

# Drive Transformational Change

An Evergreen® subscription strategy keeps  
you focused on business outcomes.



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Experience unequaled choice in flexibility in how you purchase and consume storage with the Pure Storage® Evergreen® subscription portfolio.

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# Unleash Innovation

Pure Storage Evergreen subscriptions keep you focused on what matters: business outcomes that deliver the most value for your data with flexibility, efficiency, and agility. Keep reading to discover all the ways Evergreen subscriptions can help you accelerate transformational change.

“Evergreen//One™ aligns our storage costs with the revenue coming in the door. We’ve freed up capital dollars to invest elsewhere, including 5G and edge computing.”

**DUNCAN MCGREGOR**, VP ENGINEERING  
AND OPERATIONS, TERAGO NETWORKS INC.



# Change Is a Choice

Your digital infrastructure decisions—specifically, your data storage strategy—should propel your business forward, not hold it back. For decades, procuring, deploying, and managing legacy storage has hindered business flexibility, efficiency, and agility. But you can change that.

At Pure Storage, we addressed operational inefficiencies in 2015 with the introduction of Evergreen. This radical new way of thinking about storage lets you deploy it just once and upgrade it in place for generations. No more forklift upgrades. No more business disruptions. No more technical debt. This last benefit is a big one. CIOs surveyed by [McKinsey & Company](#) estimate that tech debt amounts to 20% to 40% of the value of their entire technology estate. Tech debt is rising in most of the businesses examined by McKinsey, and almost half of firms completing modernization programs were unable to reduce their technical debt.

The Pure strategy has proved enormously successful. Our company was named a [Gartner® Magic Quadrant™ Leader for Primary Storage](#) for the tenth consecutive year in 2023. Pure Storage is also positioned highest for “Ability to Execute” and furthest for “Completeness of Vision” for the third straight year in the same report. A strength Gartner highlighted is our subscription offering that includes all hardware and software licenses, along with a flexible consumption model to deliver simplified deployment and administration.

Our subscription portfolio offers the most comprehensive choices for consuming and deploying your storage—traditional purchase, flexible pay-as-you-go ownership, or as a true as-a-service model. And it's all based on the evolutionary Evergreen architecture and driven by the Pure1® management experience.

In this ebook, you'll discover how our Evergreen subscription portfolio can:

- Align your IT, financial, and business strategies
- Offer you the best business model no matter where you are on your storage journey
- Enable continuous innovation built on a unique, evolutionary architecture
- Provide financial flexibility with the efficiency of multiple subscription-based models
- Help you experience the operational agility offered by effortless artificial intelligence operations (AIOps)

“30% of recently surveyed CIOs say 20% of technical budget for new products is diverted to resolving technical debt issues.”

**MCKINSEY & COMPANY**



# Legacy Storage Yields Challenges

The main challenge of sticking with an existing on-premises storage solution is the technology itself. Your grandfather's storage simply can't meet the demands of the modern enterprise. Its three-to five-year rip-and-replace lifecycle impedes your ability to get the most from your data.

## Technical Debt

Legacy storage has had its day. Here are some of the biggest reasons why it's time to move to something new.

### Brittle Technology

Hardware administration, support, and maintenance drive up to 70% of asset lifetime costs.<sup>1</sup> Existing storage has significant overhead and legacy vendors aren't working to solve the problem. Data storage innovations, such as fixing performance and reliability issues of legacy products, are ongoing as vendors invent better versions of products to compete. Yet new iterations make perfectly adequate equipment obsolete. That's why legacy storage products have only a three-to-five-year life span. Moreover, static, fixed configurations of hardware and software make it impossible to scale storage up or down as needed. If you experience rapid growth, you're required to perform forklift hardware refreshes to change the parameters of your storage systems. If business falls off, you continue to pay for too much capacity. And any storage changes you make raises risks of downtime you can't afford, especially for business-critical data.

### Capital Intensive

Capital expenditure (CAPEX) and IT budgeting processes cut the agility of your IT operations by 66% or even more.<sup>2</sup> And those are just the upfront capital costs for starters. Businesses tend to overprovision—at extra cost—due to legacy storage systems' inability to scale in a timely way, which is an additional expense. Refreshes and upgrades add the need to make more capital appropriations. And, finally, there's the e-waste, which is not only bad for the planet but often costly as well because of disposal fees and fines. All this adds up to a vastly reduced return on investment.

