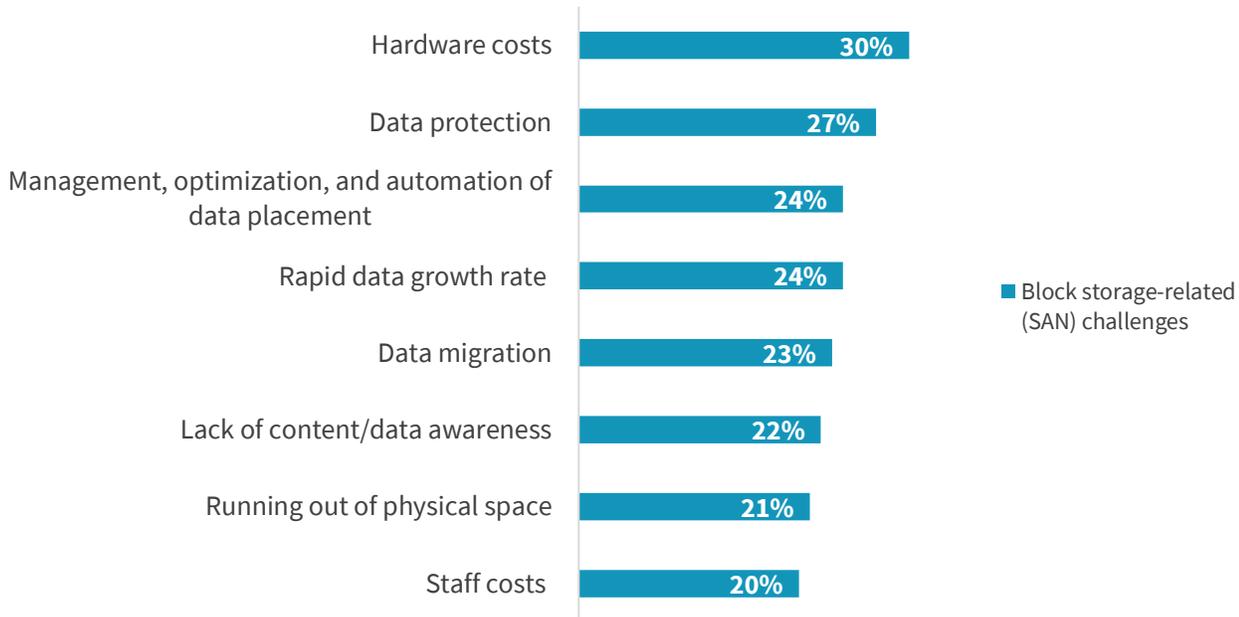
### Economic Challenges of the Legacy Storage Purchasing Process

The workloads on which organizations depend are continually evolving, and they demand more from their storage arrays —more capacity, performance, and functionality. It is difficult to keep up using the traditional storage lifecycle, as workloads and needs change quickly. The typical lifecycle starts with a lengthy justification and procurement process (often six months or more), up to several months for data migration and optimization, and normal usage for 24-36 months. Thereafter, the next procurement/migration cycle begins. Organizations have paid handsomely for a storage environment that lasts three to five years, at best—and they hope it does the job they need during that time. For many organizations, needs change faster than that.

Keeping up to date is expensive. According to an ESG research survey, 30% of organizations report that hardware costs is one of their biggest challenges for block storage.<sup>1</sup> Other key challenges reported by respondents include data placement, rapid growth, data migration, and staff costs. All of these add costs, whether for equipment, staffing, or downtime.

**Figure 1. Top 8 On-premises Block Storage Challenges**

**In general, what would you say are your organization’s biggest challenges in terms of its on-premises storage environment, for block and environments? (Percent of respondents, N=372, five responses accepted)**



Source: ESG, a division of TechTarget, Inc.

The pain of this traditional lifecycle can be seen at all steps in the process: initial acquisition, ongoing management, and technology refresh.

<sup>1</sup> Source: ESG Research Report, [Data Storage Trends in an Increasingly Hybrid Cloud World](#), March 2020.

## Initial Acquisition

- First, IT must spend significant time understanding requirements and evaluating offerings from various storage vendors. IT must also negotiate deals and justify purchases internally to senior management.
- Buying storage software *à la carte*, often by capacity, is challenging. The complex storage purchasing process leaves organizations hoping they get value from what they bought.
- In many cases, software features may be limited on different vendor products. An organization needs to have a clear understanding of the requirements today and for the future in order to select a vendor who can meet these needs.
- Should an organization encounter an unexpected change of plans, such as a merger in year two, it is unlikely to have the capacity or performance needed to accommodate the additional data.
- In order to avoid the cost and disruption of future upgrades, IT staff try to predict what capacity, performance, and features users will need in the future and purchase it upfront. This often results in significant overprovisioning (buying more storage hardware than needed) and overspending in hopes that it proves worthwhile later.

## Technology Refresh

- When it comes time to refresh storage, organizations are often forced to buy the latest system to take advantage of new functionalities even if the capacity and performance metrics are sufficient on existing gear.
- As a result, organizations end up rebuying storage (and often software) every three years or so. This makes upgrades very costly, as they are paying the CapEx costs again for the same functionality. These CapEx costs are most likely at a higher price that is unpredictable, making planning difficult.
- Data migration is required during the refresh, which disrupts IT and business activities. In addition, data protection assets such as snapshot and replication trees are often lost and must be recreated.

