

EVERGREEN//ONE™

The Truly Modern Data Experience™

IT operations teams devote much of their effort to storage management—to installing and configuring systems, integrating them with applications, relocating data sets to balance load, replacing systems every three to five years because they have become unreliable and/or too costly to operate, and worst of all, *migrating* data to new systems—often a months-long process fraught with disruption and risk. An enterprise with 100 storage systems typically has several *storage refresh* operations in progress at any one time, with new ones starting every month. The complexity of managing storage has driven many users to public clouds, where complexity is lower, but cost and performance can become untenable.

What if it didn't have to be that way?

- ▶ What if storage system capacity, performance, reliability, energy efficiency, and capability *improved* over time?
- ▶ What if data migration was never necessary and planned downtime was non-existent?

That is precisely how systems with Pure Storage *Evergreen®* subscriptions operate. Pure's products are designed to be modernized and upgraded on demand without disrupting applications or migrating data. Furthermore,

- ▶ What if a storage vendor guaranteed adequate capacity and I/O performance for the life of a service contract?
- ▶ What if the vendor took responsibility for storage system uptime and protecting against data loss?
- ▶ What if the vendor backed up its guarantees financially?

That's *Evergreen//One™*—subscriptions that deliver storage *as a service*—a cloud-like model that eliminates capital outlays for on-premises storage. Subscriptions include *service level agreements* (SLAs) for performance, uptime, energy efficiency, and more. SLAs include *Service Credits* for non-compliance. With Evergreen//One, Pure Storage manages the storage so subscribers can concentrate on the data that drives their businesses.

EVERGREEN//ONE AND THE ENTERPRISE STORAGE EXPERIENCE

Evergreen//One improves the enterprise storage experience in four fundamental ways:

Risk Reduction

- ▶ No risk of data migrations going wrong.
- ▶ No risk of disruption due to hardware and software upgrades.
- ▶ No risk of acquiring capacity for needs that never materialize.
- ▶ No risk of hobbling applications with insufficient I/O performance.

Financial Flexibility

- ▶ Decade+ system lifetimes with predictable subscription fees eliminate planning and budgeting for periodic “forklift upgrades.”
- ▶ On-demand buffer eliminates “emergency” capacity acquisitions.
- ▶ Easy adjustment of subscriptions to meet changing needs.
- ▶ Paid power & rack space frees space/power budget for other uses.

IT Agility

- ▶ Seamless accommodation of “spikes” in demand.
- ▶ Pure1™ monitoring and analytics facilitate workload balancing, capacity planning, and asset lifecycle and subscription usage management.
- ▶ Non-disruptive capacity and/or performance adjustments available whenever and however required.

Operational Efficiency

- ▶ Uninterrupted client access to data.
- ▶ Consistent user interfaces minimize DevOps training needs.
- ▶ SLA-based management of storage by Pure Storage frees IT teams for activities with more direct value to the enterprise.

BACKGROUND:

THE EVERGREEN® UNDERPINNINGS

Evergreen is Pure Storage's program of subscription services for its systems. The program name captures its essence. With Evergreen subscriptions, the company's products are literally *ever green*—unlike conventional storage, they don't become obsolete, uneconomical to operate, or need replacement every few years. Instead, they actually *improve* over time.

Evergreen eliminates storage refreshes, as evidenced by the fact that nearly all Pure Storage systems shipped over the last decade are still in service. Many contain none of their original hardware or software, but today they are more reliable, perform better, occupy less space, consume less power, have larger capacities, and support capabilities that didn't exist when they were installed. And they're ready for the next decade of technological evolution. Moreover, the hardware and software upgrades that have modernized them have been and will continue to be *non-disruptive*—performed while the systems are in use with no downtime and minimal performance impact.

The Purity software that drives Pure's systems is an important Evergreen enabler. A fundamental property of Purity is *non-disruptive upgrades* (NDU)—the software supports both software and hardware upgrades while systems are operating. NDU encourages enterprises to keep their storage both technologically current and responsive to their changing needs. Enterprises aren't saddled with systems that become inadequate or too expensive to maintain as they age. Freed from the need to periodically disrupt operations for storage refreshes, they can devote more resources to activities that directly benefit their core missions.

An up-to-date installed base creates a virtuous cycle. Because most Pure products in the field are up to date, the company spends less effort on supporting older products and can devote more of its R&D to innovation. New products and features reach customers faster, user feedback about them encourages more innovation, and the cycle repeats.

Evergreen inverts the enterprise data storage paradigm, from a **depreciation** model of static storage systems, inherent obsolescence, periodic replacement, and data migration to:

*an **appreciation** model of storage systems whose capabilities improve as technology evolves and as user needs change, without application disruption or data migration.*

Technical brief TB-210601f, available at <https://support.purestorage.com> and from Pure Storage representatives, describes the features of the overall Evergreen program in more detail.

EVERGREEN//ONE™

From “traditional” storage ownership to The Modern Data Experience™

Evergreen//One™ delivers Evergreen benefits—storage that stays modern over decades and responds to changing user needs without disruption—but it delivers the storage as a subscription service rather than via purchase or lease. It goes further in that it includes *service level agreements* (SLAs) that specify performance, uptime, energy efficiency expectations, and others such as *No Data Migrations* and *Zero Data Loss* guarantees. SLAs specify *Service Credits* to be provided to subscribers in cases of SLA non-compliance.

With Evergreen//One, Pure delivers configurations that meet contracted SLAs, and reimburses subscribers for the rack space and power they consume. The company retains ownership of the storage and maintains it in conformance with SLAs. A designated *customer success manager* (CSM) for each subscription ensures that SLAs are met for the term of a subscription.