### Complex to Operate

More than half (52%) of chief human resources (HR) officers recently surveyed believe talent shortage issues are the number one trend negatively impacting organizations like yours.<sup>3</sup> Scarce, valuable technical staff needs to be deployed on meaningful work that makes a difference to the business. Yet current storage procurement, deployment, and management models force IT to spend all its resources firefighting as opposed to driving strategic initiatives. That's because legacy storage is labor intensive and requires specialized knowledge and skills. Rigid procurement models drive further inefficiencies, as do people-intensive processes for deploying and managing storage infrastructure. Disruptive data migrations round out the negative operational impact list.

1-2 Gartner – Market Guide for Consumption-Based Models for Data Center Infrastructure, March 30, 2022

3 Gartner, HR Practitioner Research Team. "Unconventional Talent Sourcing Solutions for HR Professionals," 1 June 2022





# The Evergreen Difference

Pure Storage delivers the most comprehensive, data storage subscriptions. Each subscription—based on the proven Evergreen architecture—gives you flexibility in how you purchase and consume storage to meet your unique business needs.

“Pure Storage has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions.”

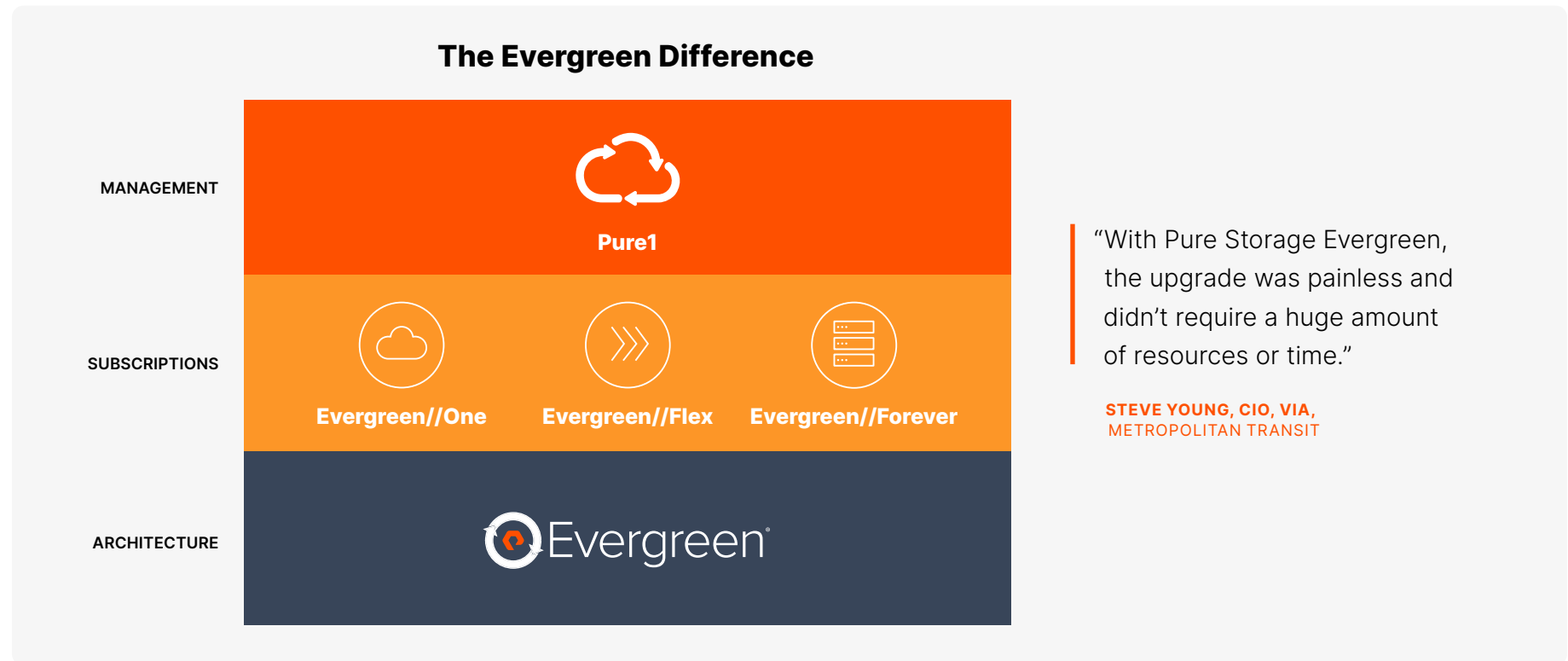
**KEITH MARTIN,**  
SENIOR DIRECTOR, SERVICENOW





# Storage for the Way You Work

Pure Storage subscriptions are designed for today's fast-moving, digital world. It's data storage that gets better over time. No sunk costs. No repurchasing. You deploy it just once. All upgrades are done in place. Complete visibility with automated AIOps. No data migration required. No planned downtime. Your investment gives you a multigenerational lifespan when compared with legacy storage and is protected with a guarantee of you benefitting from the most leading-edge storage hardware and software for more than a decade. And your IT team finally has time to innovate.