## Ongoing Management

- Over time, maintenance costs increase. Even if the technologies meet current needs and no new functionality is provided, extending maintenance contracts often becomes much more expensive after the initial contract expires.
- What happens when more performance or capacity is required? With inflexible architectures, making a change mid-stream is not easy and may cause disruptive downtime and time-consuming data migration projects.
- What about new features that may become available? Rather than pay more and disrupt business with a forklift upgrade, many organizations forgo the opportunity for updated technologies. Some considerations on future needs include faster CPU, NVMe, denser capacity, and software advancements, as well as more advanced data protection and reduction technologies and AIOps features.

## The Solution: Pure Evergreen Storage Subscription

Evergreen Storage, introduced in 2015 and expanded every year since, is a subscription-based program that is designed to help organizations looking to buy storage to avoid the typical three-to-five-year forklift upgrade. It provides ongoing product innovations and investment protection along with non-disruptive upgrades. As a result, organizations can extend

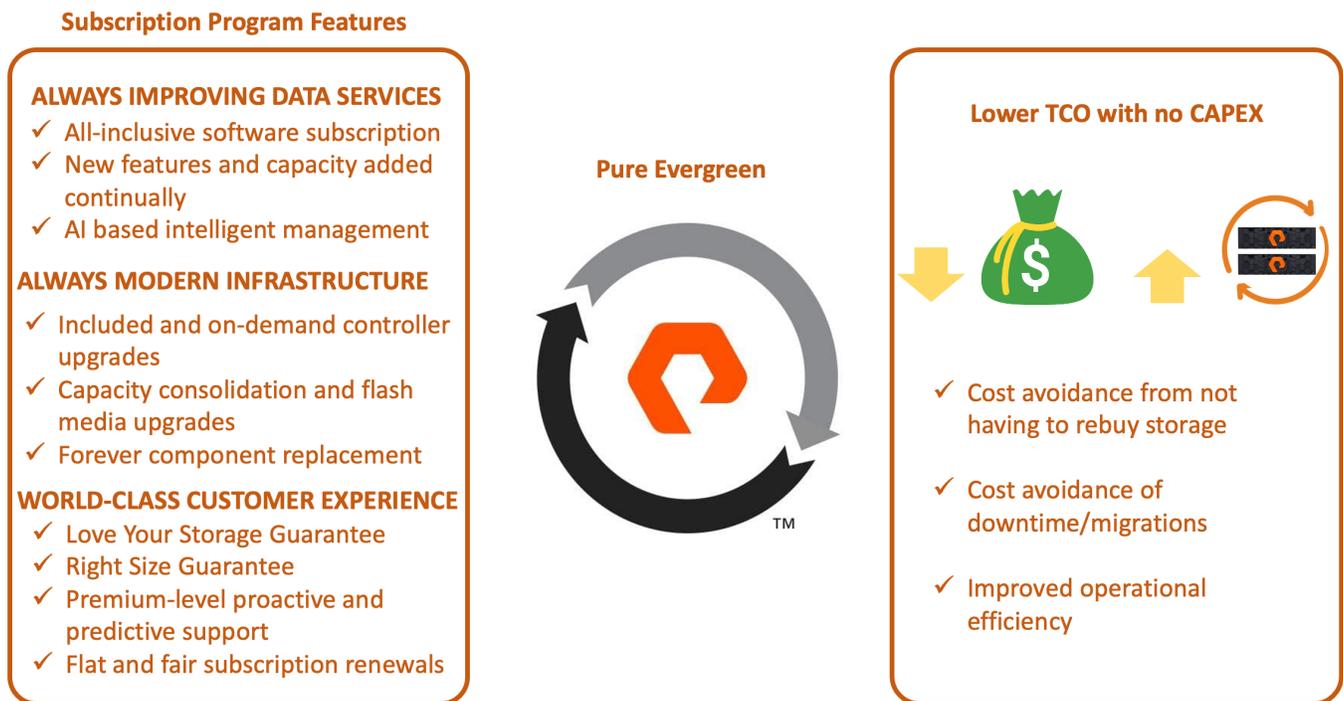
the lifecycle of their storage to eight to 10 years and enjoy continuing improvements along the way while reducing their TCO by 30+%. Evergreen Storage makes a storage purchase feel more like storage-as-a-service, delivering an always-improving, as-a-service-like experience for CapEx-purchase customers.

The Evergreen subscription includes:

- Always-improving data services: All-inclusive software subscription at purchase, including future array software updates and improvements at no added cost, as well as AI-based intelligent management.
- Always-modern infrastructure: Included controller upgrades at regular intervals and on-demand, unlimited controller upgrades with full-value trade-in. Capacity consolidation and flash media upgrades. Forever component replacement, protecting customers from any failures and component end-of-life issues.
- World-class customer experience: Initial 30-day, money back purchase guarantee for full refund; effective capacity guarantee; premium-level proactive and predictive support; and flat and fair subscription renewals all combine to provide a customer satisfaction rating that’s five times the industry average.

A key factor is the Pure software-defined architecture that enables arrays to be modular and stateless, thereby supporting field serviceability and upgradeability. This also enables mixing and matching of components with non-disruptive changes.

**Figure 2. Pure Evergreen Storage Overview**



Source: ESG, a division of TechTarget, Inc.

## ESG Economic Validation

ESG completed an economic analysis of the Pure Evergreen Storage subscription to evaluate subscription and upgrade savings over time.

ESG's Economic Validation process is a proven method for understanding, validating, quantifying, and modeling the economic value propositions of a product or solution. The process leverages ESG's core competencies in market and industry analysis, forward-looking research, and technical/economic validation. ESG conducted in-depth interviews with Pure Evergreen end-users to better understand how the subscription program has impacted their organizations, particularly in comparison with solutions with which they had previous experience. We also validated Pure's total cost of ownership (TCO) model, the Pure TCO Builder tool, comparing Pure Evergreen with traditional storage forklift upgrades over time.

