

# EVERGREEN<sup>®</sup>

## THE MODERN DATA STORAGE PARADIGM

Data storage technology changes fast. At the enterprise level, it seems that every three to five years, developments in technology make enterprise storage systems either technically obsolete or uneconomical to operate.

Enterprises cope with this by periodically *refreshing* (replacing) their storage equipment in “forklift upgrades” that effectively require them to repurchase storage capacity they already own.

Refreshing storage systems is costly and disruptive. Planning, budgeting, procuring, installing, testing, migrating data, and integrating the new storage systems into IT operations is a months-long series of labor-intensive, risky projects that divert IT teams from an enterprise’s core mission. It’s not uncommon for enterprises with hundreds of storage systems to constantly have several storage refresh projects underway, consuming resources, disrupting business, and risking permanent data loss.

*What if it didn’t have to be that way?*

- ▶ What if storage system lifetimes were decade or more during which the systems *improved* rather than becoming obsolete?
- ▶ What if storage could meet enterprises’ changing needs without disrupting applications?
- ▶ What if data never had to migrate?

*That’s what Evergreen<sup>®</sup> does!*

This brief describes Pure Storage’s *Evergreen* subscription concept. With Evergreen, storage stays responsive to user needs while eliminating the cycles of cost and disruption that have historically been a fact of IT life.

## EVERGREEN CHANGES THE ENTERPRISE STORAGE MODEL

Evergreen improves the enterprise storage ownership experience in four fundamental ways:

### Risk Reduction

- ▶ No risk of data migrations going wrong.
- ▶ No disruption due to hardware or software upgrades.
- ▶ No risk of buying capacity for needs that never materialize.
- ▶ No risk of hobbling applications by buying insufficient performance.

### Financial Flexibility

- ▶ Decade+ system lifetimes with predictable subscription fees eliminate planning and budgeting for periodic “forklift upgrades.”
- ▶ High density storage and long system lifetimes minimize e-waste.

### IT Agility

- ▶ Pure1 monitoring and analytics facilitate workload balancing and enable accurate capacity planning.
- ▶ Non-disruptive capacity and/or performance upgrades are available whenever and however required.

### Operational Efficiency

- ▶ Uninterrupted client access to data throughout a system’s life.
- ▶ Administrative simplicity and consistent user interfaces free DevOps resources for activities with more direct value to the enterprise.

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TB-230601f-v01e

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