



Get the B.S. Negotiation Kit and
Declare Independence
from Big Storage

JOIN THE FLASH REVOLUTION

Follow these steps when Big Storage comes calling:

► [SIGN UP NOW](#) for your complimentary End of Year Negotiation Kit

STEP 1

FLY THE BANNER OF FREEDOM [Value: 20% off of B.S. contract]

Demonstrate your support for the IT Bill of Rights!

- Freedom comes with abundant performance to speed apps, virtualize 100% and forge a path to the cloud.
- Cast off the chains of infrastructure bloat and inefficiency that come with outdated technology.
- Regain control of your time by eliminating complex architectures that are hard to maintain and troubleshoot.

► Pure Storage FlashArray delivers on 10x performance, 10x simplicity, 10x space/power/cooling efficiency.



SUIT UP FOR REVOLUTION [Value: 10% off of B.S. contract]

Show that you support a new vision for IT.

- Stop paying for software that provides basic functionality like snapshots and replication – that should come with any enterprise array.
- Forever Flash™ means free, non-disruptive hardware upgrades every three years and an end to coercive maintenance plans.
- Don't like your array? Try it free and return it if you don't like it with Love Your Storage.™

► Everything you need for storage that you'll love forever – no additional licenses or forced upgrades.



STEP 2

STEP 3

RAISE A GLASS TO FLASH [Value: 10% off of B.S. contract]

How will Flash change your business and make you a hero?

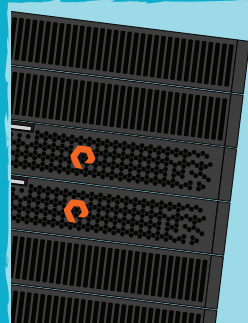
- By using FlashArray with your database, you can deliver consistent, low latency to application users and cut analytics time from hours to minutes.
- Extend virtualization of servers and desktops with screaming IOPs and low latency.
- Liberate your team from complex provisioning, tier management and performance tuning – what will you do with your time?

► Realize your IT vision and get your weekends back.



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