

Uncomplicate Data Storage, Forever



How to Sell Evergreen//One

for Partner AE/SE

Presenter

September 2022



Agenda



- Market Opportunity
- Example of Success
- How To Identify Customers
- Partner Incentives
- Start a Conversation
- Resources

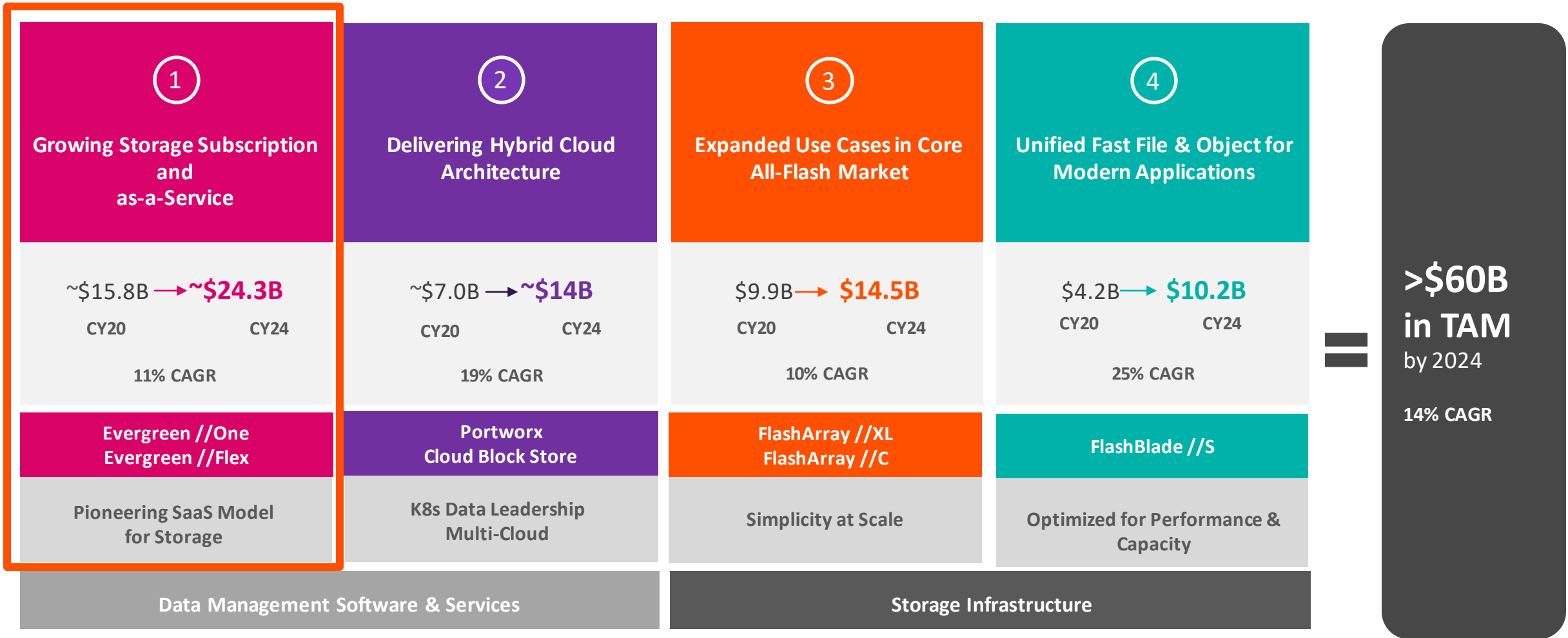




Market Opportunity



TAM Opportunity: >\$60B+ Storage & STaaS



Partner Managed Services Revenue Growth

US \$374 billion

Total value of managed IT services delivered by Channel Partners
Worldwide in 2021

+11.3% Growth

Growth in 2021 service provider infrastructure spend compared
to 1.9% in total market growth

+12% Market Share

Service provider spend on compute and storage is forecast to
grow from 50% in 2018 to 62% by 2025

Source: Canalys worldwide managed service provider opportunity database, MSP Analysis, July 2022

Global Managed Services Market Projection by 2028:

USD\$557.1 billion

CAGR of 12.6% during forecast period (2021 - 2028)

