

# EVERGREEN STORAGE SERVICE

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

## SUMMARY

Today's managed service providers are rethinking the traditional model of overprovisioning and tiering storage to meet estimated future peak demand through significant up-front capital investments. Unpredictable workloads and variable growth can add risk to business goals and leave 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 infrastructure. Pure ES2 flexibly delivers the storage capacity you need on demand – backed by all of 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

## THE PURE ADVANTAGE: EFFORTLESS, EFFICIENT, AND EVERGREEN

**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. You can leverage auto-renewal at end of term to qualify for built-in annual price reductions.

**ZERO PROVISIONING RISK:** Evergreen Storage Service is elastic storage. You get the capacity you need, efficiently, without wasteful over-provisioning or, even worse, lost time to market for critical new business initiatives. 100TB minimum to start.

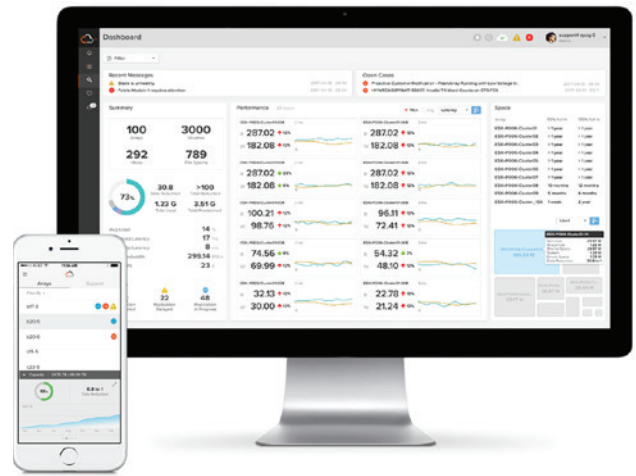
\* ES2 is a Pure acronym for "Evergreen Storage Service"

\*\* Subject to minimum commitment

**MANAGED SERVICES 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, managed upgrades and capacity expansions, reporting, and simple billing. Only Pure ES2 operates like a 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.



**NO “FORKLIFT TAX”:** Since competitors’ solutions are not truly Evergreen, their monthly \$/GB rates include the cost of periodic array re-buys – and the data migrations, maintenance windows, performance impact, and storage re-buys that come with it. With Pure and Evergreen, 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.

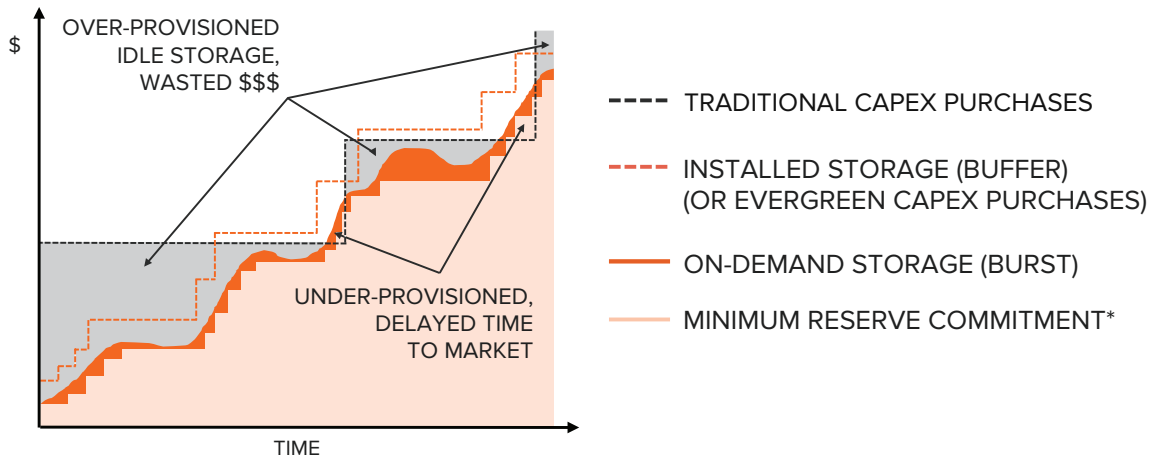
**DESIGNED FOR AASB’19:** Evergreen Storage Service is designed to eliminate balance sheet impacts under new Australian Accounting Standards Board (AASB) rules, enabling 100% OPEX treatment regardless of term length. In contrast, all traditional utilities and leases will be reclassified under AASB and impact your balance sheet. Pure ES2 is based solely on customer service-level requirements – it is not a financing program wrapped around identified storage configurations.

**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. Contact us for pricing information.

\* As of November 6th, 2017. Pure Storage measured availability since //M GA, inclusive of generational upgrades  
\*\* Pure reseller partners set final end customer pricing

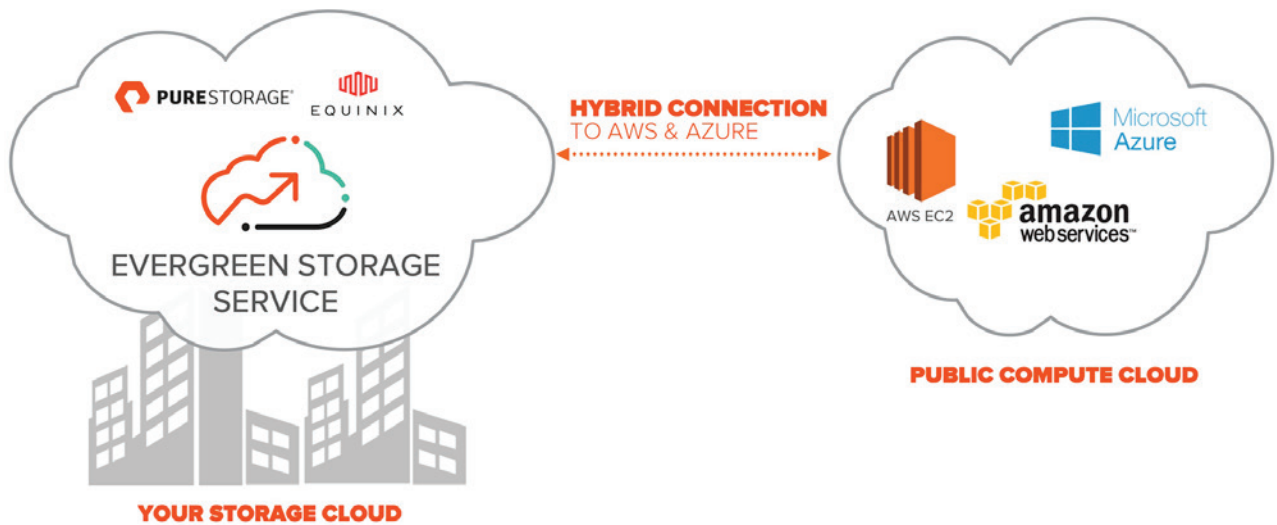


\* Initial reserve minimum of 100TB effective capacity

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.

**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.