PURESTORAGE®

Ten Ways
Pure's Flash Solution
Can Help You Succeed

Converged networks and assets, new strategic partnerships and acquisitions, plus continued expansion into the connected device arena means the network environment has never been so complex. Meanwhile, customers expect an increasingly consistent, seamless, simple and rapid omni-channel experience.

In an ultra-competitive industry it will be the leaders of 5G that dominate. However, to fully realise their 5G vision, telcos must harness the potential of technologies such as IoT and AI.

Gaining a competitive advantage through the correct application of these technologies is critical. To do this, telcos need consolidated infrastructure and solutions that are reliable, efficient and innovative, and most importantly, can convert data to value quickly.

Our 'ten steps to success' can support you to address your customer's challenges and requirements with an always-on, always-reliable, all-flash storage solution.

Darren Hornett

Global Account Manager | Pure Storage

1 Save 30%.[1]

Our Pure Storage® all-flash solution could save you 30% in TCO over any competitor, just by avoiding storage re-buys. And the savings just get better (see #8). No fine print, no asterisks needed, just more savings and true continuity across your network.

2 No more data migrations.

With the launch of 5G increasing the pressure on your infrastructure, our solution works around your data when you need upgrades, eradicating downtime. This enables you to deploy once and upgrade software or hardware (or both) in place.

3 Peace of mind.

Support as standard. SaaS-like subscriptions, anchored by Pure's renowned Evergreen™ solution, mean no hidden costs to sabotage your budget. Get modular, software-defined architecture, legitimate Right-Size and Love-Your-Storage Guarantees, and proactive support. And by the way, Pure's FlashArray delivers you six-9s of availability, including upgrades.

4 Less filling.

Check out the physical space storage takes up in your data center. As customer data consumption increases exponentially, compact storage is all important. Pure allows you to put at least twice the data into that same space—and up to 15 times the data versus spinning disk.

5 Engineered for NVMe.

True consolidation of infrastructure. Forget the trade-offs and compromises of legacy storage. The entire Pure product line is NVMe-based. You get the latest technology faster and more easily, without disruptions.

6 No rebuying storage.

A complete solution for now and the future. Pure's Evergreen Program is unique in offering included and on-demand controller upgrades with full credit for hardware trade-ins. You even get credit when swapping out old flash for newer, higher density versions.

7 No ugly surprises.

Frustrated when maintenance costs go up? With Pure, what you pay in year one is **what you'll pay in year 10** when you have an active Evergreen subscription. Proactive, not reactive. Pure's white-glove support is the envy of the industry, as is its proactive approach: Pure generates more than half of support tickets on behalf of customers.

8 65% better TCO.

Add up all the savings: No re-buys, no migrations, lower management and space costs. Then do the apples-to-apples comparison. The numbers tell a story of their own. The Pure advantage is clear.

9 The smile factor.

Partner satisfaction is everything. Be safe in the knowledge that Pure's Net Promoter Score (NPS) runs about 60 points above the industry average.

10 Pure choice.

Get Pure's portfolio as a product or a service, on-prem, hosted, and in the public cloud. No matter how it lives in your hybrid cloud, it's unified with one Purity and Pure1® set of data services, and one Pure as-a-Service™ subscription. Pure grows and shifts to support your needs, flexibly and reliably.

1   Over 6 years based on acquisition costs and the savings from skipping one refresh using Evergreen Gold.
2   Over 6 years based on acquisition costs and the savings from space, power & cooling, headcount and refresh costs.

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