# Evolve at Your Own Pace

Evergreen helps you stay focused on the business outcomes that boost success. They drive the flexibility, efficiency, and agility your organization needs to deliver the most value for your data.

## Ever-modern Architecture

Through the foundational Evergreen architecture, all of the Pure Storage subscription offerings deliver these common benefits:

- Always current technology so your investment never adds to technical debt
- Lower e-waste with storage that never reaches end of life
- Non-disruptive operations with all upgrades and maintenance done in the background—zero planned downtime and no data migrations
- AI Ops proactive performance and availability monitoring to predict, prevent, and resolve issues before they negatively impact the business

## Comprehensive Subscription Portfolio

Pure Storage Evergreen is the most comprehensive portfolio of subscriptions in the industry, offering your business a broad range of choice and flexibility in how you purchase and consume storage solutions. With Pure Storage subscriptions, you evolve at your own pace to meet your unique business needs.







## Ultimate STaaS Subscription

Evergreen//One is SLA-driven STaaS. Pure Storage is responsible for taking care of your entire storage infrastructure with key guarantees that it will be delivered as promised. If performance, capacity, or data loss obligations aren't met, Pure Storage proactively makes it right by offering remediation and service credits based on certain criteria. With the Evergreen//One subscription, your organization enjoys:

- Guaranteed service parameters (SLAs) for performance, uptime, zero data loss, buffer capacity, zero planned downtime, no data migration, energy efficiency, cyber recovery, site rebalance, and optimization and resilience
- Scalability (up or down) of the capacity you need, on demand, to your precise business requirements
- No upfront capital investment

Pure Storage STaaS is right for your business if you want to conserve capital and pay for storage as a service when you need it rather than making a large, upfront physical storage product purchase. STaaS features flexible accounting options. With the choice to categorize Evergreen//One as either CAPEX or OPEX, your finance team can optimize the tax and cash flow impacts of your storage investment on the business.

Choose this option if you have moved some applications to the cloud—whether AWS or Azure—while keeping some on-premises because Evergreen//One can smoothly navigate between on-premises, colocation, and cloud systems and give you a streamlined on-ramp to hybrid cloud to reap the advantages of cloud operations and cloud economics. It's also good to lower your data center costs when Pure Storage pays for your power and rack space for a true cloud experience. If your IT organization is overburdened by the maintenance of legacy storage infrastructure, STaaS frees up IT time to focus on innovation while offloading the risk to Pure Storage.



## Flexibility with Control

The Evergreen//Flex subscription gives you much of the flexibility of consumption economics, but with more control. You purchase your own storage hardware for on-premises deployment and you only pay for the amount of storage you utilize. With Evergreen//Flex, you can be confident that your hardware will be continuously updated. With the Evergreen//Flex subscription, your organization gets:

- Ownership of storage hardware to deploy on-premises, delivered at discounts of up to 70-80%, preserving liquidity and enabling you to do more with your budget
- Guaranteed no data loss and no data migration
- Capacity mobility to move storage to where your data is across the site
- Consumption-based pricing so you only pay for the storage that your apps actually use
- Financial flexibility with mix of hardware ownership and software subscription
- Reduced power consumption as you only power up the capacity you need
- Site-level billing optimization—bills are based on aggregate capacity across your fleet for a simplified invoicing process

This subscription is right for you if you want to purchase a product but want some of the flexibility and efficiency of consumption-based service. Choose this option if you prefer the control of owning your own hardware that you keep on-premises, but you also want the ability to move the capacity you've purchased between arrays, and like the idea of paying for only what you use.





## Buy It Once, Use It Forever

With the Evergreen//Forever subscription, you purchase storage hardware for on-premises deployment as you would a traditional storage procurement contract. However, you pay a flat-fee Evergreen subscription in which you get regular enhancements to your storage hardware and software. Your core storage infrastructure is future-proof to enable continuous upgrades. With the Evergreen//Forever subscription, your organization enjoys:

- A familiar financial model with a CAPEX purchase
- A continually improving storage experience delivering software and hardware enhancements on a regular cadence
- Guaranteed no data loss, no data migration, and power and space efficiency
- No forklift upgrades, no re-buys, and no planned downtime, virtually forever

The Evergreen//Forever subscription is right for you if you prefer the traditional Pure Storage approach of purchasing a storage product outright but want to eliminate storage re-buys with a predictable subscription for hardware and software upgrades.



