Pure Storage Evergreen//One™ **Seller Kit**

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







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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-yougo 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.



Meet Business Needs with Evergreen//One

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

Storage is a critical component of an organization and plays a major role in keeping businesses running. No matter what your organizational function is, you need fast access to data to make business decisions. But traditional storage data infrastructure is fundamentally complex. It lacks agility and flexibility, causes issues with availability and resource management, and is at odds with as-a-service consumption models. Many solutions are not innovative enough to support the advanced data activities required for business transformation. Evergreen//One™ from Pure Storage® provides an alternative.

Evergreen//One is a fully-flexible, enterprise-grade storage-as-a-service (STaaS) offering that transforms your enterprise storage environment into a highly efficient storage subscription service. It supports block, file, and object storage services that you can deploy on-premises, in a colocation facility, and in the public cloud.

Everything in the Pure Storage portfolio can be delivered with guaranteed SLAs in an elastic, easy-to-scale subscription that delivers a cloud-like experience that is sustainable and ESG-ready. Evergreen//One brings this all together to uncomplicate your

Evergreen//One

The Evergreen//One storage subscription service is enabled by industry-leading, fieldproven FlashArray**, FlashBlade*, and Pure Cloud Block Store** technology, along with the corresponding validated design integrations FlashStack* and AIRI* (AI-ready infrastructure). This guaranteed SLA-driven storage service improves how data is stored. mobilized, and protected. Pure Storage utilizes our Evergreen™ extensible architecture to ensure all SLAs and commitments are continuously met. Performance, capacity, availability, no planned downtime for servicing, and an energy efficiency SLA to reduce energy consumption are all guaranteed.



Impact Business

Evergreen//One helps build a storage infrastructure that powers digital transformation efforts.



Pay Only for What You

Set your reserve commit and Pure bills you only for what you consume beyond your committed usage.



Evergreen//One addresses specific requirements for CIOs/CFOs, application architects, and app and DevOps teams.



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.



TECHNOLOGY SPOTLIGHT

Sponsored by: Pure Storage

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.

Digital Infrastructure Resiliency Drives Interest in New As-a-Service Cloud Operating Models

April 2022

Written by: Susan Middleton, Research Vice President, Flexible Consumption and Financing Strategies for IT Infrastructure; and Rob Brothers, Program Vice President, Datacenter and Support Services

ntroduction

IDC's research demonstrates that enterprise organizations are prioritizing digital infrastructure resiliency as a foundational element of their IT strategy. These organizations are looking for richer levels of visibility, cross-platform control, advanced data management, and protection that spans the entire edge to core continuum, and cloud-based as-a-service (YaaS) models are a great way to achieve those insights. IDC predicts by 2024, over 75% of infrastructure in edge locations will be consumed and/or operated via an as-a-service model, as will more than half of datacenter infrastructure. Pure Storage is continuing to shift its strategy to address this new environment and bring solutions to market that match customers' evolving demands. At a high level, Pure Storage offers customers an elastic

AT A GLANCE

KEY STAT

Recent IDC research reveals a potential surge in as-a-service offers; in fact, 73% of enterprises intend to use them by the end of 2022.

WHAT'S IMPORTANT

IT staff can now focus on driving business innovation rather than day-to-day hybrid storage administrative duties.

infrastructure that resides within a secure on/off-premises environment and provides insights into public and private cloud workloads. Businesses are attracted to cloud service providers because of the pay-per-use model, the rapid provisioning and scalability of capacity, and the reduced life-cycle management of infrastructure. IDC observes that the adoption of as-a-service shifts customers to a cloud operating model that can fuel digital transformation.

Situation Overview

The emerging digital infrastructure ecosystem will increasingly be built on a cloud foundation that focuses on ensuring ever-faster delivery of an innovative, frictioniless infrastructure including hardware, software, resource abstraction, automation, Al/ML, and consistent ubiquitous, scalable operations across alliclouds whether it resides in your datacenter, colocation facility, service provider, or edge location. As cloud adoption accelerates, organizations are grappling with the complexity of managing all these new ecosystems that span multiple platforms and locations. The increased use of Al/ML ensures IT organizations will identify and align with those critical key performance inclicators (I/PB) that will impact business outcomes. Deep proactive and predictive analytics across infrastructure cost, health, compliance, and performance will make it easier to detect trends and automate responses that increase resiliency and flexibility.



Ten Ways Pure Helps You Uncomplicate Storage, Forever

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



Ten Ways Pure Helps You Uncomplicate Storage, Forever

Simplici

Pure's products are designed to be intuitive to install, run, and upgrade. And with Al-powered tools, proactive/predictive support, and true as-a-Service offerings, you'll have more time to focus on your business instead of your infrastructure.

Real Agility

We provide a data platform that keeps evolving with your needs. Deploy once and upgrade in place non-disruptively—software, hardware, or both—whether you own or consume as-a-Service. Even move capacity around your fleet.¹ Your data stays fast and available even as your!T landscape changes.

Cost Transparency

Your Evergreen" subscriptions mean no hidden costs to sabotage your budget. Evergreen//Forever subscription rates stay flat. Evergreen//Flex and Evergreen//One offer clear per-unit pricing based on your usage. All array software is included, now and in the future. Hardware upgrades, SLAs, and premium service levels are included too.

More Capabilities and Built for Your Ambitions

Pure's products are architected for innovators. Container-ready with Portworx'e persistent storage for modern applications. Storage-as-code design. Enterpriselevel data services for all of your workloads. And with your Evergreen subscription, new capabilities are included, so your storage keeps pace with your needs.

Sustainability

Our platform is Evergreen by nature. Pure's ultra-efficient technology reduces energy used by 80% versus legacy all-flash storage products. And Evergreen longevity means less e-waste, too. So you can meet your own sustainability goals while you save on operating costs.

1 Requires Evergreen/Plex subscription. See subscription terms for deta



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.

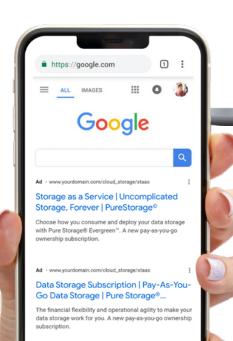
#DATASTORAGE #INNOVATION #STAAS

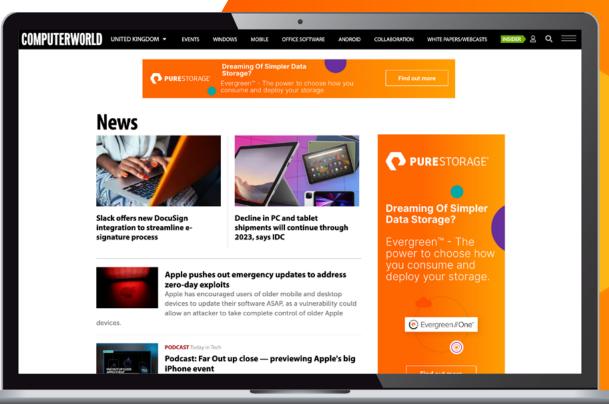




SAMPLE GOOGLE ADS

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.
- 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//OneTM 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, crossplatform 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!