Pure TAM estimated at minimum

USD\$6.5 billion

in FY24

Market Dynamics Are Shifting to aaS

Accelerating faster than projected

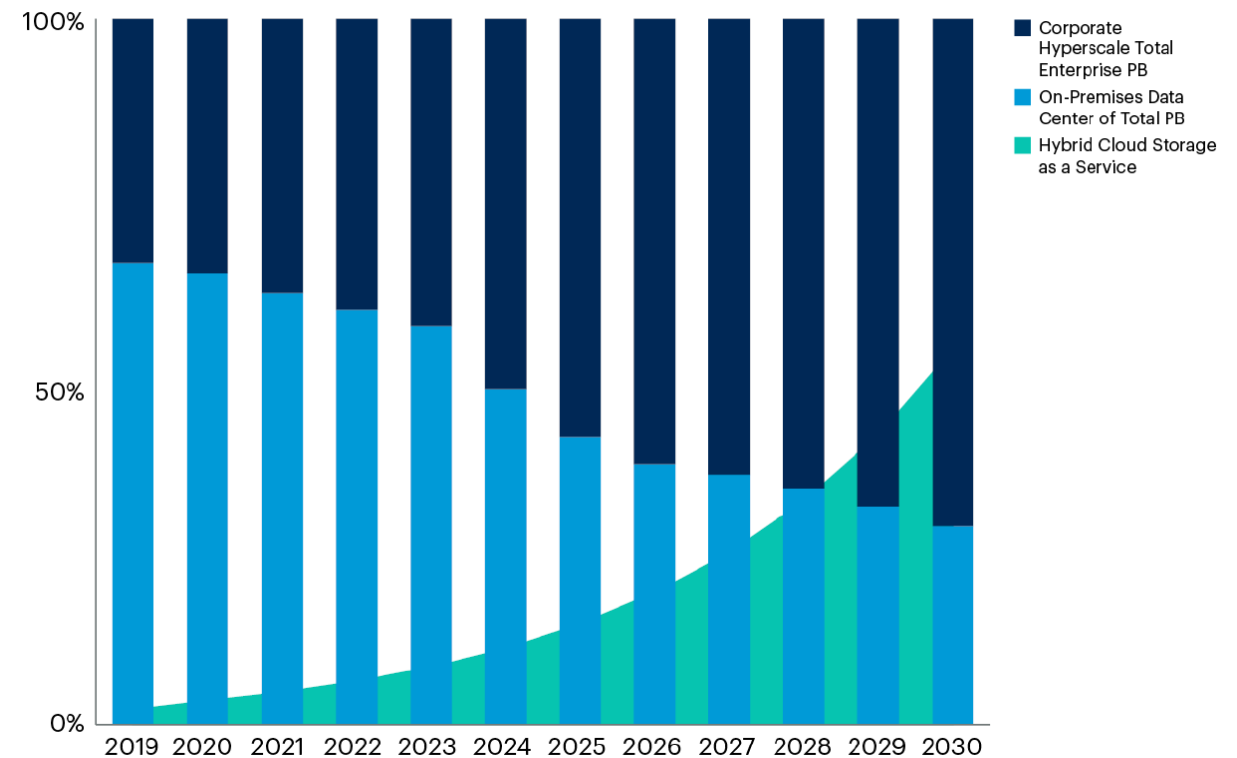
STaaS Projected To Be 40% of On-Premises Storage by 2025

- By 2025, more than 40% of all on-premises IT storage administration, support and maintenance activities will be replaced by STaaS AIOps, up from less than 10% in 2021.
- By 2025, Gartner projects roughly 15% of enterprise storage capacity will be deployed as hybrid cloud IT STaaS, reaching 50% of total capacity by 2030.
- Storage trends brought about as a result of the cloud will impact I&O operating models, storage and data management technologies, processes, people, and metric-based service-level agreements (SLAs) replacing traditional product feature-centric sourcing requirements

STaaS is #2 Inquiry Item Behind Containers

- 19.7% of all Gartner inquiries in June 2021 were STaaS

Projected Adoption Rates of Corporate Enterprise Storage as a Service, 2019-2030

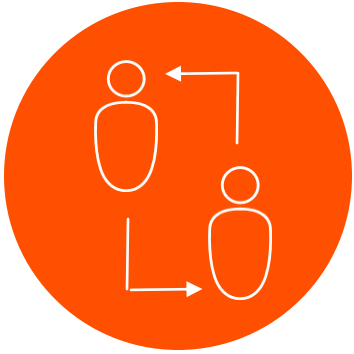


Source: Gartner
739439_C

Source: Gartner "Projected Adoption Rates of Corporate Enterprise STaaS, 2019-2030"



