

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.

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Pure Storage Proprietary Information