### Pure Evergreen Storage Economic Overview

ESG's economic analysis revealed that the Pure Evergreen Storage subscription has delivered exceptional value for customers' storage investments. ESG found that the Evergreen subscription provided customers with significant savings and benefits in the following categories:

- **Cost predictability and investment protection.** An Evergreen Storage subscription eliminates the need for a forklift upgrade every three to five years. Customers are not required to rebuy storage capacity, and they get the latest technology refreshes (both software and hardware) without losing their initial investment due to Evergreen's full list-price trade-ins and included upgrades. All software is included in the subscription, including future updates and improvements at no additional cost. As a result, costs are predictable.
- **Cost avoidance of downtime/migrations.** A significant benefit is the productivity and time savings that Evergreen provides by enabling non-disruptive upgrades and eliminating the need for data migration, both of which reduce downtime. Productive time is also freed up by eliminating months of planning for storage upgrades, evaluation of new vendors and solutions, and justification to senior management. In addition, there is a lower risk of interoperability issues between storage and other systems.
- **Improved operational efficiency and other benefits.** The Evergreen subscription makes storage more efficient because costs are predictable, storage is self-renewing, and the extended lifecycle reduces annual depreciation costs. It also reduces the amount of time IT spends managing, troubleshooting, planning, purchasing, justifying, migrating, and integrating storage.

***“At first, we were extremely skeptical, but the Pure Evergreen program is rooted in the technology itself. That makes it sustainable in the long run. We no longer worry about purchasing, performance, or migration.”***  
*-Head of Infrastructure, regional European bank*



## Cost Predictability and Investment Protection

***“We replaced our spinning disk vendor with Pure and saved roughly \$2.5 million over five years, plus the costs of storage refreshes and the associated migration consulting. And those are conservative numbers. Those savings are being used to fund other business projects to make our products better.”***

*-Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

The Evergreen subscription delivers cost predictability and investment protection and eliminates storage rebuys, while delivering on upgrades, improvements, and new software at no additional cost.

- **Predictable OpEx instead of recurring CapEx.** With Pure Evergreen, organizations only need to make a CapEx purchase once. Upgrades and traditional refresh are then simplified with an ongoing subscription that is paid as OpEx<sup>2</sup> instead of recurring large CapEx purchases. This cloud-like experience enables cost predictability, which customers reported making a huge difference to them in planning and budgeting.
- **Investment protection.** Pure customers on an Evergreen subscription never have to rebuy their storage infrastructure. With Ever Modern, they get the latest controller technology every three years included in their ongoing subscription. And with Ever Agile, they can swap out controllers with full list-price trade-in value at any time. Multigenerational compatibility adds to the investment protection. These features can extend the life of storage to eight to 10 years.
- **All-inclusive array software subscription.** This eliminates the need to spend time identifying the software or features that customers are likely to use, purchasing licenses, and adding to them when needed. Instead, customers have access to all Pure array software at any time, including future upgrades and new features.
- **Evergreen forever component replacement and flat subscription rates.** Pure will replace failed and end-of-life components over the life of the array, protecting customers' investments and eliminating end-of-life concerns. In addition, subscription rates are guaranteed to remain flat over the life of the system so organizations have consistent, predictable costs for the life of your array.

Customers also told us:

*“Consuming a subscription, not buying storage in the traditional way and dealing with obsolescence, that’s a game changer.” -Head of Infrastructure, regional European bank*

*“You can rely on predictable storage over time—not just when you buy it.” -Head of Infrastructure, regional European bank*

*“With [another vendor] you get five minutes of performance data, and if you want more than that, you have to pay for some piece of software that’s external to harvest more data. I’ve always hated that nickel and diming, like having to pay for replication.” -Infrastructure Manager, mid-sized trucking company*

*“Always having the latest technology and high performance is absolutely fantastic. A big advantage of Pure Storage is they keep improving their software.” -Tech Admin, European health insurance company*

See the Appendix for additional customer quotes regarding cost predictability and investment protection.

<sup>2</sup> Pure Storage states that OpEx treatment is subject to customer’s auditor review.



## Cost Avoidance of Downtime/Migrations

Non-disruptive upgrades, a hallmark of Evergreen, improve productivity and save on consulting, labor costs, and data migration.

- **Pure Evergreen architecture.** The software-defined, stateless, modular architecture makes non-disruptive upgrades and mix/match of components possible. Pure also goes to great lengths to make sure newer components work with older ones (e.g., newer controllers and older flash) so that customers aren't forced to rebuy components simply to make arrays work.
- **Non-disruptive upgrades and migrations.** Business operations continue uninterrupted as customers upgrade capacity needs, swap out controllers, or begin to use new software. No data migrations are needed, eliminating months of running the old and new storage side by side, adding the cost of dual operations as well as disruption to IT and to the business.
- **Eliminate planning and rebuying processes.** Every few years, most customers spend months planning for a storage upgrade; guessing what capacity, performance, or functionality they'll need in the future; and usually overprovisioning to avoid having to interrupt business for any unexpected needs. Then they spend months evaluating storage solutions, interviewing vendors, comparing offers, and justifying expenditures to management. Finally, they spend additional months planning the move to new storage systems; installing, configuring, and tuning; recreating snapshot and replication trees; migrating data; and updating applications, scripts, and other systems to work with the new storage. These tasks are eliminated with Pure Evergreen Storage, freeing up months of productive time, not only for IT, but for the business.

