

2018 NEW YEAR'S RESOLUTION: END THE STORAGE MADNESS

#1 Save money. Pure has

2.5x
GREATER EFFICIENCY
than legacy storage*



#2 Cut storage TCO in half and get

33%
Capex/Opex Savings**



#3 Toss thousands of pages of legacy storage manuals – Pure redefines **SIMPLICITY**.

#4 Get **BIG** innovations (like ActiveCluster, our stretch cluster) as they're released, included with your subscription.



#5 Avoid



maintenance hikes. Pure offers flat maintenance – **GUARANTEED**.

#6 Accelerate your applications

5-10x compared
to legacy disk or hybrid storage.



#7 Accept nothing less than

99.9999% availability
INCLUDING GENERATIONAL UPGRADES.



#8 **ELIMINATE**
maintenance windows
and planned down time.

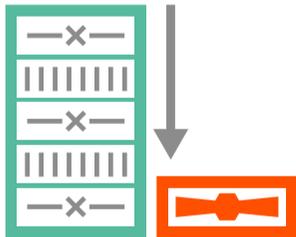
#9 **ELIMINATE** data
migrations, forklift upgrades,
and storage re-buys.

#10 Work with vendors that
customers **LOVE**. Pure is in the

TOP 1%
for customer satisfaction
across all B2B tech.***

#11 Reduce footprint

5x OR MORE
over legacy storage.



#12 **LOVE YOUR STORAGE**
(and work with a vendor
who guarantees it).



Read an assessment of Evergreen Storage from IDC

*Pure is typically 2.5x more efficient than our competitors' all-flash storage. Average data efficiency across production install base is >10:1, including compression, deduplication and thin provisioning.

** Savings estimate compared to other AFAs over 6 years
*** Based on Satmetrix 2016 NPS Global B2B Benchmarks.

**WE DON'T BUY
CUSTOMER LOYALTY,
WE EARN IT.**

