

# Pure Storage Evergreen//One™ Seller Kit

A grab-and-go guide to help you effectively  
target customers and prospects.



# Table of Contents

<b>The Campaign</b>	
Overview .....	3
The Top Ten Reasons to Choose Evergreen//One .....	4
Meet business needs with Evergreen//One .....	5
IDC Technology Spotlight .....	6
Ten Ways Pure Helps You Uncomplicate Storage, Forever .....	7
<b>Outreach</b>	
Using Social Media for Outreach .....	8
Who to Target on LinkedIn .....	11
How to Target on LinkedIn .....	12
Inmail .....	13
Email .....	14
<b>Any Questions?</b> .....	15



# Overview

Presenting Evergreen//One technology to your customers positions you at the top of your market and presents a significant revenue opportunity.

## Uncomplicated Storage, Forever.

Storage is a critical component of business strategy and plays a major role in keeping businesses running. Every function in an organisation needs fast access to stored data when making business decisions.

But traditional storage infrastructure is fundamentally complex, causing issues with availability, risk and resource management, lacking agility and flexibility. Many solutions aren't innovative enough to support the advanced data activities required for business transformation.

## Evergreen//One Provides An Alternative.

Evergreen//One is a fully flexible, pay-as-you-go storage-as-a-service (STaaS) offering that transforms enterprise storage environments into a highly efficient storage subscription service.

“Those IT organizations that aim to best position themselves to handle future growth will want to look at next-generation AFA offerings, as the future is no longer flash-optimized architectures – it is flash-driven architectures.”

**IDC TECHNOLOGY SPOTLIGHT: PRIMARY FLASH MARKET EVOLVING TO NEXT-GENERATION ARCHITECTURES**



# The Top Ten Reasons to Choose Evergreen//One Infographic

Get enterprise-grade hybrid-cloud storage as a service (STaaS) that is effortless, efficient, and evergreen.





# Meet Business Needs with Evergreen//One Solution Brief

No matter what your role, benefit from the cloud economics of on-premises and hybrid-cloud storage as a service.



# IDC Technology Spotlight Analyst Report

This Technology Spotlight examines how Pure Storage can assist IT organizations with hybrid cloud storage models that can be consumed as a service, reducing risk and complexity for the business and IT.



# Ten Ways Pure Helps You Uncomplicate Storage, Forever

Simple Guide: a handy easy-to-read guide outlining the major benefits of Evergreen//One



# Using Social Media for Outreach

Hints, tips and content examples to support targeting prospects and clients on LinkedIn and Twitter, from job titles to a sample email, google ads and social media posts.

To get you started on social we've put together some example posts complete with correctly-sized images for you to use.

## SAMPLE POST



Cloud economics means big savings on storage with effortless, efficient, and evergreen enterprise-grade hybrid-cloud storage as a service from Pure Storage and Evergreen//One.

**#DATASTORAGE #INNOVATION #STAAS**





## SAMPLE POSTS



Do you dream of simpler data storage without losing tier 1 enterprise performance? Make your dreams a reality with hybrid-cloud storage as a service from Pure Storage and Evergreen//One.

**#DATASTORAGE #INNOVATION #STAAS**



Do you want to build your storage cloud, your way? Access an effortless, efficient Pure Storage experience with Evergreen//One to use on-premises, in a co-location facility or within public cloud for complete hybrid flexibility.

