EVERGREEN STORAGE SERVICE

The only true pay-per-use storage service for private and hybrid clouds

FlashArray //M

O⊗ Purity   ☁ Pure1®

FlashArray //X

SUMMARY

Today's service providers and enterprise IT managers are rethinking the traditional model of over-provisioning storage to meet estimated future peak demand through significant upfront capital investments. The traditional CAPEX model (though not Pure's) too often leaves storage capacity idle for significant periods of time, effectively wasting limited resources. Evergreen Storage Service offers a cost-effective alternative: true storage-as-a-service (STaaS).

PRIVATE CLOUD TIER 1 STORAGE-AS-A-SERVICE

The Pure Storage Evergreen™ Storage Service (ES2) is a pay-per-use offering that marks the arrival of enterprise-class storage-as-a-service. Available now in Australia for FlashArray, it's a 100% OPEX model of storage consumption that delivers the agility and flexibility benefits of public cloud, coupled with the resiliency, security, performance, and cost-effectiveness of tier 1 all-flash private cloud infrastructure. Pure ES2* flexibly delivers your storage capacity on demand — backed by Pure's industry-leading hardware, software, and white-glove support — on a $/GB per month basis for terms starting as low as 12 months.**

PAY-PER-USE

Pay only for what you use, in actual effective capacity usage — not provisioned storage — via 100% OPEX under AASB'19

100% CLOUD OPEX

Combine with AWS EC2 or Microsoft Azure for best-of-breed hybrid cloud

LOW COMMITMENT

Terms as low as 12 months, with longer 24/36 month terms available

LOWER COSTS

Built for Tier 1 workloads — 99.9999% availability at half the cost of public cloud

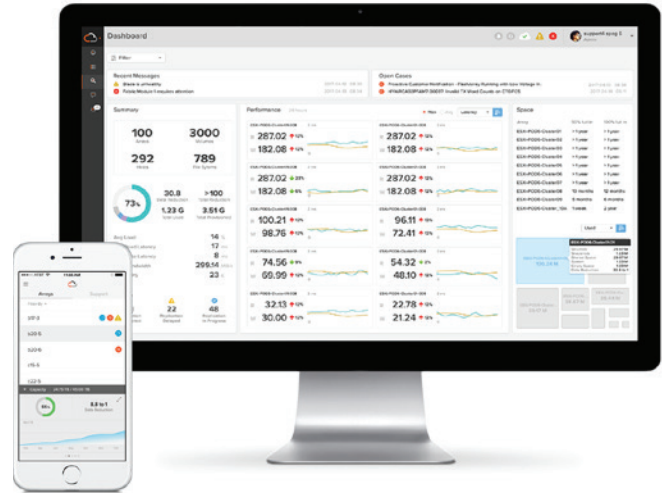* ES2 is a Pure acronym for "Evergreen Storage Service"
** Subject to minimum commitment

PURESTORAGE®

THE PURE ADVANTAGE: EFFORTLESS, EFFICIENT, AND EVERGREEN

NO "FORKLIFT TAX": Since competitors' solutions are not truly Evergreen, their monthly $/GB rates include the cost of periodic array re-buys. And you'll also pay for the data migrations, maintenance windows, and performance impact that comes with them. With Pure and Evergreen, such forklift upgrades don't exist – and neither do their costs. Only Pure ES2 is built on a dynamic configuration optimised over time by Pure Storage – at no extra cost.

A MANAGED SERVICE BUILT-IN: Via our Pure1® cloud, Pure Storage provides proactive capacity and utilisation monitoring, 4-hour on-site support with 15 minute Sev1 response times, reporting, managed upgrades and expansions, and simple billing. Only Pure ES2 operates like an effortless managed service, but without the extra expense.

MORE RELIABLE AND COST-EFFECTIVE THAN PUBLIC CLOUD: Evergreen Storage Service deploys Pure's industry-leading FlashArray in your data center, which means you enjoy enterprise-grade control, security, performance, and data services – all for a lot less than the cloud. With proven 99.9999% availability, Pure ES2 delivers far greater resiliency than major public cloud vendors – at half the cost.* And you can leverage Pure ES2 for zero-RTO business continuity.

