The Top 10 Reasons

Your customers want Pure as-a-Service:
True OPEX, hybrid-cloud Storage-as-a-Service (STaaS)
that is effortless, efficient, and Evergreen™

1. **Your Storage Cloud, On Demand**
   - Enable private and hybrid clouds, as-a-service
   - The effortless, efficient, and Evergreen Pure Storage experience, on-demand, with dramatically lower TCO
   - White glove premium support garners a Satmetrix-validated NPS of 86
   - On-premises, co-located/hosted, or attached to the public cloud for complete hybrid flexibility

2. **Fully Elastic and Scalable**
   - Increase or decrease capacity at will
   - Combine primary storage (via Pure as-a-Service) with elastic compute (from public cloud)
   - No forklift upgrades, no data migrations

3. **Flexible and Low Risk**
   - Terms as low as 12 months
   - Far more flexible than leasing - and far simpler

4. **Pay-Per-Use, Only for Data You Use**
   - Only pay for used effective capacity (measured daily), not provisioned capacity
   - Never pay for storage you are not actually using
   - Up to twice the cost efficiency compared to typical over-provisioning offerings

5. **Resiliency**
   - FlashArray proven 99.9999% availability
   - Always-on QoS and data-at-rest encryption
   - Zero-Planned-Downtime Guarantee

6. **Tier 1 Enterprise Performance**
   - Pure all-flash high-performance block, file, object, and WOL services
   - Snapshots, replication, mirroring, metropolitan fail-over, encryption, and more
   - Comprehensive REST APIs

7. **Public Cloud Can’t Touch**
   - Unified technology, cloud benefits and subscription across all deployments (on-premises, co-location and public cloud)
   - Start your cloud journey in any location and move all, or a portion of your data seamlessly
   - Align application workloads with optimal cloud deployment

8. **Built on Pure’s Unique Evergreen Storage**
   - Non-disruptive upgrades ensure you’re always state-of-the-art
   - Harness rapid innovation in array software, hardware and media to keep your storage up-to-date

9. **Consume Storage As You Want It**
   - Leverage Pure as-a-Service as an ‘on-ramp’ to your public cloud strategy
   - On-premises or via colocation (e.g., Equinix) through partners
   - Attach to public cloud for complete hybrid flexibility

To learn more: