

Financing Healthcare's Digital Transformation

Redefining how healthcare organizations use and pay for data storage and cloud strategies with financial flexibility.

Financial models are shifting in how products and services are consumed. Consider the pay-per-use and subscription models for music, movies and software. Consumers pay for an experience on demand without the hassles of acquiring, storing or maintaining the asset. What if this same model could be applied to infrastructure? Businesses could pay for an experience, outcome or service level without having to worry about maintenance or future technology refreshes. It's an innovative way to deliver financial flexibility.

What Does Financial Flexibility Looks Like?

Pure Storage®, an innovator with its storage-as-a-service approach, is helping healthcare organizations balance shrinking CapEx budgets with digital transformation efforts. Organizations can experience the benefit of Pure Storage solutions under the financial model that best suits their requirements, whether they buy, lease, subscribe, use as a service – or any combination of these. With this financial flexibility, organizations can decide how the added storage will impact their balance sheets – CapEx, OpEx or both.



Storage-as-a-Service Benefits

- Minimize assets on balance sheet
- Align expenses with usage
- Simplify capacity planning
- Create an on-ramp to hybrid cloud strategies



Flexible Storage Options

- Consume on demand
- Pick when and where you need storage
- Cloud mobility
- Extensive data protection options

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Financing Innovation

Pure's financial flexibility model allows organizations to optimize the investment financing to their specific challenges and financial situation. Financing innovation is no longer a simple choice between buying or leasing. What has traditionally been CapEx and carried on the balance sheet can easily be OpEx with a compelling TCO. Having flexibility provides real benefit as the organization assess the impact on healthcare organization's future credit options and bond ratings.

The Modern Data Experience

Pure as-a-Service™ delivers a cloud-like experience, which means it's easy to get in, easy to ramp-up, and easy to get out. A basic subscription requires only a simple EULA and every Pure as-a-Service subscription comes with a 30-day money-back guarantee.

Pure as-a-Service is a utility for which you're billed based on actual consumption, once a minimum commitment is met. Gone are the days of having to predict the future to buy or lease storage years in advance. Additionally, Pure as-a-Service offers on-premises and cloud storage as a service. This provides the opportunity to efficiently operate a hybrid cloud by unifying your environment with one subscription and one set of storage services.

- Pay only for what you use above a minimum commitment
- Eliminate assets from the balance sheet
- Reduce or eliminate asset management
- Avoid ongoing asset maintenance costs
- Forego technical refreshes and upgrades, along with the downtime
- Focus on the business rather than managing storage resources

A Subscription to Innovation

Pure's Evergreen™ Storage is the smartest way to stay modern, combining the best of a traditional on-premises storage purchase with a subscription to continuous innovation. Forget about expensive upgrade cycles, disruptive downtime, and rebuys of storage you already own. Evergreen offers seamless, rapid upgrades and expansion, without disruption.

From integration, to storage management, to upgrades, Evergreen simplifies everything about the data storage lifecycle. Imagine storage that just works and is capable of delivering six nines of availability – including upgrades.

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