TRUE PAY-PER-USE: With Evergreen Storage Service you only pay for used effective capacity (measured daily), not provisioned capacity. The result is typically 2x greater cost efficiency compared to provisioned approaches. Pure ES2 is the only private cloud, storage-only infrastructure-as-a-service (IaaS) available for as short as 12 months, with longer subscription terms also available. You can leverage auto-renewal at end of term to qualify for built-in annual price erosion.

DESIGNED FOR AASB'19: Evergreen Storage Service is the only private cloud storage service designed for no balance sheet impact under new Australian Accounting Standards Board (AASB) rules, enabling 100% OPEX treatment regardless of term length. In contrast, all traditional private cloud utilities and leases will be reclassified under AASB and impact the balance sheet. Pure ES2 is based solely on customer service-level requirements – it is not a financing program wrapped around identified storage configurations.

ZERO PROVISIONING RISK: Evergreen Storage Service is elastic storage. You get the capacity you need, efficiently, without wasteful traditional CAPEX-based over-provisioning or, even worse, lost time to market for critical new business initiatives. 50TB minimum to start.

* As of November 6th, 2017. Subject to minimum commitment. Pure Storage measured availability since //M GA, inclusive of generational upgrades

HOW IT WORKS

Pure Storage delivers to you a storage array provisioned with at least 25% more effective capacity (buffer storage) than your requirement. You consume the storage capacity you need, and Pure (through a partner) bills you quarterly in arrears for that usage on a flat $/GB/month basis. A minimum reserve commitment always applies, billed upfront on a discounted $/GB basis. You can routinely raise your reserve as you grow, thus lowering your blended $/GB rate. Simple.
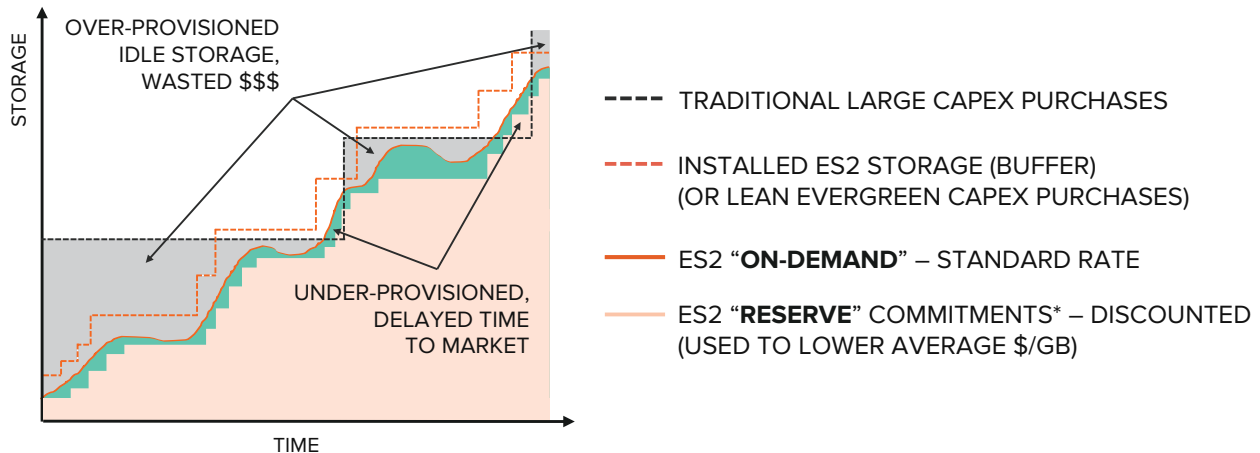
Compared to traditional CAPEX, Evergreen Storage Service precisely aligns storage consumption with billing expenditures. It's maximum agility with minimum wasted cost.

Evergreen Storage Service MSRP* – In AUD

EVERGREEN STORAGE SERVICE	50-399TB	>400TB
ON-DEMAND $/GB/MONTH	12 MONTH: **$0.201** 24 MONTH: **$0.194** 36 MONTH: **$0.188**	12 MONTH: **$0.194** 24 MONTH: **$0.188** 36 MONTH: **$0.182**
RESERVE $/GB/MONTH	12 MONTH: **$0.133** 24 MONTH: **$0.129** 36 MONTH: **$0.125**	12 MONTH: **$0.129** 24 MONTH: **$0.125** 36 MONTH: **$0.122**
80/20 BLENDED $/GB/MONTH (TYPICAL USAGE)	12 MONTH: **$0.147** 24 MONTH: **$0.142** 36 MONTH: **$0.138**	12 MONTH: **$0.142** 24 MONTH: **$0.138** 36 MONTH: **$0.134**

