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**Email Templates**

**Email Template 1 of 3**

[Subject] **Everything you need to know about Storage as-a-Service**

Hi, {{firstName}},

When it comes to data storage, companies today are looking for greater transparency, cross-platform management, advanced data management, and protection of their entire system.

It’s no coincidence that many of them are turning to storage as-a-service (STaaS). By 2024, more than 75% of innovative infrastructures and more than half of data centers will be used and/or operated via an as-a-service model.

In its latest report, IDC describes how STaaS is accelerating business transformation by reducing TCO, and why companies ready to take the leap should consider Pure Storage’s Evergreen//One subscription service.

Get the report now.

**Email Template 2 of 3**

[Subject] **Control data and minimize risk with Storage as a Service (STaaS)**

Hi {{firstName}},

We're hearing from customers that rely on legacy data storage that it’s capital intensive and complex to operate. Therefore, organizations like yours are choosing storage as-a-service (STaaS) to control data uncertainty, accelerate transformational change, and reduce operational risk.

These organizations are enjoying the benefits of cloud economics, cloud operations, and a cloud experience, in addition to the following:

* **Gaining financial flexibility** by eliminating waste and only paying for what is used with a unified subscription, flexible terms, no exit penalties, and one bill.
* **Improving operational agility** with modern, sustainable technology that is backed by guaranteed SLAs and offers predictive AIOps management.
* **Delivering continuous innovation** from an agile cloud experience that scales up or down on-demand and includes non-disruptive upgrades while maintaining a consistent quality of service.

Would you like to achieve similar outcomes and get a 3-months free promotional offer?

What day is the best for a Zoom call next week?

**Email Template 3 of 3**

SUBJECT LINE: **Storage as a Service (STaaS) delivers cloud economics and operations**

Hi {{firstName}},

Today one of the most fundamental questions facing tech leaders is how to leverage the benefits of the cloud model to transform IT operations.

*Gartner predicts that over the next few years storage-as-a-service (STaaS) and AIOps will begin to replace some of the more tedious data storage administration and support activities, which can drive up to 70% of asset lifetime costs.*

Although, many organizations still rely on legacy data storage, which is capital intensive, complex to operate, and labor intensive requiring special knowledge and skills.

Therefore, we're hearing from organizations like yours that are choosing STaaS to control data uncertainty and reduce operational risk are also experiencing these outcomes:

* **Gaining financial flexibility** by eliminating waste and only paying for what is used with a unified subscription, flexible terms, no exit penalties, and one bill.
* **Improving operational agility** with modern, sustainable technology that is backed by guaranteed SLAs and offers predictive AIOps management.
* **Delivering continuous innovation** from an agile cloud experience that scales up or down on-demand and includes non-disruptive upgrades while maintaining a consistent quality of service.

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**LinkedIn InMail**

Do you have fast access to stored business data?

Can you use it to help make the right business decisions, quickly and accurately?

If you dream of uncomplicated storage that’s simple, flexible and sustainable and that’s built to help you achieve your ambitions, take a look at Evergreen//One from Pure Storage.

Few solutions are innovative enough to support the advanced data activities that are critical to business transformation. Evergreen//One provides an alternative to traditional storage solutions and will help you build a storage infrastructure that optimizes your digital transformation efforts.

Message me back if you would like to hear more about how Evergreen//One provides effortless and efficient hybrid-cloud storage as a service (StaaS), and let’s boost your business transformation together.

Message me back and let’s talk about how UFFO could make your working life easier and open up opportunities in your business.