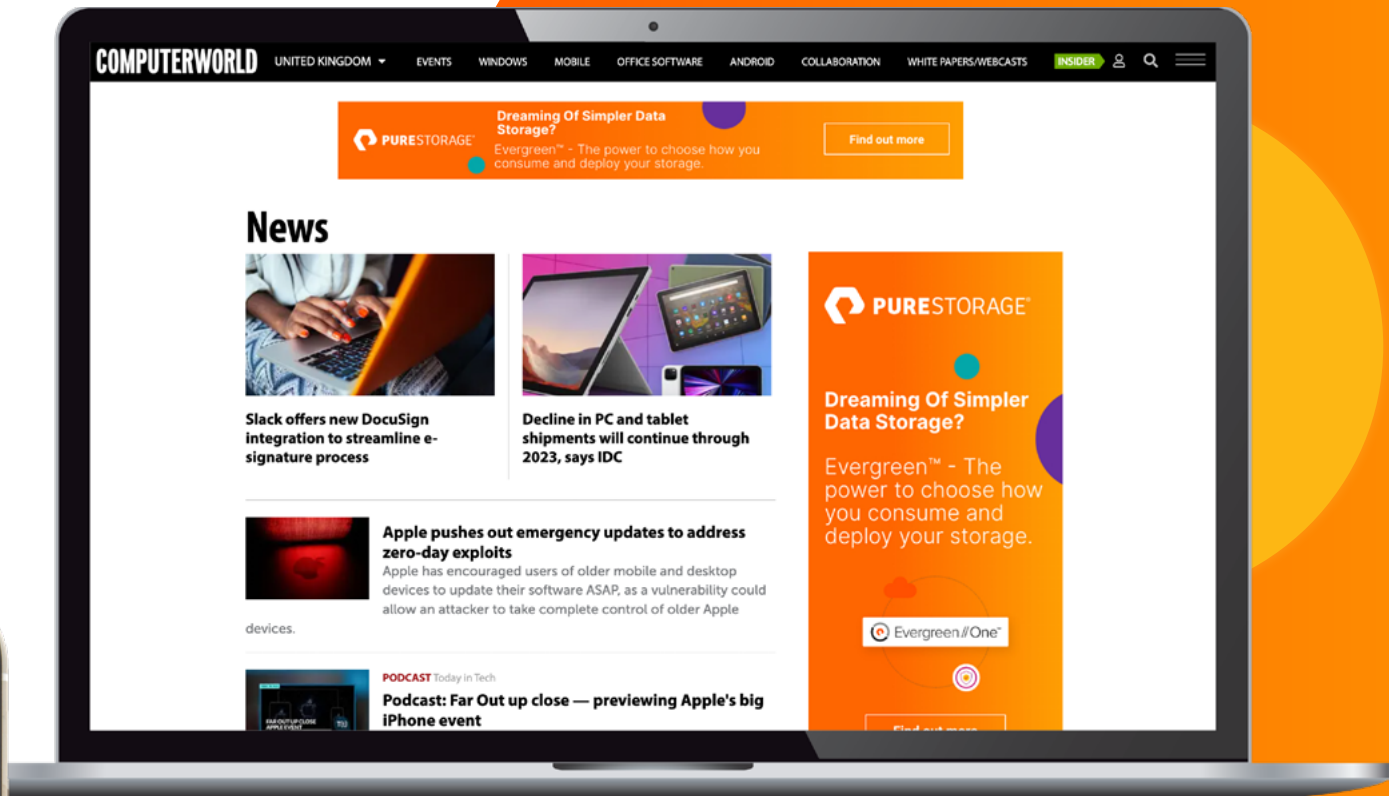
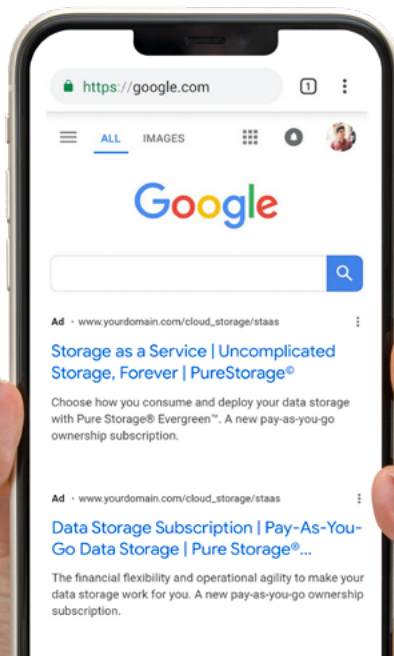
**#DATASTORAGE #INNOVATION #STAAS**





## SAMPLE GOOGLE ADS

Approved Adwords and Display ads ready to use.



# Who to Target on LinkedIn

The relevant job titles that will be interested in Evergreen//One include:

- CIO
- VP IT
- Director Infrastructure
- IT Manager
- Storage/IT Director
- Storage Admin/Storage Manager
- Other business decision makers in finance and purchasing



# How to Target on LinkedIn

## Using Your Prospecting List:

1. See if there are any mutual connections that can warm introduce you to the prospect. Ask for the introduction before connecting on social media.
2. Send personalized invitations to connect with clients, using the customized content on the following pages. Use introductions or InMail to get the connection.
3. Personalize your outreach, intros and all content with relevant comments like: 'Congrats on your new promotion', 'Good job on raising funding', 'I noticed your team is growing', etc.

## Connect & Post On LinkedIn:

4. Once you get the introduction or connection, reach out and connect on social media.
5. Use an icebreaker to start the conversation, for example like a post they share and comment on it, or share a post with them concerning new ways of working, collaboration, document management, compliance, cloud, etc.





# InMail

## Evergreen//One™ Seller Kit 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'd like to hear more about how Evergreen//One provides effortless and efficient enterprise-grade 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.





# Email

Approved copy ready to send to customers

## [Subject]

Everything you need to know about Storage as-a-Service

## [Headline]

Opt for a fluid infrastructure

## [Body]

Hello,

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.

## [CTA]

Get the report



# Any Questions?

- Please contact Your Partner Marketing Manager about the Evergreen//One proposition. Good luck!

[purestorage.com](https://purestorage.com)

800.379.PURE

