PURESTORAGE

Why Pure Storage?

Business Transformation
Achieve results previously unimaginable.

IT Transformation
Run IT as a cloud while improving efficiency and agility.

Faster
Accelerate applications

Increase revenue and productivity

Lower Costs
Reduce storage costs by **50**%

Reduce management costs by **90**%

Consolidate servers and applications

Smarter
Real-time analytic insights

Drive customer loyalty

Drive Simplicity and Agility
Reduce the complexity of storage to make IT more agile

More Innovative
Create new, differentiated customer experiences

Get to market faster

Run IT as a Cloud
Faster time-to-market for new services

On-demand, self-service delivery

Virtualize all, Mobilize desktops

How We Do It

PURESTORAGE   FlashArray//m

Technology Innovation
5+ years of investing to lead in the all-flash array market.

EVERGREEN STORAGE

Best Customer Experience
Making storage ownership simple.

INDUSTRY LEADING **DATA REDUCTION**

RAISING THE BAR ON **RESILIENCY**

WORKLOAD **CONSOLIDATION**

EVERYTHING **BUILT-IN**

Evergreen Storage
Evergreen Storage is our model to extend storage lifecycle to 10+ years.

Pure1

NetPromoter
>**70**
2014 Average