***“We did controller swaps on two arrays in the middle of the day with no downtime. I asked users to let me know if they noticed anything—I heard nothing all day! In the past it took weeks with downtime and business interruption.”***

*-Infrastructure Manager, mid-sized trucking company*

Customers also commented:

*“Non-disruptive upgrades saved on my salary [costs]. And if I was doing this [migration], I would probably also be training one of the younger guys, so two people’s salaries for however long it takes.” - Infrastructure Manager, mid-sized trucking company*

*“[Pure’s] forecasting is very helpful too – with their analytics data, they will tell you when you are going to run out of space.” -Infrastructure Manager, mid-sized trucking company*

*“For upgrades, Pure Storage does it for you, they send an engineer on site – you don’t have to worry about anything – they handle it from A to Z. With [another vendor] it took seven months of planning and downtime, and you’re always a version behind.” -Technical Admin, European health insurance company*

*“We are always up and running, there’s no downtime, so the business doesn’t really know that we are upgrading. So, we are always on the newest versions, with good inline dedupe and other benefits.” - Technical Admin, European health insurance company*

See the Appendix for additional customer quotes regarding cost avoidance of downtime/migrations.



## Improved Operational Efficiency

Predictable costs and self-renewing storage improve efficiency; IT spends much less time dealing with storage purchases and management.

***“Pure is easy to manage, but also easy to own. TCO is a myth in many ways—but with Pure it is real because of this extended program.”***

*-Head of Infrastructure, regional European bank*

- **Simplified operations by design.** Pure Storage takes very little management, dedupe and compression save capacity, and arrays run as normal even above 90% utilization. The Pure1 monitoring, analysis, and planning tool adds to simplified operations.
- **Staff time savings.** With Pure, much less time is spent on managing and troubleshooting storage, justifying purchases, integrating components, planning for downtime, or migrating data.
- **White glove support.** Pure’s support team can be proactive and predictive using the Pure1 AI/ML engine, saving customers from failures and downtime. The company provides four-hour onsite break fixes and efficient upgrade support that keeps customers operational.

Customers also stated:

*“The amount of day-to-day time my team spends on storage is almost nothing. We can see what the storage performance is doing, but other than that we aren’t concerned about our storage environment.”*

*-Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

*“Not needing months or years to design an infrastructure is really game changing. I can safely say it saves me weeks or even months, not having to worry about buying software, hardware, planning, migrations, etc.”*

*-Head of Infrastructure, regional European bank*

*“It really impacts in a positive way our ability to anticipate the needs that we get from our business and deliver with a much more powerful architecture.”*

*-Head of Infrastructure, regional European bank*

*“The fact that we are getting rid of activities just by using this service [Evergreen] was something that took us by surprise.”*

*-Head of Infrastructure, regional European bank*

*“If we have an issue, we just log a call on the Pure1 portal and they take care of it.”*

*-Technical Admin, European health insurance company*

See the Appendix for additional customer quotes regarding improved operational efficiency.

## ESG Analysis

To help quantify how Evergreen can help organizations better meet their storage requirements for all workloads with lower and more predictable costs and a lower expected TCO, ESG audited and validated the assumptions behind two modeled scenarios created by the Pure TCO Builder. The Pure TCO Builder is a powerful and credible tool used by Pure Storage teams to help organizations compare the expected TCO of Pure Storage solutions against their incumbent solutions. The two scenarios were credibly designed to highlight the benefit of two of the key aspects of the Pure Evergreen subscription: Ever Modern and Ever Agile.

Both scenarios were designed around the requirements for a modeled organization with the need for 250 TB of effective storage capacity and an expected annual storage growth rate of 20%. The analysis compared the cost of satisfying the requirements with a Pure FlashArray //X-series all-flash storage array, purchased with an Evergreen Gold subscription, to that of a typical storage solution populated with flash drives and purchased using traditional storage purchasing methods.

ESG assumed the alternative storage solution would be refreshed every three years, requiring a “forklift upgrade” to upgrade the solution to the next generation controllers and flash media. In addition, the alternative solution would require that data be migrated from the old array to the new array during the disruptive replacement. In contrast, the Pure Storage system controllers were assumed to be upgraded in place and non-disruptively, without need for replacing flash media. While the internal manhours and professional services cost of migration were included in the alternative storage analysis, the potential cost impact of any disruption to running workloads was not considered.

The conservative analysis predicted that the dense Pure FlashArray //X-series solution would require only 6U of rack space, while the alternative solution would require 18U of rack space for the controller units, disk shelves, and other required components. The model assumed that both systems would leverage storage efficiency technologies such as deduplication and compression but assumed that Pure’s storage efficiency would provide roughly 50% more data reduction than the alternative solution, an advantage that ESG validated in a 2019 global study across real-world deployments.<sup>3</sup> For our scenarios, the tool predicted that the denser Pure Storage solution would result in a 25% to 66% lower cost of power, cooling, and floorspace.

