



# Ten Ways Pure's Flash Solution Can Help You Succeed

1

## Save 30%

That's how much you can save in TCO over any competitor, just by avoiding storage re-buys with Pure Storage. And the savings just get better (see #8). No fine print, no asterisks needed.

6

## No Rebuying Storage

Pure's Evergreen Program is unique in offering included and on-demand controller upgrades with full credit for hardware trade-ins. You even get credit when swapping out old flash for newer, higher density versions.

2

## No More Data Migrations

Pure Storage works around your data when you need upgrades. There's no planned downtime: Deploy once, upgrade in place—software or hardware (or both).

7

## No Ugly Surprises

Don't like it when maintenance costs suddenly go up? With Pure, what you pay in year one is what you'll pay in year 10 when you have an active Evergreen subscription.

3

## Peace of Mind

SaaS-like subscriptions, anchored by Pure's renowned Evergreen solution, mean no hidden costs to sabotage your budget. Get modular, software-defined architecture, legitimate Right-Size and Love-Your-Storage Guarantees, and proactive support. And by the way, Pure's FlashArray is at six nines, including upgrades.

8

## 65% Better TCO

Add up all the savings: No re-buys, no migrations, lower management and space costs. Then do the apples-to-apples comparison. The numbers tell a story of their own. The advantage is clear.

4

## Less Filing

Check out the physical space storage takes up in your data center. With Pure, put at least twice the data into that same space—and up to 15 times the data versus spinning disk.

9

## The Smile Factor

Natilik and Pure have industry leading Net Promoter Scores (NPS). In fact, Pure's NPS runs about 60 points above the industry average.

5

## Engineered for NVMe

Forget the trade-offs and compromises of legacy storage. The entire Pure product line is NVMe-based. You get the latest technology faster and more easily, without disruptions.

10

## Pure Choice

Consume storage as a product or a service, on-prem, hosted, and in the public cloud. No matter how it lives in your hybrid cloud, it's unified with Pure's data services, and one Pure as-a-Service subscription.

Get in touch to book your storage clinic to find out how our storage and data centre solutions can help you achieve your business outcomes.

### London

+44 203 597 8000  
hello@natilik.com

### New York

+1 646 766 8600  
hello@natilik.com

### Sydney

+61 282 945 500  
hello@natilik.com

[www.natilik.com](http://www.natilik.com)