

# XtremIO™ Upgrade

## Survival Kit\* + FREE Loaner & Buy-back Offer

Facing a disruptive upgrade to XIOS 3.0?

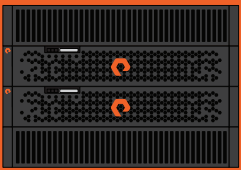
Pure Storage can help!

FREE from



Get your FREE Upgrade Kit today at: [purestorage.com/xupgrade](http://purestorage.com/xupgrade)\*

Everything you need for a successful XtremIO™ system upgrade or capacity eXpansion!



### FREE Loaner & Buy-back\*\*

Your migrated data will be safe AND fast on a Pure Storage FlashArray – keep it, and we'll arrange a buy-back on your old XtremIO.

LOANER & BUY-BACK OFFER



### Downtime Permission Slips

A time-saving solution for asking your application owners for a downtime window!



### #ArchitectureMatters Picture Frame

Remember your family during those long upgrade weekends!



### Lucky Faux\*\*\* Rabbit's Foot

Luck is always important for those relying on magic!



### Upgrade Master Shirt

Show that you can rock any upgrade — disruptive OR destructive!

XTREMIO™ UPGRADE SURVIVAL KIT (FREE)

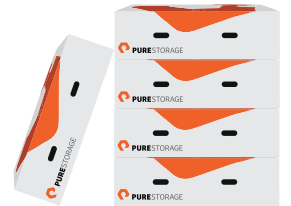
## FREE Loaner Offer

1

Data MUST be migrated off of your XtremIO™ system during the XIOS 3.0 upgrade or Xbrick additions for capacity eXpansion.

Where do you put the data?

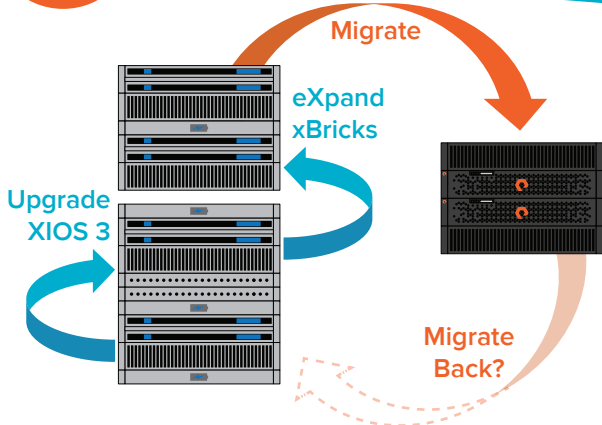
Pure Storage will ship you a FREE loaner FlashArray 400-Series array to keep your data available during your upgrade or eXpansion.



2

Migrate and test Pure vs. your XtremIO™ system at the same time!

If you are going to have to migrate data – why not try Pure in the process?



### While you are upgrading...

Compare performance:

How does XIOS 3.0 deal with mixed workloads and block sizes?

Compare data reduction:

How does the new 8K alignment impact deduplication?

How does it compare to Pure Storage's FlashReduce results?

Compare resiliency:

What is the performance impact of pulling 2 drives from one brick/shelf? What about failing a controller?

3

You Decide:

Migrate back...or keep Pure?

Keep Pure and transition to a better storage ownership model with Forever Flash: incremental online hardware upgrades vs. continuous forklift upgrades.



We'll even help facilitate a buy-back of your old XtremIO™ system.\*

4

Either Way:

Keep the XtremIO™ Upgrade Survival Kit for Free!



Get your FREE Upgrade Kit today at: [purestorage.com/xupgrade](http://purestorage.com/xupgrade)\*

\* Pure Storage is not affiliated with, and this promotion is not endorsed or sponsored by, EMC Corp.

\*\*Terms and Conditions: Use of the Pure Storage FlashArray loaner requires End User to sign a Pure Storage Evaluation Agreement. Pure reserves the right to meet with Customer and to evaluate Customer use case in connection with Customer's upgrade and existing environment and determine in its sole discretion whether it will allow customer to participate in this loaner program, and what size FlashArray to provide, if any. End User agrees to hold Pure Storage harmless from any and all liability, losses or damages of any kind in whole or in part, directly or indirectly, resulting from End User's acceptance of and use or consumption of any item in the Pure Migration Kit and End User's participation in any upgrade or migration activity. Should End User agree to purchase the FlashArray loaner, Pure agrees to investigate and work with customer to optionally provide a referral for a third-party buy-back offer or a credit for Customer's existing hardware to be applied to the purchase of the Pure FlashArray. Any such credit or buy-back offer shall be at Pure's sole discretion.

\*\*\* No rabbits were harmed in the creation of the XtremIO Upgrade Survival Kit. Contents of the kits may vary.

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