**Pure Storage Solution Expected Savings**

up to

66%

Lower Cost of  
Power / Cooling / Floorspace

up to

75%

Lower Cost of  
Storage Management

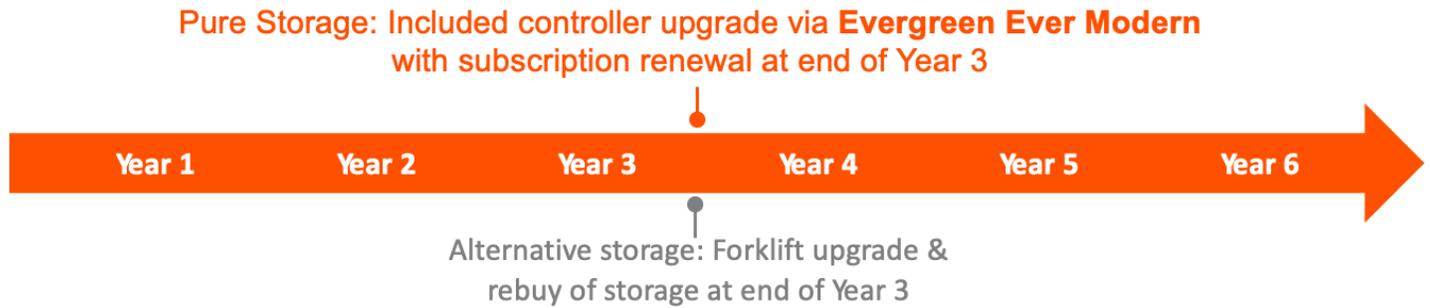
In addition the tool predicted that Pure would provide up to a 75% lower cost of storage management due to the simplified design of the Pure storage system (requiring fewer layers of configuration), its automation and orchestration capabilities, simplified upgrades, and less effort required for load balancing, daily management, maintenance, monitoring, and reporting.

### Modeled Scenario #1: Savings Provided by Pure Evergreen Ever Modern

The first scenario analyzed the expected costs incurred over a six-year timeframe and included the initial cost of the storage technology, maintenance, and support (in Pure’s case, the Evergreen subscription); annual storage capacity growth; and a storage technology refresh after three years of operation. While the initial costs of the systems were similar, the cost of annual storage growth was much lower (58% savings) for Pure’s system due primarily to the greater storage density provided by improved data reduction capabilities. As can be expected, because the Pure system was purchased with an Evergreen Gold subscription that includes features and capabilities that are not included with a typical contract, support and maintenance was roughly 4% to 20% higher than the alternative storage over the six-year period.

<sup>3</sup> Source: ESG Economic Validation: [The Economics of Improved Storage Efficiency with Pure Storage](#), September 2019.

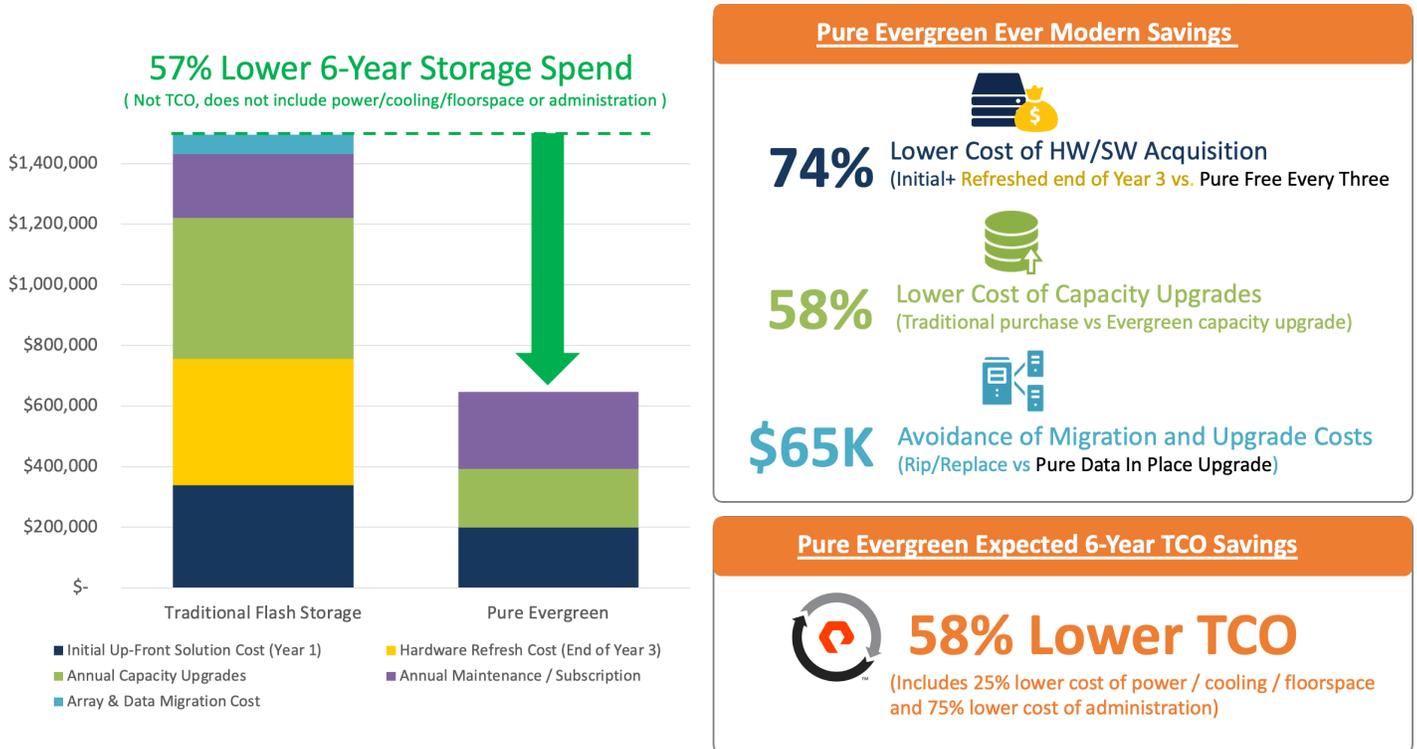
**Figure 3. Ever Modern Scenario**



Source: ESG, a division of TechTarget, Inc.

