

Ten Ways Pure Storage[®] Helps You Uncomplicate Storage, Forever

1 **Unparalleled Simplicity**

Unlike most data storage, our highly consistent portfolio of products is designed to be intuitive to install, run, and upgrade. With one architecture, unified AI-powered management, proactive/predictive support, and true as-a-service offerings, you'll have more time to focus on your business instead of your infrastructure.

2 **Real Agility**

We provide a data platform based on a single Evergreen[®] architecture that keeps evolving with your needs. Deploy once and upgrade in place non-disruptively—software, hardware, or both—whether you own or consume as-a-service, for 10+ years. Your data stays fast and available even as your IT landscape changes.

3 **Savings Up to 65%¹**

Add up the TCO savings: No storage re-buys, no migrations; lower management, energy and space costs. Then, compare with competing all-flash storage. The numbers tell the story.

4 **Cost Transparency**

Your Evergreen subscriptions mean no hidden costs to sabotage your budget. Evergreen//Forever™ subscription rates stay flat and protect your investment for 10+ years. Evergreen//Flex™ and Evergreen//One™ offer clear pricing based on your usage. All array software is included, now and in the future. Non-disruptive hardware upgrades, SLAs, and premium service levels are included too.

5 **Sustainability**

Pure Storage's ultra-efficient DirectFlash[®] hardware and software technology stores more data in far less space than commodity SSD-based systems. This reduces energy used by up to 85% and space requirements by up to 90% versus competing all-flash storage. And Evergreen longevity means less e-waste, too. So you can meet ESG and sustainability goals while you save on operating costs.

¹ Over six years based on acquisition costs and the savings from space, power and cooling, headcount, and refresh costs.

6 Preparedness for the Unexpected

Data is the lifeblood of your digital business, so make sure it's always available and always resilient. All Pure Storage products offer simple yet powerful data protection features like advanced replication, ransomware remediation, and rapid data recovery.

7 Proven Dependability

Our customers know they can rely on their storage for the long haul. Pure Storage has delivered over 10,000 controller upgrades across eight hardware generations. Over 97% of Pure Storage arrays ever sold are still in use today because they are so simple to upgrade, and run like new arrays. And Pure Storage FlashArray delivers 99.9999% uptime, including upgrades.

8 More Capabilities

Pure Storage's products are architected for innovators. Container-ready with Portworx® persistent storage for modern applications. Storage-as-code design. Enterprise-level data services for all of your workloads. And with your Evergreen subscription, new capabilities are included, so your storage keeps pace with your needs.

9 The Smile Factor

Users love how we uncomplicate their storage and make their lives easier. Pure Storage's audited Net Promoter Score (NPS) of 81.4 is the highest in the industry, and three times higher than competing storage providers.

10 A Cloud-like Experience Everywhere

Get Pure Storage's entire portfolio as a product purchase with a subscription to innovation or fully as-a-service, on-prem, hosted, and in the public cloud. No matter how it lives in your infrastructure, it's unified with one architecture, software, management tool, and even shared components. Manage data across one array or your entire estate with the ease of the cloud.

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