



# EVERGREEN STORAGE

## Say No to Forklift Upgrades

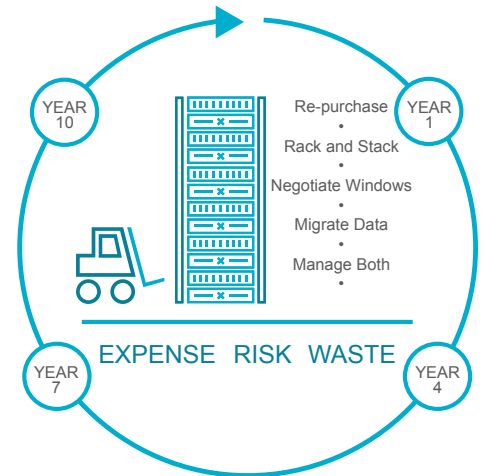
For decades, owning storage meant somehow tolerating a repeated cycle of maintenance extortion, expensive array re-purchases, risky data migrations, and resource intensive planning – every 3 to 4 years. These forklift upgrades represent tremendous risk, expense, and waste that keeps IT budgets focused on running infrastructure instead of innovating and winning against the competition. Wouldn't you rather focus your resources on innovation rather than maintenance? What if there were a way to stop the forklift upgrade cycle?

Fortunately, there is a better way. Pure Storage has pioneered an entirely new storage ownership model we call Evergreen Storage. We believe that over time it will revolutionize how the entire storage industry works. Why? Because the experience is so much better that once you have tried it, it's the only kind you'll want to own.

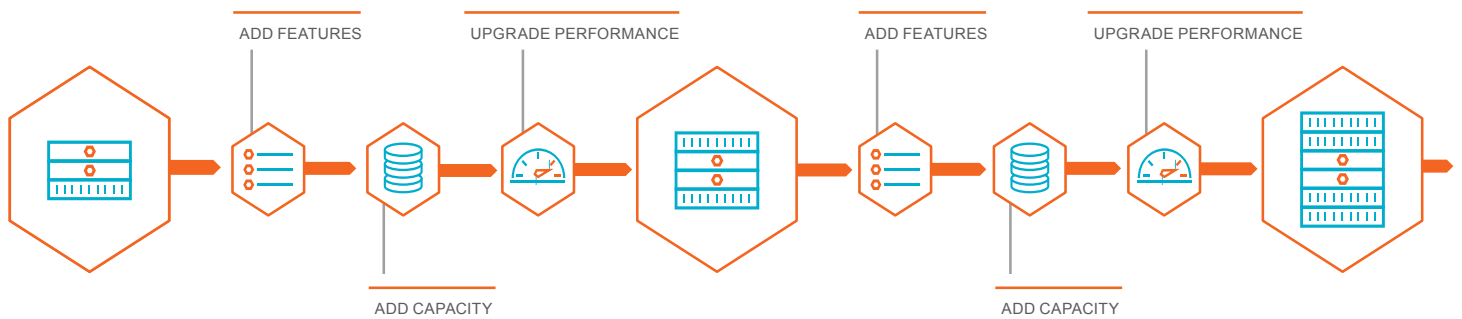
## What Evergreen Storage Means for IT

What if you could deploy storage once and then upgrade it in place over time as needed for capacity, density, performance or features, all without any downtime or performance impact and without having to migrate your data? What if you could potentially keep doing this for a decade or more? This is what Evergreen Storage means - storage that gets faster and more capable with time.

## FORKLIFT UPGRADES OVER AND OVER

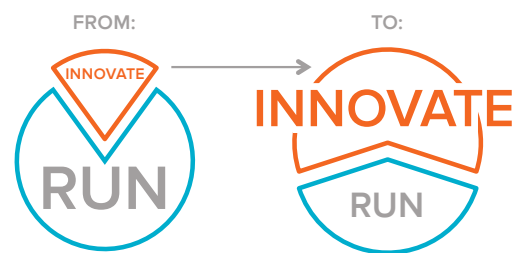


DEPLOY ONCE → UPGRADE AS NEEDED → NO DATA MIGRATION → NO PLANNED DOWNTIME → 10+ YEAR LIFESPAN



## What it Means for the Business

The Evergreen Storage model from Pure Storage frees up time, money and resources running legacy infrastructure so you can reallocate it strategically - innovating to drive your organization's mission. Evergreen Storage provides a powerful boost to critical initiatives and enables dramatic business and IT transformation.



# Evergreen Storage Defined

## Evergreen Technology

Once deployed, Evergreen Storage needs to constantly evolve and improve with changing customer requirements. To achieve this Pure has delivered a unique architecture defined by software to be modular, stateless, scalable, field serviceable and field upgradable. This allows every Pure Storage array to stay modern and leverage industry innovation in CPU and flash – putting Moore’s law to work to drive your competitiveness.

### Modular, Software-Defined Architecture – 5 Degrees of Upgrade Freedom



#### Independently Upgrade...

1. Capacity
2. Performance
3. Density
4. Connectivity
5. Software Features



### Rapid, Online Upgrade Cycle



- Controller, flash, and software upgrades available continuously
- No downtime, data migration or performance loss
- All software upgrades included

### Upgrade Flex Bundles



Upgrade controllers as needed, receive full trade-in credit when purchasing additional capacity.

## Evergreen Business Model

Forever Flash™ ensures that customers who buy into the FlashArray platform are routinely modernized with the latest technology for no additional charge – as long as the customer stays current on maintenance and support.

### Maintenance and Support That Also Delivers Innovation



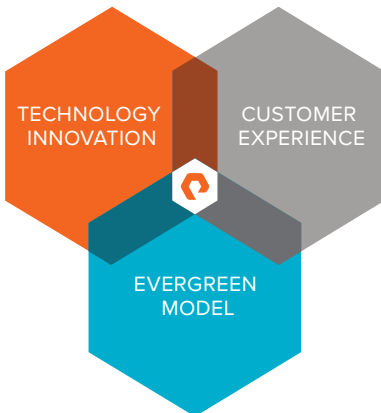
**Flat and Fair**  
Flat, predictable maintenance pricing



**Free Every Three**  
Controller upgrades included in maintenance every three years



**Forever Maintenance**  
Ongoing maintenance and support for *all* components including flash



### Evergreen Storage Delivered

From our very first FlashArray to our brand new FlashArray//m, our customers have been benefiting from features that ultimately make up our Evergreen Storage model and reaping the rewards of business and IT transformation.

When you combine the power of Pure’s Evergreen Storage with our unique technology innovation and compelling customer experience, the sky is the limit for you and for your business.

“Like many other companies that had traditional disk systems and traditional vendors, it was always a struggle to get a new innovations, new technologies because we were always in a constant cycle of maintenance bills and refresh.”

- Alex Patent, VP Global Infrastructure Architecture, The Nielsen Company