Why Evergreen//One is Best for Partners



Sticky

Makes renewals easier by eliminating the need for traditional hardware refresh



Engaging

Identify new projects or expansions earlier with regular discussions to gain more info about usage



Opportunity

Align to shifting customer demand for cloud engagement and turn one-time purchases into predictable recurring revenue



Customer Satisfaction

Create happy, repeatable customers. Eliminate tech debt, reduce over/under provisioning & sizing risk, and unlock innovation



Example of Success

Anatomy of a Deal



Vertafore Converts to E//One to Achieve Cloud Readiness

Background

- Customer was an existing E//Forever customer with a fleet of Pure Storage hardware.
- Vertafore was looking to exit their data centers and move to the cloud in the next 2-3 years.

Solution

- Convert Vertafore's existing assets into a subscription eliminating the need to migrate to a large physical environment while offering credits for the remaining value of the hardware.
- With the flexibility of Evergreen//One, Vertafore will be able to better handle some of the uncertainties they will face as they migrate to the cloud and grow with them as needs evolve.
- Resulted in a **\$2.1 million** deal.

Results



Vertafore will be able to adopt a subscription model making the most of their investment while avoiding a complex migration.



With E//One, Vertafore can increase their storage uptime, optimize their IT budget, and leverage a solution that will move with them to the cloud.



Geo
NAM

Use Cases
Cloud readiness
Hybrid cloud environment

Industry
Tech HW & SW

Products
Pure FA
Evergreen//One

Partner
Evotek

Competing Against
NetApp



Add Your Services

Enabling you, not competing with you

Pure Service Guarantees



Premium Support



Availability SLA



Capacity SLA



Performance SLA



Partner Value-Add Services



Data Center Services



Solution Certification



BAU Operations



Infrastructure
Management



Testing



Change Management



Professional Services



ASP



Installs



How To Identify Customers



Identify Accounts - Segments and Verticals

Segments

- Small companies - Lack resources and rather have an expert manage infrastructure
- Large companies - Benefit from business continuity, scalability, financial flexibility, and operational agility



Hi-Tech



Healthcare



Professional
Services



Banking &
Financial
Operations



Insurance



State & Local
Government



Life Sciences &
Pharmaceutical

Know Who To Talk To - Personas

CIO/COO and Finance (Buyer)

- Want financial flexibility from a model that decelerates cash outflow without impacting business outcomes along with efficient asset utilization

Infra & Ops (Buyer) and Storage Leaders (User)

- Want operational agility they cannot get from traditional storage infrastructure and decreased risk of day-to-day responsibility for managing and storing data

App Owner & Line of Business (Influencer)

- Want higher productivity and faster development cycles (for quicker time to innovation) with predictable performance for modern workloads by reducing storage bottlenecks

CIO/COO

- IT & Bus Alignment
- Business continuity
- Risk management
- Financial flexibility
- Operational agility
- Sustainability

VP INFRA & OPS

- Performance
- Availability
- Ease of mgmt
- Scalability
- Hybrid cloud ready

APP TEAM

- Predictable app performance & availability
- Non-disruptive upgrades
- Fast(er) dev cycles
- Reduced complexity

FINANCE/PROC

- Pay per use
- Capital efficiency
- Balance sheet optimization
- Avoid tech debt
- TCO

STORAGE LEAD

- Ease of mgmt
- Non-disruptive
- Standardization
- Interoperability
- Hybrid cloud ready

LOB

- Data as an asset
- Stable & efficient platform
- Easy & inexpensive to change
- Adaptable to strategy evolution