The largest cost difference came at the end of Year 3, when each of the systems was upgraded to the latest storage technology, following a more routine modernization schedule. The alternative solution required a complete repurchase of hardware and software (including media) that cost slightly more than the original purchase price due to the capacity growth, as well as significant internal and professional services costs for data migration. In comparison, the Ever Modern feature of Pure Evergreen provided an included controller upgrade with a subscription renewal. The controller refresh did not require migration of data and was installed non-disruptively by Pure’s professional services. Figure 4 summarizes the results of the Ever Modern scenario, with Pure providing 74% lower deployment costs and an expected six-year TCO (including the cost of operating and managing the infrastructure) that was 58% lower.

**Figure 4. Summary of Expected Pure Evergreen Storage Savings Provided by Ever Modern Upgrades**



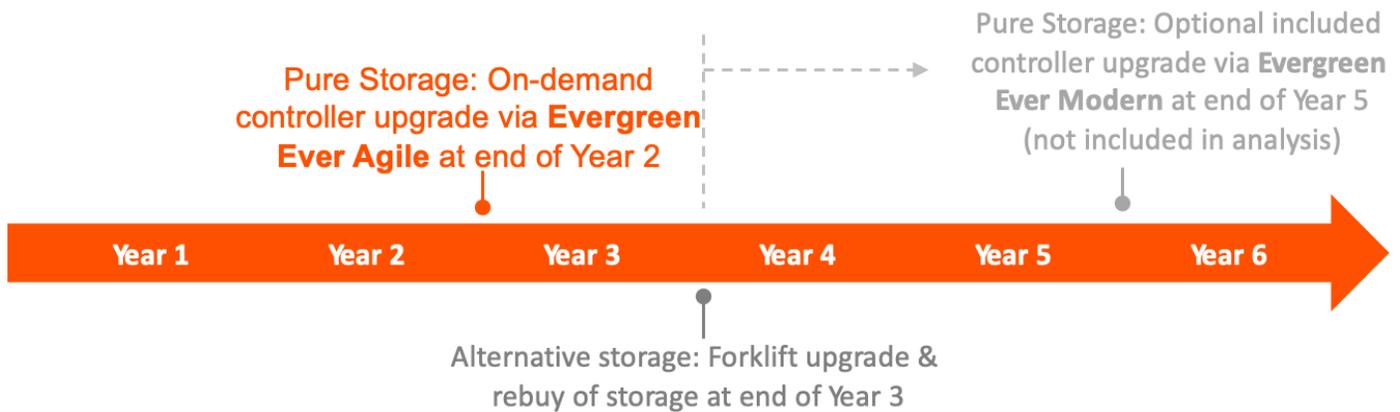
Source: ESG, a division of TechTarget, Inc.

### Modeled Scenario #2: Savings Provided by Pure Evergreen Ever Agile

The second scenario considered the case in which the customer had decided to take advantage of Evergreen’s Ever Agile feature before three years had gone by to upgrade the storage system with a full-value controller trade-in. With Pure’s Ever Agile, the customer only pays for the difference in price between the controllers being traded in and the new ones, along with bundled capacity (since capacity growth is the most common reason to upgrade). This allows customers to take advantage of increased performance and capacity capabilities on their own schedule, even multiple times within a subscription term, with full investment protection. This is especially useful for unplanned events such as growing workloads, new application deployments, or workload consolidation from other systems.

The model assumed that the Pure controllers were upgraded at the end of Year 2 based on the customer’s growth. In our scenario, the customer moved from a FlashArray //X50 to a FlashArray //X70 (of at least one generation later, given that two years elapsed). The //X70 controllers are the next level up in the FlashArray product family and can deliver not only higher performance but also a much higher maximum capacity. The architecture of the alternative storage is less flexible and therefore unable to be upgraded to keep up with unplanned events. As a result, the customer may face performance and capacity constraints with the alternative solution until it can be disruptively replaced. Opting for Ever Agile did reset the three-year period for the included Ever Modern upgrade, so the benefit of this additional refresh was not included in this analysis. It should be noted that these two benefits combined would be expected to further increase the TCO advantage of Pure Evergreen versus the alternative solution. This is especially true since the subsequent Ever Modern upgrades would be based on the more powerful //X70 model that the customer upgraded to instead of the //X50 model that the customer originally purchased.

