

# The Forrester Total Economic Impact™ of Pure Storage Evergreen Storage Subscriptions

## Challenges and objectives

Forrester worked with Pure Storage to analyze the total economic impact that Evergreen Storage had on four customers. We told the story through a composite *Organization* which shared the following business objectives and outcomes with the four interviewed customers:

- ✓ Opex cost reduction — savings from **simplification of deployment and management tasks (including upgrades)** as well as **lower power and cooling**.
- ✓ Capex savings — **fewer racks** as a result of data reduction.
- ✓ Cost Avoidance from **Evergreen Gold's Free Every Three Program**, **reducing the cost and risk** of modernizing storage.
- ✓ Software license and maintenance **cost avoidance** – there are at least four **software applications that can be avoided** by using the Pure Storage Purity Operating Environment.



## Summary of benefits

Through customer interviews, Forrester concluded that Pure Storage Evergreen Storage Subscriptions had the following financial impact:



**ROI**  
**136%**



**Benefits PV**  
**\$1,705K**

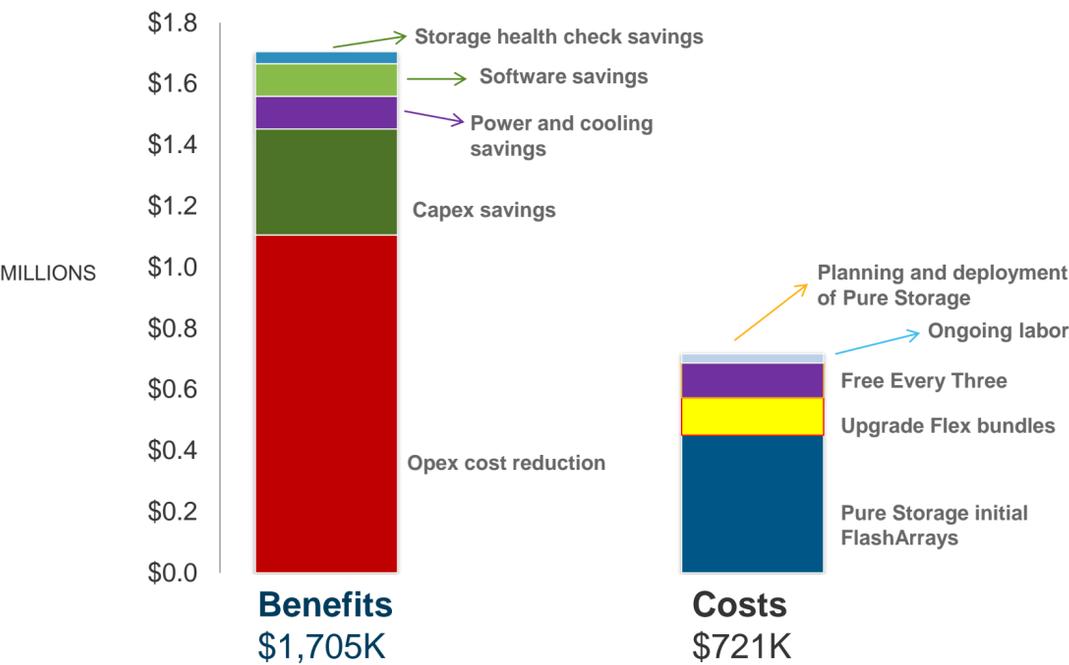


**Net PV**  
**\$984K**

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:

### Present Value (PV) And Risk-Adjusted

SIX-YEAR ANALYSIS



## Qualitative benefits

Customers also experienced additional benefits that were not quantified:



• **Interviewed customers, citing the simplicity of Pure Storage, reported less administrative labor risk using Pure Storage. Pure Storage administration can be done part-time and shared across several less experienced IT staff.**



• **Future attrition savings, i.e., future replacements of storage administrators could be more junior than predecessors due to the simplicity of Pure Storage, saving up to \$30,000 annually.**

## Pure Storage Evergreen Storage by the numbers

**\$1,105,088 (PV)**

Labor (FTE) savings due to Pure's simplification of tasks.

**\$0**

No vendor help needed to deploy and use Pure Storage.

**Range of 10:1 to 13:1**

Pure's data reduction results reported for VDI.

**\$106,813**

Power and cooling cost avoidance savings.

### Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Pure Storage Evergreen Storage Subscriptions, April 2017. The document can be found at: <http://www.purestorage.com/resources/type-a/forrester-tei-evergreen-storage-subscriptions.html>
- The study was commissioned by Pure Storage and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

### TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (<https://www.forrester.com/Vendor-Consulting/-/E-MPL61>)