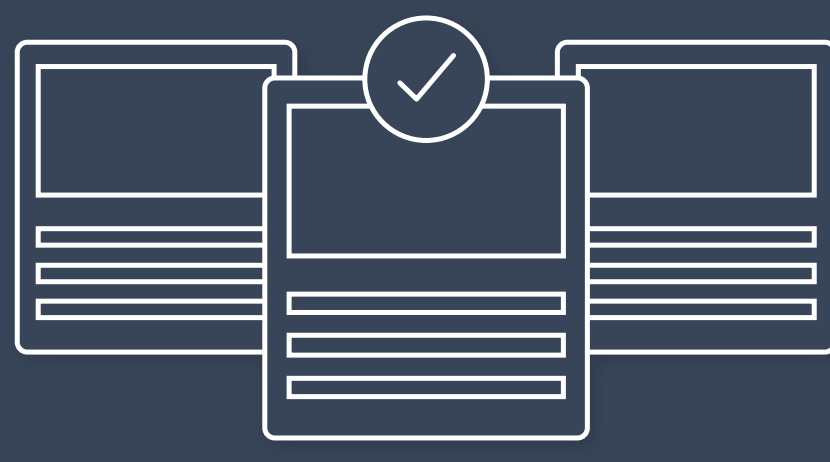


# 3 Reasons You Need an Evergreen Subscription Strategy

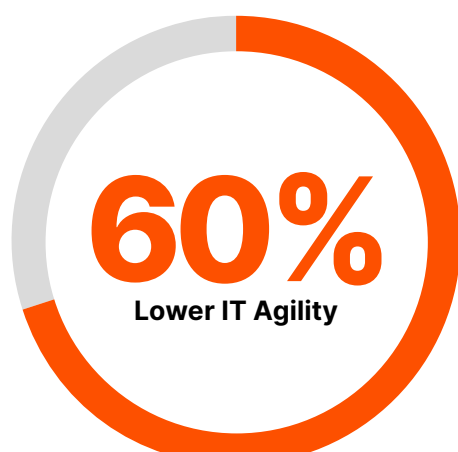


## 1

### Existing Storage Is Challenging



Asset lifetime costs are rising due to **brittle technology** administration and support.<sup>1</sup>



IT experiences lower operational agility due to **capital intensive** budgeting & processes.<sup>2</sup>



HR officers say talent shortage issues are the #1 enterprise challenge, increasing **complexity**.<sup>3</sup>



#### Forecasting Is Unreliable

The 3-to-5-year storage rip-and-replace lifecycle prevents you from getting the most from your data.

## 2

### Unleash Innovation

Pure Storage Evergreen Subscriptions Are  
Tailored to Your Organization's Goals



#### Evergreen //One™

##### Storage as a Service

SLA-driven storage service for customers that want cloud operations and cloud economics for their on-premises or hybrid data centers.



#### Evergreen //Flex™

##### Flexibility with Control

Own and control the hardware, but with the flexibility to pay for the subscription based on utilization of purchased capacity.



#### Evergreen //Forever™

##### Buy It Once, Use It Forever

Storage ownership combined with a full subscription to software and hardware upgrades and world-class customer experience.

### Built on the Pure Evergreen Architecture, Your Organization Also Enjoys



#### Always-current technology

with no new technical debt.



#### Guaranteed right-sizing

and efficiency to boost sustainability.



#### Non-disruptive operations

with updates in the background.



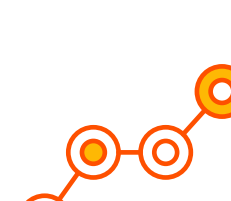
#### Proactive issue prediction,

prevention, and resolution with Pure1®.

## 3

### Accelerate Transformational Change

Evergreen Subscriptions Empower Your Team to Focus  
on Business Outcomes, Not Infrastructure



#### 30% growth in 18 months

**Eloquent** improves performance and client retention with Pure. Increase your services speed, power and flexibility.



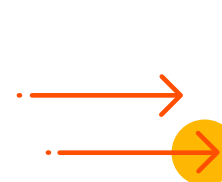
#### 25% savings

**SaskTel** enjoys more cost-effective storage with Pure. Discover flexible, pay-as-you-go storage that conserves capital.



#### 12 hours a week

**Taeknizon** redirects IT savings with Pure to innovation. Optimize your storage efficiency with non-disruptive upgrades—zero downtime and no data migrations.



#### 300x faster

**TrialStat** improves access to data, speeding clinical trial research with Pure. Turn bottlenecks into breakthroughs with proactive monitoring and AIOps.

### Explore Evergreen Subscriptions

Learn more at:

[purestorage.com/evergreen](https://purestorage.com/evergreen)