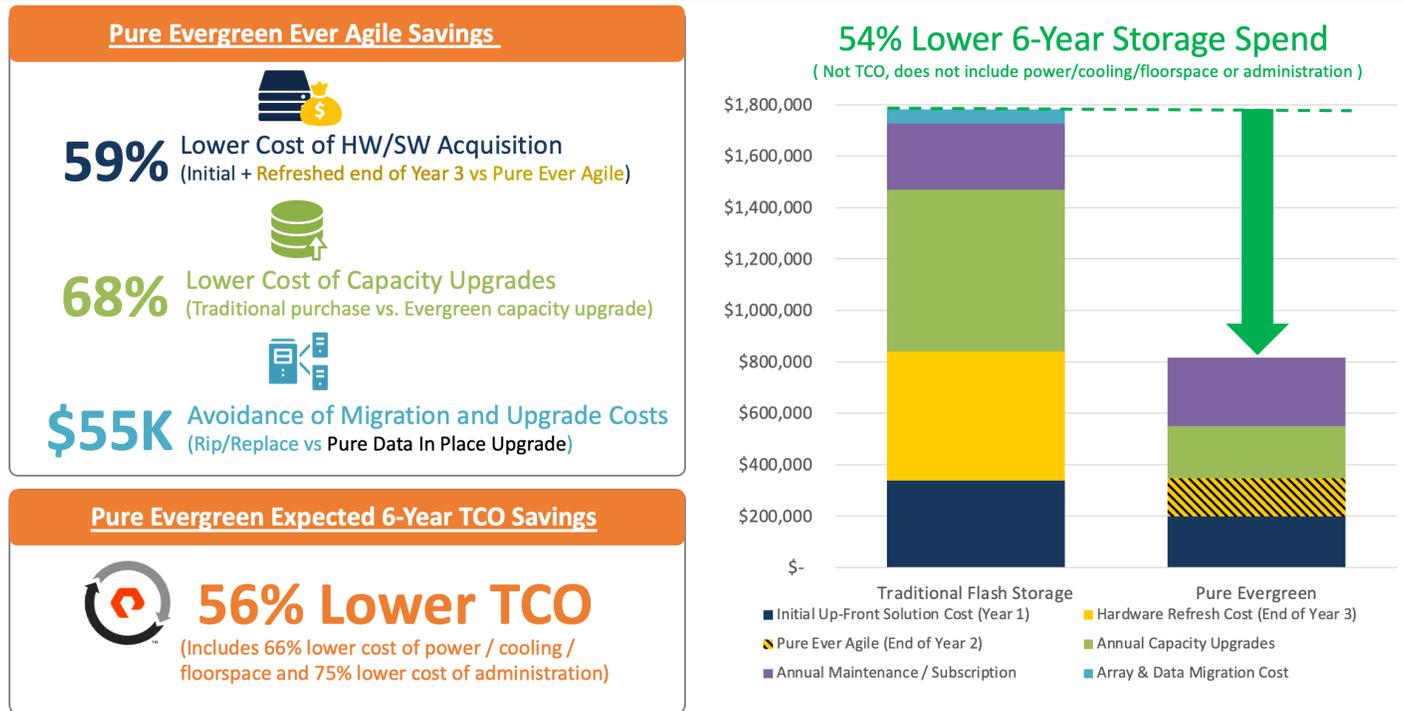
**Figure 5. Ever Agile Scenario**



Source: ESG, a division of TechTarget, Inc.

Even with the additional cost of the Ever Agile, the expected total deployment costs of the Pure solution were 59% lower than the alternative flash solution. The agile Pure solution required only a partial, non-disruptive system upgrade that was 70% lower in cost than disruptively refreshing the entire alternative solution. In addition, the Pure solution did not require an expensive data migration. With the cost of systems operations included, the upgraded Pure solution provided a TCO that was 56% lower as well as upgraded storage system capabilities a full year earlier than the alternative, more rigid flash solution. The results of the analysis are shown in Figure 6.

**Figure 6. Summary of Expected Pure Evergreen Storage Savings Provided by Ever Agile Option**



Source: ESG, a division of TechTarget, Inc.

### The Bigger Truth

Buying storage has been the bane of many IT departments for decades. Evaluation, justification, and procurement take months, and migrating your data takes additional months. After all of this, the storage serves production workloads for only a couple of years before the whole process begins again. What happens if there is a sudden change in your business that demands more capacity, functionality, or performance? It will cost you plenty, with unpredictable pricing, downtime, and disruption. And the next time, chances are you'll overprovision your storage to avoid all that at an even greater expense.

To deal with this reality, many organizations have adopted public cloud storage for the agility and flexibility it offers. But if you want to maintain control of your storage environment for performance or compliance reasons, or if a CapEx-based ownership model is preferred in your organization, the cloud is not a perfect answer.

***“We weren’t expecting this—it dramatically changes the way people interact with their storage vendor.”***

*-Head of Infrastructure, regional European bank*

Understanding this situation, Pure Storage developed the Evergreen Storage subscription that, even under a traditional CapEx ownership model, offers the agility and flexibility that many associate with the public cloud, complete with subscription-based pricing, all-inclusive software, and white glove support. More than a standard warranty/maintenance program, Evergreen is a well-thought-out solution that makes storage purchase feels like storage-as-a-service. It delivers an always-improving, as-a-service-like experience for CapEx-purchase customers with always-improving data services, always-modern infrastructure, and a world-class customer experience. The Evergreen subscription focuses on extending the storage lifecycle, increasing customer satisfaction, and lowering TCO.

ESG's economic analysis of Pure Evergreen validated the huge value that customers are seeing in terms of cost predictability, investment protection, cost avoidance of downtime and migrations, and improved operational efficiency. Customers spoke enthusiastically about how their Evergreen subscriptions led to more predictable costs, as well as the non-disruptive upgrades, all-inclusive array software, and flat subscription fees. Pure Evergreen has saved them time and money, enabling them to actually reallocate resources that used to be tied up in storage to other business projects.

ESG also validated Pure's TCO model, with scenarios built around Ever Modern and Ever Agile. Analyzing costs comparing a Pure Evergreen storage purchase with a traditional "rip-and-replace" process, we validated the TCO savings of Evergreen. Our TCO analysis of Ever Modern demonstrated 74% lower acquisition costs, 58% lower capacity upgrade costs, and \$65K savings in avoiding migration and upgrade costs, for a total six-year TCO savings of 58%. Our analysis of Ever Agile showed 59% lower acquisition costs, 68% lower capacity upgrade costs, and \$55K in avoidance of migration and upgrade costs, for a six-year TCO savings of 56%.

