A Decade of Excellence: Why Our 84 NPS Is Far More than Just a Number

For 2025, Everpure has earned an audited Net Promoter Score (NPS) of 84—one of the highest in our industry.

When I shared last year's NPS of 81, I was a bit tongue-in-cheek when I asked, "So what, right?" We care deeply about this score because it's a direct reflection of how our customers experience Everpure. In the technology industry, the NPS average hovers around 35. Because when your business is on the line, a partner's reliability isn't a "nice-to-have;" it's the only thing that matters.

This year marks 10 years of Everpure delivering an independently audited NPS of 80 or higher. That represents a decade of consistency, as we've scaled our customer base from fewer than 2,000 to over 14,000 today—and spanning massive changes in how the world uses data and AI.

> *"Pure's consistency reflects a deep and enduring trust. Their customers aren't just saying they like the product or the services; they are saying that Pure listens consistently, delivers where and when it matters. This is the gold standard for what a customer-centric organization looks like at scale."*
>
> *–Richard Owen, CEO and Founder, OCX Cognition*

At Everpure, customer experience isn't a slogan—it's the standard we hold ourselves to every day. This score is one way our customers tell us whether we're living up to that standard.

NPS in the Age of AI: Why the Stakes Are Higher

AI is driving massive new demands around data ingestion, inference, tuning, and modeling. All over the world, I hear the same thing from customers: They want a real return on their AI investments. The day-to-day reality of delivering business outcomes is always front and center in every industry and region, and the way we engage with our customers matters as much as what we deliver. Today's leaders need to focus on managing data and information intelligently, which demands experience and trusted partnerships instead of wrestling with the complexity of infrastructure.

Managing Data, Not Complexity

That’s where Everpure comes in. Storage—and Everpure in particular—can be the catalyst that moves organizations from navigating data in fragmented silos and manual risk to unified, automated, and intelligent data management.

Our NPS of 84 reflects our customers’ confidence in the outcomes we help them drive.

From day one, our approach has been anchored in core commitments meant to stand the test of time:

- **Sustain the Evergreen® promise** so customers can adapt and scale around fast-changing data needs, without disruptive rip-and-replace cycles.

- **Simplify experiences across the customer journey** as they transform fragmented silos and manual risk to unified, automated, and intelligent data management, from the first architecture conversations through deployment, expansion, and renewal.

- **Strengthen resilience and reliability end to end**, so customers can keep saying “it just works” when it matters most.

- **Innovate with customers, not just for them**, so their teams can move faster, reduce operational drag, and operate with confidence.

Many of you know I love seeing the customer safely through to the other side of a challenge. At Everpure, that’s not “my” job or just the CX organization’s charter. Customer experience is the everyday, everywhere standard we hold ourselves to as we help organizations navigate constant change.

Consistency at Global Scale

As proud as I am of this year’s number, what really stands out is the consistency behind it. It reinforces a simple truth: You can scale and innovate, and still deliver an exceptional experience, when you listen and stay relentlessly focused on customers.