

## DATA SHEET

# Evergreen//Forever Subscription

Get a subscription to innovation and IT agility for your traditional storage purchase.

### Stay Modern, Forever

Continue to enhance and grow your storage for 10 or more years. Over 97% of Pure arrays are still in use today because they look and run like new arrays.

### Always Agile, Never Obsolete

Transform storage from a problem to a solution, and upgrade whenever your organization needs to.

### Improve Your Numbers

Achieve 30% to 60% lower total cost of ownership and get twice the data reduction with less risk.

### Experience Customer Satisfaction

See why Evergreen//Forever is a major factor in Pure Storage's industry-leading Net Promoter Score, which is more than 3x the average for data storage vendors.

Pure Storage<sup>®</sup> Evergreen//Forever™ is your subscription to innovation. With it, you will experience storage that's never obsolete, allowing you to buy your storage once and use it virtually forever. An Evergreen//Forever subscription delivers real IT agility, enabling you to scale seamlessly and non-disruptively, without penalty or storage rebuys.

## Gain Agility, Savings, and Storage That Grows with You

An Evergreen//Forever subscription enables storage that is deployed once and non-disruptively upgraded when you need it, for a decade or more without the need to rebuy the hardware you already own. Forget downtime, performance impact, or data migrations: We've engineered compatibility for future technologies directly into the products themselves.

### Upgradeable Architecture with a Subscription: The Key to Agility

Pure's Evergreen™ architecture combined with your Evergreen//Forever subscription lets your storage evolve with changing requirements.

- Benefit from Pure's unique and software-defined architecture, engineered to be modular, stateless, scalable, field-serviceable, and field-upgradable.
- Upgrade components independently all online and non-disruptively—and even mix and match them—allowing you to regularly take advantage of innovation in CPU and flash technology and extend storage life to 10+ years.
- Upgrade controllers or blades non-disruptively to increase performance or maximum capacity.
- Add or upgrade capacity non-disruptively for more scale and density to manage data growth and unexpected demands on your IT infrastructure.

## Maximize Your Savings

A subscription to Evergreen//Forever protects your storage investments with included upgrades, up to full-value trade-in credits, and an architecture that is almost effortless to manage and expand. Most customers will realize total cost of ownership (TCO) savings of more than 30% compared to traditional storage just by avoiding one typical forklift upgrade.

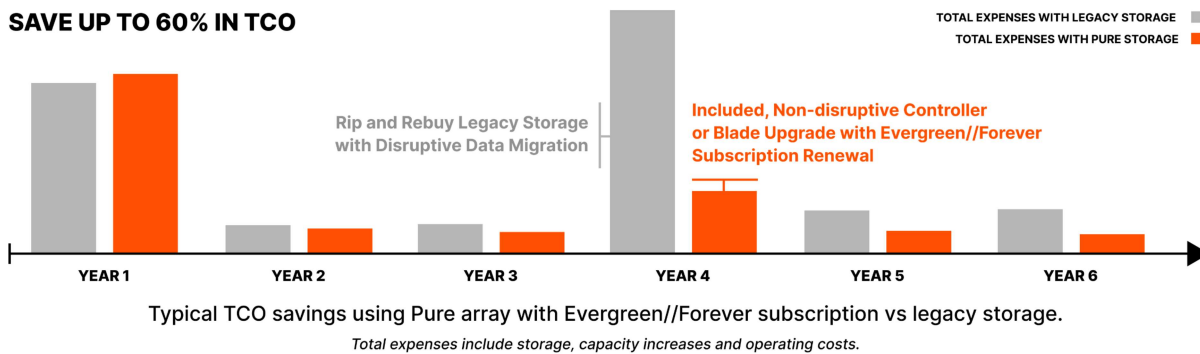


Figure 1. TCO savings with Pure Evergreen//Forever compared to legacy solutions.

## A Storage Purchase That Keeps Getting Better

Evergreen//Forever delivers a storage ownership experience unlike any other, with subscription to always-improving data services, always-modern infrastructure, and a world-class customer experience.

### Always-improving Data Services

With Evergreen//Forever from Pure, you never need to worry about systems becoming out of date. You get:

- **An all-inclusive software subscription, with enterprise-grade data services:** Get all-inclusive enterprise-level capabilities across all our products, for organizations and workloads of all sizes, at the time of purchase.
- **New features and capabilities added continually:** Get access to software features we introduce in the future with no added costs. Your subscription even includes Portworx CSI for FlashArray™ and FlashBlade®, delivering persistent storage for your Kubernetes applications.
- **AI-based intelligent management:** With Pure1® you can experience self-operating storage with full-stack, AI-powered data storage management, monitoring, and planning.