Understand Use Cases & Evergreen//One Fit

DEFINITION

BENEFITS

SUBSCRIPTION

Data Center Consolidation	Storage Refresh	Hybrid Cloud / Multi-Cloud	Data Protection	Analytics & AI
Reduce the total number of physical locations from many, or from M&A, to a few locations	Replace old storage hardware with new hardware, and improve energy costs	Move workloads to the public cloud, or a hybrid mix of on-premises and public cloud	Reduce vulnerability to cyberattacks, legacy tech, information privacy, disaster recovery, backup and restore	Manage large and unpredictable data from AI & ML running in real time and on large data sets
Reduce excess capacity and increase IT efficiency	Simplify complexity of daily storage management and operations & achieve sustainability goals	Gain operational agility and respond quicker to LOBs and app architects	Mitigate risk and protect data	Control data without purchasing too much or too little storage; improve productivity in times of uncertainty
Evergreen//One <ul style="list-style-type: none"> -Flexibility to scale up & down as needed -Pay only for what you use 	Evergreen//One <ul style="list-style-type: none"> -Pay only for what you use -NDU, no rebuys or data migration -Pure takes over Day 2 ops with Pure1 and guaranteed SLAs 	Evergreen//One <ul style="list-style-type: none"> -Replicate cloud operating model - Reserve commit & on-demand capacity -Unified data management across on-prem, public & hybrid cloud - Single control plane of Pure1 with guaranteed SLAs -Control pace of migrations without penalties -Data reduction tech and apply to public cloud storage with Cloud Block Store 	Evergreen <ul style="list-style-type: none"> -Buy Flash Array -Enjoy any Evergreen subscription that best fits the customer's needs 	Evergreen//One <ul style="list-style-type: none"> -Scale up and down on-demand, unlimited storage -Pay only for what you use -Guaranteed performance & availability SLAs -On-prem storage remains modern -No exit penalties, short terms, low commits

Know the Sustainability & Consumption Model Connection

IDC research findings



Sustainability Impacts IT Buying Decisions

- **83%*** Say sustainability is **one of the most important criteria** for buying IT
- Drivers: **Improve operational efficiency, costs, and brand reputation**
- Selecting organizations with **like-minded sustainability goals**



XaaS Models Help Organizations Reach Sustainability Goals

- Asset decommissioning **built into offer**
- IT staff **no longer manages recycling efforts**
- Trade-ins used to **offset new equipment costs**
- **Equipment can be refurbished or recycled**

As a Service Models Improve Operational Efficiencies and Reduce Risk of Financial & Regulatory Penalties



Understand the Pure Storage Differentiators

Evergreen//One

Key competitors:

- Dell APEX Data Storage Service
- HPE Green Lake Block Storage
- NetApp Keystone

Why we win:

- Most comprehensive SLA
- Flexible contracts
- Non-disruptive experience
- Manage uncertainty, facilitate & accelerate transformational change, & manage risk

Evergreen//Flex

Key competitors:

- Dell APEX Flex On-Demand

Why we win:

- Only subscription that truly addresses "cloud curious"
- No 1:1 competitive offering in the market
- Dell APEX Flex On-Demand is not customer owned

Evergreen//Forever

Key competitors:

- Traditional storage vendors

Why we win:

- Evergreen architecture – non-disruptive, no rebuys, no data migrations
- Subscription that offers HW & SW updates and upgrades
- Ease of doing business

