PURESTORAGE®

2021 ESG REPORT
Why Sustainability Matters to IT

IT's Role in Meeting Sustainability Goals

The global concern over climate change has made its way into the boardrooms and executive offices of millions of organizations. Today, we hear from our customers and colleagues that sustainability is a key objective, along with the actions they can take to help lead to a low-carbon future. That commitment is part of a global movement, as shown in the pledges coming out of the COP26 conference in Glasgow, Scotland, in 2021.

Up until now, the contributions that IT can make to the overall sustainability goals of the organization have not been clear. **That's because IT professionals have been caught between two other imperatives: driving down IT costs and managing the explosive growth of data.**

The IT Dilemma: Caught Between Conflicting Imperatives.

Driving Down IT Costs

Explosive Growth of Data

The historical inefficiency of IT infrastructure, especially for data storage, would seem to provide ample opportunity for vendors to increase sustainability through more efficient technologies. Spinning disk and hybrid flash systems are inherently inefficient in terms of power usage and space. However, the focus for IT—and most storage technology vendors—is often much more on meeting performance and cost needs and keeping up with the relentless growth of data than on implementing sustainability initiatives.

But with Pure Storage, IT professionals now can tackle all of these challenges. Pure was founded to help solve the difficulties, complexity, and cost of scaling data services. We built our FlashArray™ and FlashBlade® systems with efficient and dense flash memory instead of inefficient spinning disks. Unburdened by the compromises inherent in a legacy platform, we were able to increase that efficiency and performance even more through software and hardware design choices. We engineered our architecture to be modular and always upgradeable with Evergreen™ Storage, greatly increasing its usable life and thus reducing e-waste.

As a direct result of these efforts, Pure has helped its customers not only meet their IT cost reduction and data management needs but also their own environmental sustainability goals. Pure Storage FlashArray systems can lower greenhouse gas emissions by up to 84%, compared to competing all-flash systems with equivalent configurations.

As detailed in **Pure's recently released 2021 Environmental, Social, and Governance (ESG) Report**, use phase analysis[1] done by experts at WSP, a leading sustainability services firm, shows that FlashArray is significantly more efficient in terms of CO_2 emissions than similarly sized and performing all-flash systems. In fact, a single FlashArray system can save 52,775 Kg of CO_2 annually. Over a typical five-year lifetime of the competing storage array, that is a total savings of 263,875 Kg of CO_2.

1: The use phase analysis described here is pending third-party critical review.

How FlashArray CO_2 Savings Add Up

According to the US EPA calculator, the five-year CO_2 emissions savings of a single FlashArray are equivalent to:

663,170 Miles
1,067,269 kilometers driven by an average passenger vehicle

26X That's one car driving around the world more than 26 times

550+ Cars removed from the roads for a month

29,690 Gallons
112,389 liters of gasoline, enough to fill 2,100 average cars

4,365 Tree Seedlings
Grown for 10 years (to offset these emissions)

And with Pure's Evergreen upgradeable storage architecture, these savings should continue even longer since the useful life of our products is typically two to three times that of competing storage. Existing storage systems were simply not designed with the same focus on modularity and sustainability.

Many organizations are leveraging Pure solutions to both simplify their storage and meet their environmental targets. **Pure customers include:**

- **A hyperscaler** looking to increase sustainability even while building one of the largest AI labs.

- **A major financial services organization** working to reduce its carbon footprint while streamlining costs and improving IT SLAs.

- **A global technology partner** committed to reducing both its own and its customers' carbon footprints.

Our 2021 ESG Report also outlines Pure's commitment to our own sustainability and transformation to a smaller carbon footprint.

"I am personally committed to achieving sustainability for Pure and for our partners and customers. I am pleased to show how our products help save power, space, and waste for IT and data storage teams. And, this is only the beginning, as we move forward, Pure will continue to introduce innovations and products that address this pressing challenge of our time."

CHARLES GIANCARLO, PURE STORAGE CHAIRMAN AND CEO

Pure's Goals to Reduce Carbon Emissions

(As outlined in the ESG Report)

50%
A 50% intensity reduction in market-based scope 1 and 2 emissions per employee from FY20 to FY30

0 NET ZERO
Achieve net zero market-based scope 1 and 2 emissions by FY40

66%
A 66% intensity reduction in sold products scope 3 emissions per effective petabyte shipped from FY20 to FY30

Pure hopes that other storage technology vendors will follow our lead and design products that help customers reduce their carbon footprint and contribute to meeting their environmental savings goals.

Discover how Pure can help you achieve your own commitment to sustainable business goals.

Download the Pure 2021 ESG: Technology & Sustainability Report

PURESTORAGE®

purestorage.com

800.379.PURE