Storage must grow and evolve along with your business, and it has long been one of the roadblocks keeping IT from achieving agility. Pure has found a way to extend the storage lifecycle and ensure that customers have the freshest technology at a lower TCO than traditional vendors. Evergreen Storage redefines storage from a disposable asset to a real investment, something that you pay for once and that actually improves over time. The customers we spoke with were truly shocked by the real money and time savings that Pure and especially Evergreen Storage provided them, in both the short term and the long run. By having a stake in the operational success of its customer's environments, Pure has proven itself a true, trusted partner.

## Appendix

Additional customer quotes are provided below.

### Cost Predictability and Investment Protection

*“With Pure Evergreen, we’ve probably cut our storage spend in half.” -Infrastructure Manager, mid-sized trucking company*

*“Always having the latest technology and high performance is absolutely fantastic. A big advantage of Pure is they keep improving their software. The platform is very good, but it keeps getting better from both a hardware and software perspective. . . Our BI users have never been as satisfied as they are now.” -Technical Admin, European health insurance company*

*“We love predictability in our budgets. Pure makes my life a whole lot better.” -Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

*“We have these extra guarantees that we’re going to have within three years the best possible head for our storage array, and we already know we won’t have a performance issue in the mid-long run. That’s a huge relief, and again extra work that I don’t have to do.” -Head of Infrastructure, regional European bank*

*“Locking in maintenance was definitely a selling point. And controller upgrades every three years with no more forklift upgrades, that was a major selling point too.” -Infrastructure Manager, mid-sized trucking company*

*“We haven’t taken advantage of Active Clustering yet, but we plan to, so that’s cool, and we get that for free. With [another vendor] you’re going to pay for that with a license.” -Infrastructure Manager, mid-sized trucking company*

*“It was nice, we didn’t have to pick and choose what licenses we needed and have a lot of discussion. With Pure you pay once, and you can use everything you get. It’s very easy and saves a lot of time.” -Technical Admin, European health insurance company*

*“Ever Modern keeps us ahead of [our users] asking for performance. It is very important for us that we can keep ahead of our users’ needs.” -Technical Admin, European health insurance company*

### Cost Avoidance of Downtime/Migrations

*“The biggest advantage is you can upgrade with no downtime. There is no risk, we don’t have to talk to the business because it’s always functioning.” -Technical Admin, European health insurance company*

*“Pure has helped lower risk for us. The risk involved of doing a forklift upgrade or changing fabric and doing configuration changes, and especially zoning. . . the fewer the changes, the better the environment.” -Infrastructure Manager, mid-sized trucking company*

*“Since we got Pure, that’s one piece of the puzzle I don’t have to worry about. . .not having to worry about storage is really huge for us.” -Infrastructure Manager, mid-sized trucking company*

### Improved Operational Efficiency

*“In the past we spent weeks and months to come up with an overall storage refresh, and we just don’t do it anymore. That’s time reclaimed.” -Head of Infrastructure, regional European bank*

*“We had a query that used to take 7 days. And if something was wrong in it, it was redone, and took another 7 days. With Pure FlashArray it was done in 10 minutes.” -Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

*“I’m so glad I have not had to shop for storage for 5 years!” -Infrastructure Manager, mid-sized trucking company*

*“With these complex environments, troubleshooting is a lot quicker when you don’t have to worry about one piece of the puzzle.” -Infrastructure Manager, mid-sized trucking company*

*“Recently I’ve had to take on additional roles—security, firewalls, hiring—there’s no way I could have done it if I had to manage storage too.” -Infrastructure Manager, mid-sized trucking company*

*“With [another vendor] storage was a full-time job, but with Pure we are no longer a storage department.” - Technical Admin, European health insurance company*

*“We can achieve a lot of stuff without waiting on approvals because of downtime.” -Technical Admin, European health insurance company*

*“The BI team always wants more performance, and they are normally never satisfied, but since we have Pure they are not complaining. Our Pure system is faster than they can use at the moment, so that is fantastic having your data scientists not constantly asking for more.” -Technical Admin, European health insurance company*

*“Another team spends the whole day working with storage. For us, it's a minor thing – maybe 2 hours per month.” -Technical Admin, European health insurance company*

*“Because of Pure, our credibility as an IT staff went through the roof. There were several other projects that I was able to pitch [to internal management] because I had built up so much goodwill. I had a track record with them, and they trust me.” -Senior Manager, Enterprise Systems, Storage, and Operations, global food products manufacturer*

All product names, logos, brands, and trademarks are the property of their respective owners. Information contained in this publication has been obtained by sources TechTarget, Inc. considers to be reliable but is not warranted by TechTarget, Inc. This publication may contain opinions of TechTarget, Inc., which are subject to change. This publication may include forecasts, projections, and other predictive statements that represent TechTarget, Inc.’s assumptions and expectations in light of currently available information. These forecasts are based on industry trends and involve variables and uncertainties. Consequently, TechTarget, Inc. makes no warranty as to the accuracy of specific forecasts, projections or predictive statements contained herein.

This publication is copyrighted by TechTarget, Inc. Any reproduction or redistribution of this publication, in whole or in part, whether in hard-copy format, electronically, or otherwise to persons not authorized to receive it, without the express consent of TechTarget, Inc., is in violation of U.S. copyright law and will be subject to an action for civil damages and, if applicable, criminal prosecution. Should you have any questions, please contact Client Relations at [cr@esg-global.com](mailto:cr@esg-global.com).



Enterprise Strategy Group is an integrated technology analysis, research, and strategy firm that provides market intelligence, actionable insight, and go-to-market content services to the global IT community.

© 2022 TechTarget, Inc. All Rights Reserved.