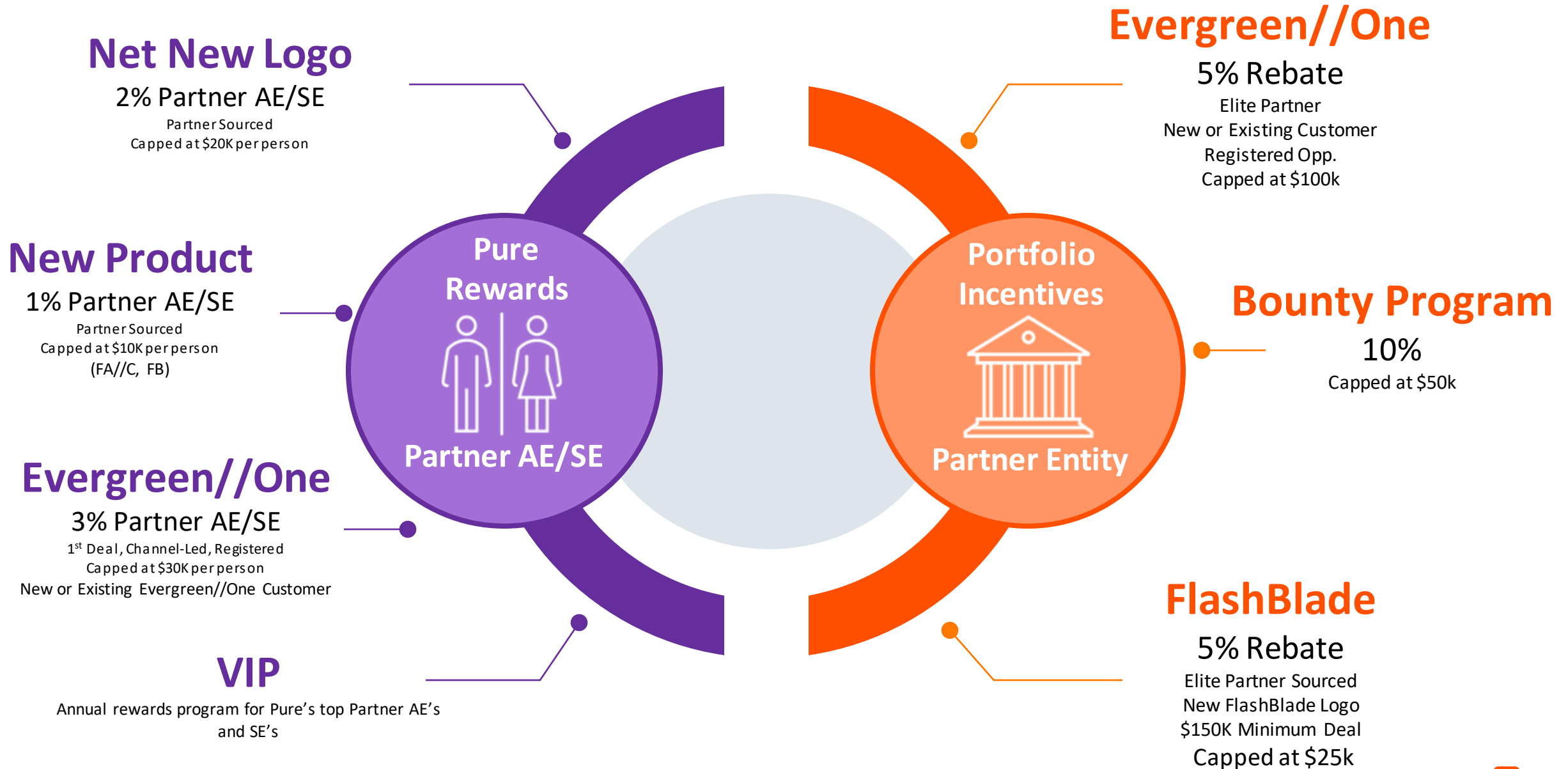




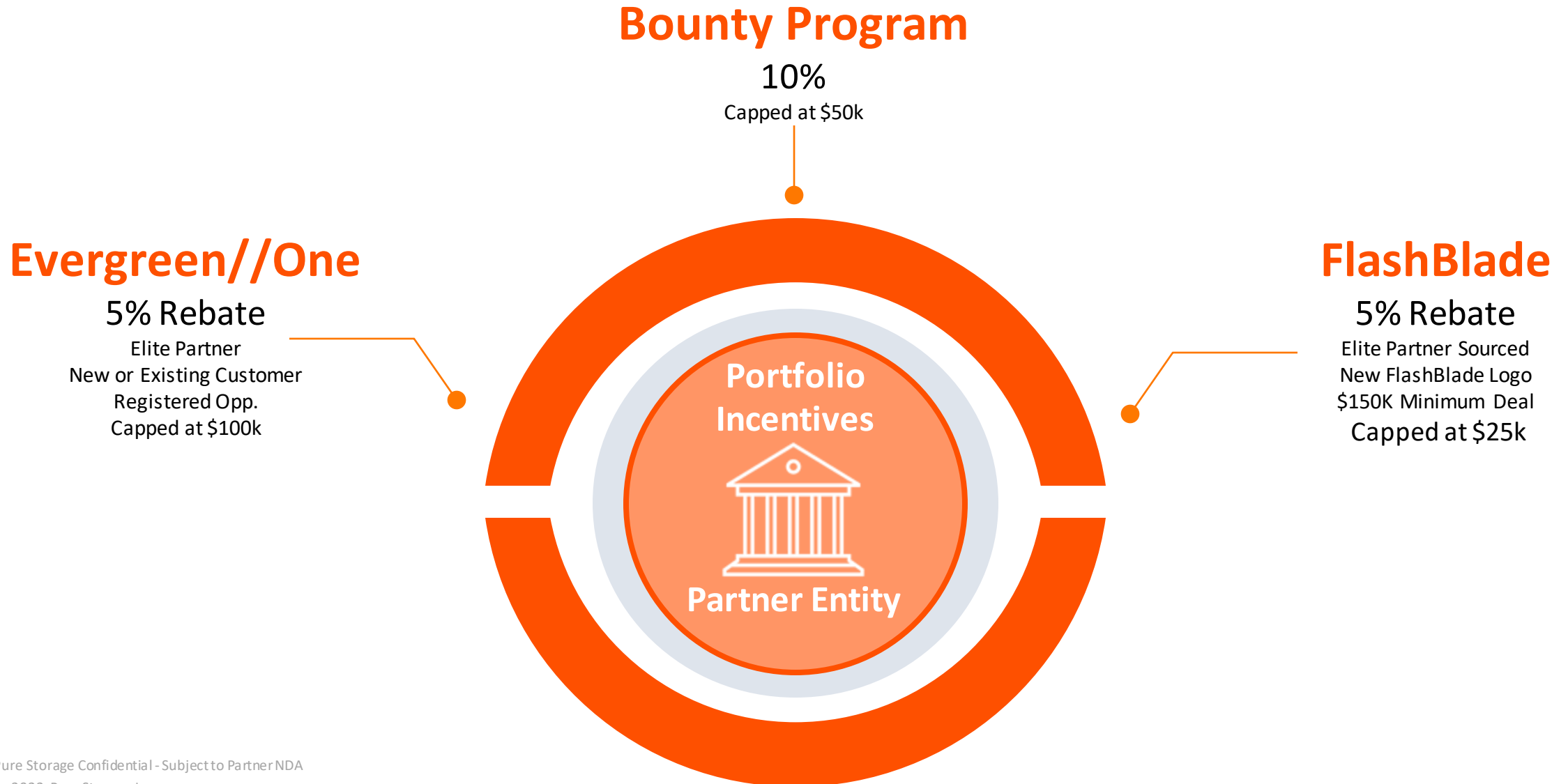
Partner Incentives



Partner Incentive Portfolio



Partner Entity Incentives



Make more money over 3yrs

Evergreen//One vs. CapEx Deal Comparison

	EG1 (includes Elite rebate)	EG1 (does not include Elite rebate)	Capex
Transfer Deal Size (TCV)	\$500,000	\$500,000	\$425,000
Partner Margin	15%	15%	15%
Gross Profit	\$88,235	\$88,235	\$75,000
Term	36	36	One-time
Billing Cycle	Quarterly	Quarterly	One-time

"Day One" profits

First invoice gross profit	\$7,353	\$7,353	\$75,000
PaaS Entity rebate (5%)	\$25,000	\$0	\$0
Day One gross profit	\$32,353	\$7,353	\$75,000

Partner AE commissions

Commission rate % (est.)	20%	20%	20%
Commission from sale	\$6,471	\$1,471	\$15,000
Pure Rewards bonus	3.00%	3.00%	0.00%
Pure Rewards payout	\$15,000	\$15,000	\$0
Total "Day One" commission	\$21,471	\$16,471	\$15,000
36 months payout Partner AE	\$37,647	\$32,647	\$15,000

Partner Entity margin

Total "Day One" entity profit	\$32,353	\$7,353	\$75,000
36 months payout Entity	\$113,235	\$88,235	\$75,000
EG1 vs Capex entity gross profit	151%	118%	

Partner Sellers: Earn at least 110% of an equivalent capex deal on Day One and as much as 2.5X over three years.

Elite Partner Entities: Earn 1.5X an equivalent capex deal over three years.