### Always-modern Infrastructure

Never worry about keeping your storage hardware up to date. Evergreen//Forever gives you:

- **Included controller or blade upgrades at regular intervals (Ever Modern):** Keep your FlashArray and FlashBlade//S performance, scale, and features modern without disruption or need to repurchase. With each three-year Evergreen//Forever renewal, you get latest-generation controllers or blades.
- **On-demand, unlimited controller or blade upgrades with full-value trade-in (Ever Agile)<sup>2</sup>:** Upgrade your array performance at any time as you expand, as many times as you need. Purchase a qualifying capacity pack and get full-value trade-in for your old controllers or blades toward higher-model versions with up to a 20% list price discount.



- **Capacity Consolidation and flash media upgrades<sup>1</sup>:** Consolidate data from older flash into new, expanded, denser capacity, either in an external shelf or a FlashArray™ or FlashBlade® chassis. Return old capacity and receive up to 50% credit for terabytes you already own.
- **Evergreen forever component replacement:** You're protected from any failures and component end-of-life issues. With your current Evergreen//Forever subscription, we'll replace failed components (even proactively before failure) with like or better ones, no matter how old your array is.

## World-class Customer Experience

With a rating that's at least three times the industry average, Evergreen//Forever gives you features like:

- **Love Your Storage Guarantee™:** With the industry's broadest storage purchase guarantee, if you aren't happy, return the array within 30 days for a full refund, no questions asked.<sup>3</sup>
- **Right Size Guarantee™<sup>4</sup>:** Get 12 months guaranteed effective capacity, risk-free and in writing. Get twice the total efficiency vs. the competition (10:1 on average). Extend your guarantee with any expansion purchase, up to the life of the array.
- **Zero data loss guarantee:** In the rare event where data is lost on Pure hardware, our support team will help you every step of the way. If data cannot be recovered, customers will be issued a service credit.
- **No data migration guarantee:** Upgrading on Pure means no data migration. If Pure must migrate customer data when performing an applicable upgrade, we will give you a service credit towards a future purchase.
- **Power and space efficiency guarantee:** Pure Storage is the only vendor that will issue both a maximum Watts/TiB and TiBs/rack unit (RU) ratio based on purchased hardware. If either number is exceeded, we'll remediate it or give you a subscription credit.
- **Premium-level proactive and predictive support:** Pure delivers a support experience that other vendors charge a premium for. Get peace of mind with predictive analytics and services, support-managed upgrades, mobile and SaaS-based monitoring, on-site break/fix, first-call access to L2 support, included educational resources, and more.
- **Flat and Fair subscription renewals:** We keep subscription renewal rates flat: Pure won't raise the base rate, so you have consistent, predictable costs for the life of your array.<sup>5</sup>



## Evergreen//Forever Features Overview

Evergreen//Forever delivers a subscription to our ever-improving capabilities across hardware, software, proactive and predictive support, and customer experience.

Category	Feature	Evergreen//Forever
<b>Software Subscription</b>	All-inclusive array software subscription	✓
	Future array software features	✓
<b>Hardware Subscription</b>	Evergreen architecture (stateless, software-driven, modular, non-disruptive)	✓
	Ever Modern	Included controller/blade upgrade on renewal
	Ever Agile <sup>2</sup>	Anytime controller/blade upgrade with full trade-in credit
	Capacity Consolidation <sup>2</sup>	Anytime full trade-in credit with 2x capacity
<b>Proactive Support</b>	Evergreen forever component replacement	✓
	Predictive analytics and services	✓
	Instant L2 support access	✓
	Premium Sev 1 response SLA	✓
	Support-managed upgrades	✓
	Premium on-site break/fix SLAs	✓
	Mobile/SaaS-based monitoring	✓
<b>Customer Experience</b>	Right Size and 30-day guarantees	✓
	Flat and Fair subscription renewals	✓
	Zero data loss guarantee	✓
	No data migration guarantee	✓
	Power and space efficiency guarantee	✓

<sup>1</sup> Pure ranks in the top 1% of all Medallia-surveyed B2B companies.

<sup>2</sup> Requires purchase of qualifying capacity.

<sup>3</sup> Subject to the Love Your Storage Guarantee section in the [Evergreen//Forever Subscription Description](#).

<sup>4</sup> Right Size Guarantee available on FlashArray//X.

<sup>5</sup> Subject to the Flat and Fair section in the [Evergreen//Forever Subscription Description](#).

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