

Pure Storage Forever Flash™

A Better Approach To
Storage Acquisition & Lifecycles



TAKE THE NEXT STEP!

Schedule a 1:1 briefing to learn more about the FlashArray and Forever Flash:

purestorage.com/forever



Imagine...

...storage that gets faster and more capable with age
...never having to repurchase your existing capacity
...never having to purchase software as you expand
...never having to forklift upgrade and migrate your data

Pure Storage has built FlashArray, the last enterprise storage array you will ever need; and a business model* to match:



Enabled by a future-proof design

100% MLC flash, <1ms latency, continually upgradeable.



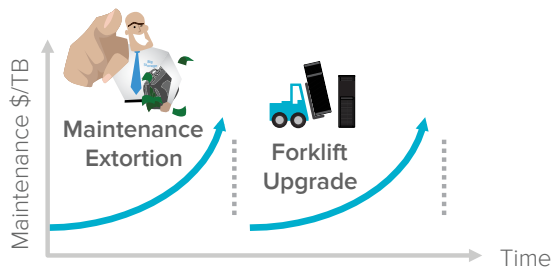
With non-disruptive upgrades

No downtime for users, no performance loss during upgrades.

The end result:

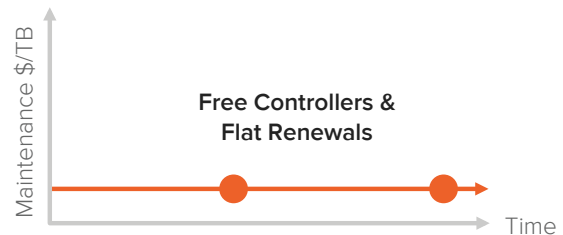
No more forklift upgrades. No more ridiculous maintenance costs.

Big Storage



- Pay more money to keep your old storage array
- Forklift upgrade and data migration

Forever Flash



- **Flat & Fair:** Maintenance pricing flat or better, forever
- **Free Every Three:** Upgraded controllers every 3 years with M&S
- **Forever Maintenance:** HW & SW parts replacement under M&S, forever

* The terms and conditions of the Forever Flash program for the FlashArray are set forth in the Pure End User Agreement and maintenance and support contract and are subject to availability of support for the applicable configuration at the time of renewal. Forever Flash is a global program available through most PureStorage partners, but participation may vary – check with your local Pure Storage partner for details. Forever Flash requires a customer to be on a Pure branded maintenance and support contract.