Partner AE commission

Total payout WITH Pure Rewards EG1 & Rebate	Upfront	Year 1	Year 2	Year 3
	143%	173%	212%	251%
	\$21,471	\$25,882	\$31,765	\$37,647
Total payout WITH Pure Rewards EG1, no Rebate	Upfront	Year 1	Year 2	Year 3
	110%	139%	178%	218%
	\$16,471	\$20,882	\$26,765	\$32,647





Start a Conversation



Evergreen Selling Approach

Change the conversation (vary phrasing based on persona / relationship)



- Technology Strategy
- Transformation Approach
- Risk / Uncertainty
- Change Programs
- LoB Behavior
- New Applications
- New Technology

- Delivery Speed & Agility
- Modern Architecture
- Talent Retention & Development
- ESG, Efficiency, and Cost
- Security and Availability

- DC Consolidation
- Storage Refresh
- Hybrid-Cloud / Multi-Cloud
- Data Protection
- Analytics & AI

- “Opex vs “Capex”
- Legacy Budget Mgmt
- Billing Frequency
- Fixed vs Variable Charges
- Product vs Service
- Price per GB

Impossible Evergreen//One Objections:

- No-Go Countries
- Equipment cannot be removed from site

Fall back to E//Flex or E//Forever



Discovery Questions

Understand where the customer is in their buying cycle – middle or towards the end.

01

Do you have any business services currently at risk due to aged or inflexible storage technology? If so, what are the mitigation plans for these?

02

Are your current storage products a mixture of different technologies, of different ages, with different support and maintenance terms where the renewals fall on different dates?

03

Do your teams spend a lot of time deciphering unqualified and late demand signals from your business units and then working out what needs to be extended / expanded or newly deployed to meet that demand?

04

Would it be easier if there was one single term agreement that could flex up and down as you needed it to, with the vendor responsible for capacity and performance management?



Objection Handling

E//One pricing is much higher than the other vendors on the market.

Our pricing is highly competitive.

Sometimes our unit of measure is not fully understood, which can lead to incorrect calculation.

If we model out an E//One subscription profile using an accurate usage forecast over time, at the correct tier of service, not only should the total price be highly compelling compared to other vendors, the TCO should be the lowest as well.

CapEx quote for a pair of Flash Arrays was lower than the E//One quote.

There is a pricing differential between a standard capex purchase vs the provision of a service over time.

However, there should not be a significant uplift for E//One when compared to an equivalent capex proposal.

Let's review the proposals side by side, highlight the additional value delivered by E//One, but also ensure the correct volumes and unit rates have been applied.

With E//One, Pure takes the benefit of the DRR, while I pay the same rate for the usage.

This is a myth. DRR is only relevant if you're buying a capacity-based solution.

E//One is a usage-based solution where Pure will flex and adjust the underlying infrastructure to ensure you never run out of capacity, and that you have consistent and predictable charging.

Pure takes the risk to make sure the customer gets a consistently high-quality experience.

Customer gets significant ESG benefits due to reduced physical footprint that Pure's superior DRR delivers.

I can't consume E//One, as I only have a CapEx budget.

No problem.

Pure doesn't mandate how a customer accounts for consuming Evergreen//One (i.e. as traditional or opex), and there are no constraints on what budget a customer uses.

Pure can create flexible charging terms to fit in with a customer's budget and forecasting policy.

Evergreen//One Cheat Sheet

WHAT TO ASK ABOUT

- Technology Strategy
- Transformation Approach
- Risk / Uncertainty
- Change Programs
- LOB Behavior
- New Applications
- New Technology

WHAT TO LISTEN FOR

- Delivery Speed & Agility
- Modern Architecture
- Talent Retention & Development
- ESG, Efficiency, & Cost
- Security and Availability

HANDLE OBJECTIONS

- “Opex vs “Capex”
- Legacy Budget Management
- Billing Frequency
- Fixed vs Variable Charges
- Product vs Service
- Price per GB

TAILOR PITCH TO USE CASES

- **Data Center Consolidation** – Increase IT efficiency and reduce excess capacity by reducing the total number of physical locations from many, or from mergers & acquisitions, to a few locations
- **Storage Refresh** – Simplify the complexity of daily storage management by replacing old storage hardware with new hardware, while improving energy costs
- **Hybrid Cloud / Multi-Cloud** – Gain operational agility and improve responsiveness to LOBs by moving workloads to the public cloud, or a hybrid mix of on-premises and public cloud
- **Data Protection** – Mitigate risk and protect data by reducing vulnerability to cyberattacks, legacy technology, information privacy, disaster recovery, backup and restore
- **Analytics and AI** – Control data without purchasing too much or too little data storage to manage large and unpredictable data from AI & ML running in real time and on large data sets