THE EVERGREEN//ONE DIFFERENCE

Subscribers choose the Evergreen//One subscriptions whose SLAs for performance, uptime, and energy efficiency meet their needs. Pure delivers the contracted capacity plus a *capacity buffer* for seamless handling of “spikes” in demand and is responsible for meeting SLAs for the full term of a subscription.¹ The company makes any configuration adjustments (e.g., performance or buffer capacity increases) required to meet SLAs, non-disruptively and at its expense.

Evergreen//One eliminates the periodic budgeting, procurement, installation, data migration, testing, and integration costs of purchased storage. Subscriptions are renewable indefinitely. With Pure managing the storage, subscriber IT labor costs are significantly lower and service disruptions are a thing of the past.

While Evergreen//One subscribers contract for specific capacities, monthly charges are based on *capacity used* (not on capacity installed), if it is greater than contracted capacity. This minimizes the risk of procuring too little storage to meet short-term needs.

With Evergreen//One, storage is a predictable operating expense—base rates do not increase during the term of a subscription. Moreover, with Pure’s *all-inclusive software licensing*, systems automatically acquire new capabilities as the company introduces them, with no adjustment to subscription rates. Pure modernizes system hardware components periodically. In addition, subscribers can adjust contracted capacity or performance SLAs as their requirements change.

In short, Evergreen//One subscribers:

- ▶ Pay for capacity as they use it rather than making capital purchases to meet forecasted requirements that may not materialize.

¹ Pure modernizes Evergreen//One systems by periodically replacing key hardware components, but a *system*’s lifetime extends for as long its subscription is continuously active.

- ▶ Rely on Pure Storage to keep their systems both technologically current and responsive to their needs over more than a decade of uninterrupted service.
- ▶ Experience continuous storage system operation and predictable costs without disruptive cycles of planning, budgeting, and staffing for storage refresh and data migration.
- ▶ Are compensated financially for any failures to meet SLAs.

That, in summary, is Evergreen//One.

THE MODERN DATA EXPERIENCE™

Pure Storage systems have many technical advantages—consistent high performance, high availability, efficient use of physical capacity, low power consumption, and *simplicity*. Pure's systems are easy to install, integrate, administer, and upgrade compared to other vendors' products. Evergreen//One extends that simplicity to the entire storage experience:

- ▶ Regular modernizations keep systems technologically current. System configurations can be adjusted to meet changing needs no matter how long they have been in use.
- ▶ Live upgrades with no downtime or data migration eliminate risk and replace periodic capital outlays with predictable subscription costs that don't increase over time.
- ▶ Customer-friendly business practices, summarized in Appendix A make Pure Storage the industry's most approachable storage vendor.

Figure 1 suggests the financial uncertainty of the conventional storage acquisition model—increasing maintenance costs as systems age, periodic capital outlays for upgrading, and the expense of operating old and new systems in parallel during the transition—but it doesn't capture the difficult-to-quantify IT service outage and data loss risks inherent in storage refresh and data migration. With Evergreen//One, subscription costs are predictable and data doesn't migrate, so those risks don't exist.

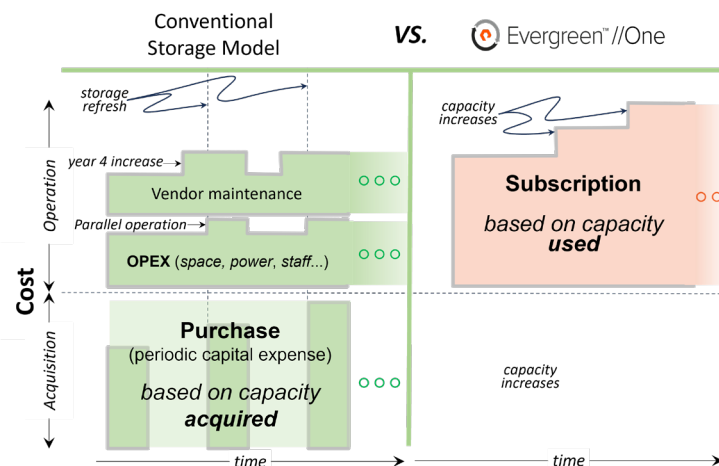


Figure 1: Evergreen//One vs. Purchased Storage

Evergreen//One delivers a cloud-like experience with the economics, performance, security, and simplicity of on-premises storage.

REFERENCES

EVERGREEN PROGRAM DESCRIPTION

<https://www.purestorage.com/legal/evergreen-program-description.html>

EVERGREEN//ONE STORAGE AS A SERVICE (STAAS) OVERVIEW

<https://www.purestorage.com/docs.html?item=/type/pdf/subtype/doc/path/content/dam/pdf/en/solution-briefs/sb-business-evergreen-one.pdf>

EVERGREEN//ONE PRODUCT GUIDE

<https://www.purestorage.com/legal/evergreen-one-product-guide.html>

EVERGREEN//ONE INCLUDED SERVICES DESCRIPTION

<https://www.purestorage.com/legal/pure-as-a-service-included-services.html>

EVERGREEN//ONE™ PURITY INSTALL AND UPGRADE POLICY (REQUIRES SUPPORT.PURESTORAGE.COM LOGIN)

https://support.purestorage.com/Evergreen_Subscriptions/Evergreen%2F%2F%2F%2FOne/Evergreen%2F%2F%2F%2FOne_Getting_Started/Evergreen%2F%2F%2F%2FOne%E2%84%A2%3A_Purity_Install_and_Upgrade_Policy

SAN GUIDELINES FOR MAXIMIZING PURE PERFORMANCE

https://support.purestorage.com/Solutions/SAN/Best_Practices/SAN_Guidelines_for_Maximizing_Pure_Performance

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