



# Spinning Disk Weighing you Down?

**B.S. NEGOTIATION KIT**



**RESOLVE TO SHED THE WEIGHT FROM YOUR IT BUDGET**

WITH THE **BIG STORAGE NEGOTIATION GUIDE**

▶ [SIGN UP NOW](#) for your complimentary B.S. Negotiation Kit

## FILL UP YOUR MUG AND ASK THEM TO REDUCE YOUR RENEWAL CONTRACT

STEP  
1

- Why am I still paying for software like clones, snapshots, and replication? Aren't these standard features in 2013?
- Why do I need to pay dramatically different prices for the same capacity and performance across your various product lines?
- Why do I need to pay for training and professional services installations?

▶ **The Pure Storage value: Software features are all included; capacity and performance can be upgraded independently and non-destructively, and expensive services are NOT required for installations or upgrades.**



## PUT ON YOUR FLASHY T-SHIRT AND ASK THEM THESE TOUGH TECHNICAL QUESTIONS



STEP  
2

- So what kind of guarantees can you give me on the performance of that flash cache? Is a 90% cache hit ratio a GOOD cache hit ratio?
- What sort of deduplication and compression ratios does your storage deliver? Is that in writing somewhere?
- How many software tools do I have to buy, install, and manage – just to manage your array?

▶ **The Pure Storage value: The Pure Storage FlashArray is 100% flash so we can help your performance worries melt away. Deduplication and compression maximize data reduction with no performance penalty, and it is so simple that the command set fits on a business card.**

STEP  
3

## GRAB YOUR PEN AND TAKE A MEETING WITH PURE STORAGE

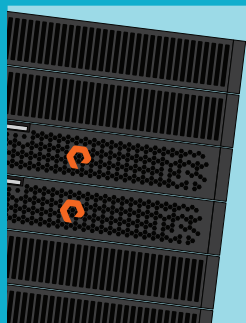
- Plan your business meetings back-to-back – having Pure Storage and Big Storage cross paths in your lobby.
- Ask Big Storage – am I reading this quote right? Is Pure Storage's quote for all flash storage actually cheaper than your tiering array with 5% flash?

▶ **See the difference for yourself: All-Flash Storage for less than the cost of disk.**



## TRY A PURE STORAGE FLASHARRAY IN YOUR OWN DATA CENTER, HEAD-TO-HEAD AGAINST BIG STORAGE

- Compare the size, performance, resiliency, power consumption, and simplicity for yourself.
  - Contact Pure Storage for a Proof of Concept.
  - Take advantage of the Love Your Storage Guarantee.
- ▶ **Purify your data center and say goodbye to Big Storage.**



STEP  
4