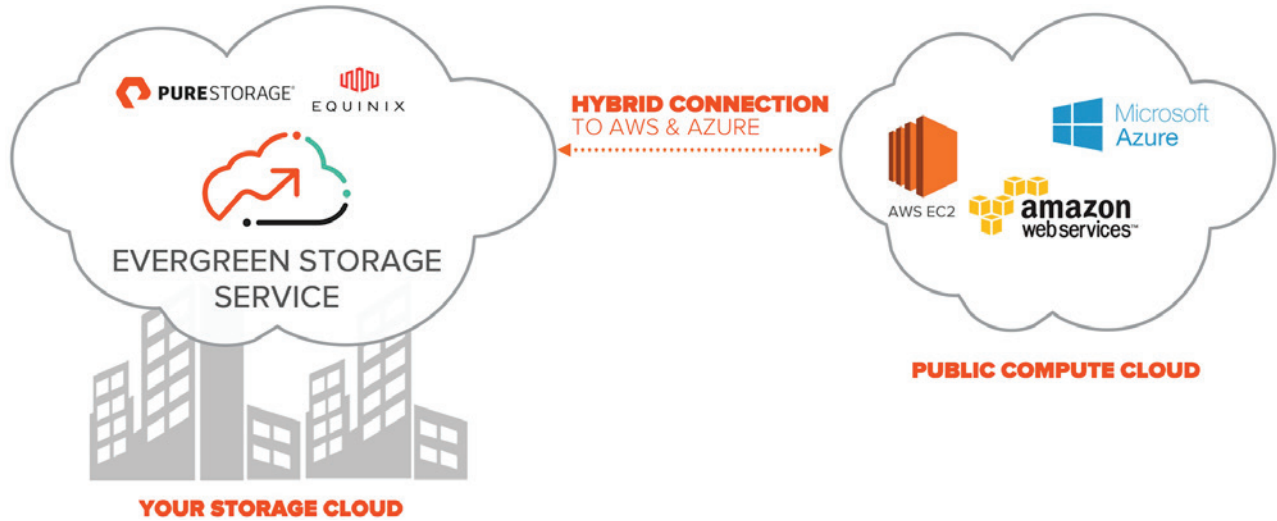* Pure reseller partners set final end customer pricing

Pure Storage owns all equipment, with the ability to dynamically (even completely) configure, upgrade, and expand the deployment over time, and is designed to be in line with AASB 2019 for 100% true OPEX accounting. The assets, however, are installed and managed by Pure Storage partners inside in your data center, minimising concerns around privacy, data sovereignty, and security.

---- TRADITIONAL LARGE CAPEX PURCHASES

---- INSTALLED ES2 STORAGE (BUFFER) (OR LEAN EVERGREEN CAPEX PURCHASES)

—— ES2 "**ON-DEMAND**" – STANDARD RATE

—— ES2 "**RESERVE**" COMMITMENTS* – DISCOUNTED (USED TO LOWER AVERAGE $/GB)

* Initial reserve minimum of 50TB effective capacity

PURPOSE-BUILT FOR PRIVATE AND HYBRID CLOUD

With Evergreen Storage Service, you can leverage the public cloud natively and consume all services via 100% OPEX. Combine tier 1 storage (via Pure ES2) with elastic compute (from public cloud) and gain the agility to balance and scale workloads across your own STaaS cloud environment.

PURE STORAGE – AS-A-SERVICE!

Pure Storage has led the enterprise all-flash storage revolution from the beginning with innovative products that upended decades of slow, disk-based infrastructure. Via the Evergreen™ Storage model, Pure also revolutionised CAPEX ownership with service-like solutions that deliver value for a decade or more, eliminating storage re-buys, data migrations, and forklift upgrades entirely. Today, you can consume Evergreen Storage however you like, either via product or as STaaS.

The comprehensive simplicity of our products and our undying commitment to customer satisfaction have put us in the top 1% of businesses in customer satisfaction (by Satmetrix-validated 2017 NPS score), and made us the #1 recommended technology vendor by a wide margin.