TRIGGERS

- Unpredictable growth of data, new projects or seasonal growth
- Expensive support contract or maintenance renewal
- FASB/IASB impacts on incumbent utilities and leases
- CFO mandates more OpEx due to shrinking CapEx budget
- Mergers and acquisitions (new or old)
- Enterprise IT is acting as an internal service provider - apps not ready, data residency, performance concerns, faster dev cycles
- Business is demanding performance SLAs
- Reduce risk of purchasing too much (waste) or too little (rebuy)

OUTCOMES

- **Financial Flexibility** - Optimize utilization and maximize ROI with a unified pay-per-use consumption service & flexible terms.
- **Operational Agility** – Scale up or down on-demand, get guaranteed SLAs with predictive AI Ops management, and white-glove customer support.
- **Continuous Innovation** – The evolutionary Evergreen architecture gives you always-on access to innovation of feature updates with the freedom to upgrade and no planned downtime.



Resources



Enablement & Resources

Who can you contact?

Partner Account Manager

Pure's Evergreen//One Global Sales Team

How do you make contact?

Direct Contact (email, phone, etc.)

Webinars, Events, etc.

What support is available?

Training sessions

Joint selling to customers and prospects

Partner Portal

Partner Seller Toolkit

Partner Seller Toolkit

- Training Slides / Recordings
- Customer Presentation
- Recorded Pitches
- Deal Flow / Process Docs
- Industry Papers
- Objection Handling
- Customer References
- Market Comparisons



Call to Action



Get Started Today



Authorization

Reach out to your Partner Manager to get authorized to sell Evergreen//One



Awareness

Connect your CFO/CTO/CRO with Pure's Finance team to learn about transforming to an as-a-Service business model



Knowledge

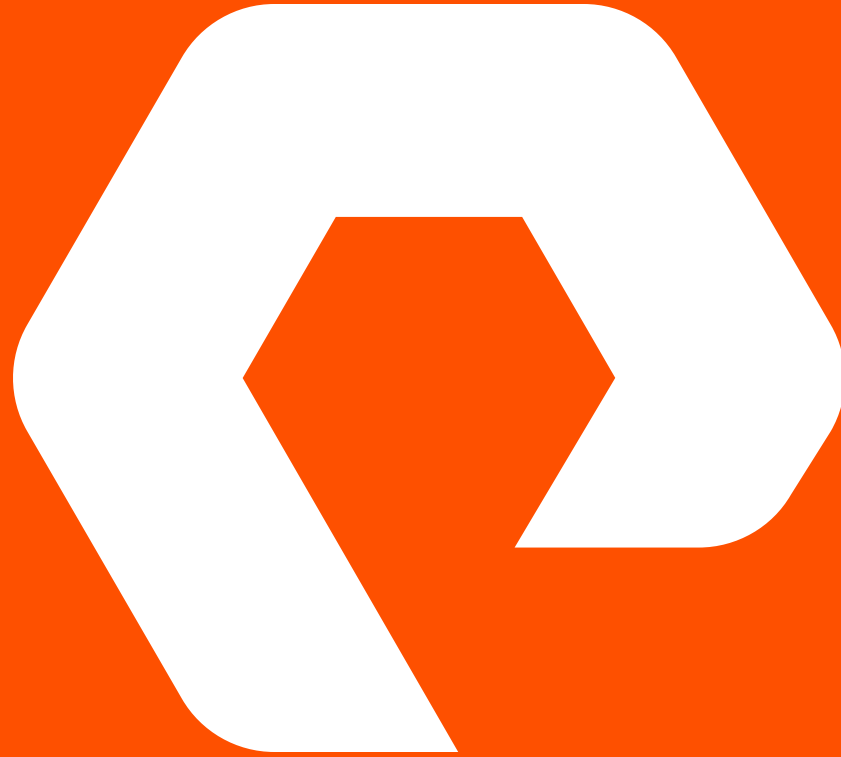
Schedule training sessions with Pure's global Evergreen//One sales team



Execution

Evaluate in-flight opportunities and existing CapEx customers to switch to Evergreen//One





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