## AI-powered Management

At Pure Storage, we're driving conversion to a new mindset, encouraging people to focus on business outcomes instead of infrastructure, by bringing together our evolutionary Evergreen architecture with the efficiency of subscription services that match your unique requirements. We've furthered that vision with our Pure1 management experience—an effortless AIOps-powered operational experience that delivers value, simplicity, and agility.

Artificial intelligence for operations (AIOps) allows organizations to apply AI to traditional IT operations work. With AIOps, your operations teams can better manage the tremendous volumes and complexity of data generated by modern IT infrastructures, and keep systems up and running so your business can operate at peak performance.

Pure Storage uses AIOps in the Pure1 experience for:

- Asset management and genealogy
- Subscription lifecycle operations
- Policy-driven software lifecycle management

AI-powered recommendations give you complete visibility into metering for capacity and usage, and self-service expansions simplify forecasting and procurement. By automating many of the routine tasks involved in storage management, AIOps from Pure Storage helps your organizations scale up your digital operations without hiring more staff as well as better predict potential operational problems. That way, you can remediate them before they've caused your business issues. AIOps automation also completely eliminates human error, dramatically improving compliance performance.



# Evergreen Benefits Your Business

The value of Evergreen subscriptions is in accelerating transformational change—from improving business performance and speeding access to data to redirecting IT savings and preventing data loss.

## Continuous Innovation

Business moves fast. Stay competitive with data storage built on the evolutionary Evergreen architecture for always-on access to innovate. You get all this with the freedom to upgrade, scale, and modernize without any re-buys or downtime.

## Financial Flexibility

As economic and business conditions change, Evergreen gives you choice. You can optimize your utilization, free-up resources, and maximize ROI with sustainable, consumption-based data storage services.

## Operational Agility

Your valuable IT talent wants to make an impactful difference to your business. You can empower your IT experts to focus on business outcomes with an AIOps-powered operational experience that delivers value, simplicity, and agility.

## Sustainable Experience

As you evaluate technologies to achieve sustainability goals, know that Pure1 allows you to see your energy consumption while Pure Evergreen guarantees your energy efficiency. Avoid dumping hardware in a landfill every three years with storage that never reaches end of life or take sustainability to the next level with STaaS that eliminates hardware lifecycle management altogether.

Pure Storage has a Satmetrix-validated NPS score in the top 1% of B2B companies.



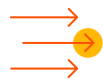
# Transformational Scenarios with Evergreen Subscriptions

Here are seven common use cases in which the Evergreen portfolio shines:



## Modernize Infrastructure

Simplify daily storage management complexity by replacing old storage hardware, consolidating data centers, and improving energy efficiency.



## Speed Hybrid Cloud / Multicloud

Gain operational agility while responding quicker to lines of business by moving workloads to the public cloud or a hybrid cloud.



## Strengthen Data Protection

Protect data from corruption or loss and control access to reduce vulnerability to cyber attacks and recover faster.



## Run Business Apps and Databases

Maximize performance and availability of your business applications with non disruptive updates, along with uptime and capacity guarantees.



## Embrace Analytics and AI

Control data without purchasing too much or too little storage and improve productivity in times of uncertainty by managing large and unpredictable data from AI and ML—running in real time and on large data sets.



## Go Cloud Native

Embrace cloud-native approaches to generate more revenue while cutting down operational overhead with STaaS on demand, continuously right-sized capacity, and strengthened security.



## Accelerate Sustainability Initiatives

Lower energy bills and achieve ESG goals with enterprise-scale storage that reduces power consumption, optimizes space, and lasts longer than the competition.

“Pure Cloud Block™ Store provides the same throughput as our on-prem systems. Plus, native-cloud deduplication and compression cuts the cost of our cloud data stores in half.”

WES NORTH, AVP, TECHNOLOGY  
OPERATIONS, CORNERSTONE





# Retire Your Tech Debt with Evergreen

Successful organizations like yours focus on business outcomes and are especially eager to retire technical debt while continuing to fund mission-critical infrastructure.

This is critical because top digital priorities such as customer satisfaction and staff productivity suffer significantly when organizations fail to modernize digital infrastructure. This modernization also includes adapting flexible sourcing strategies and investing in automation and AI for operations.

With our Pure Storage Evergreen subscription portfolio, your organization can count on continuous innovation, financial flexibility, and operational agility.

Uncomplicate data storage, forever.

## More information

- Read the complete report on the [Gartner Magic Quadrant for Pure Storage](#).
- Read the [2023 ESG Report: Technology and Sustainability](#).
- Learn more about Evergreen subscriptions go to [www.purestorage.com/evergreen](https://www.purestorage.com/evergreen).

[purestorage.com](https://purestorage.com)

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