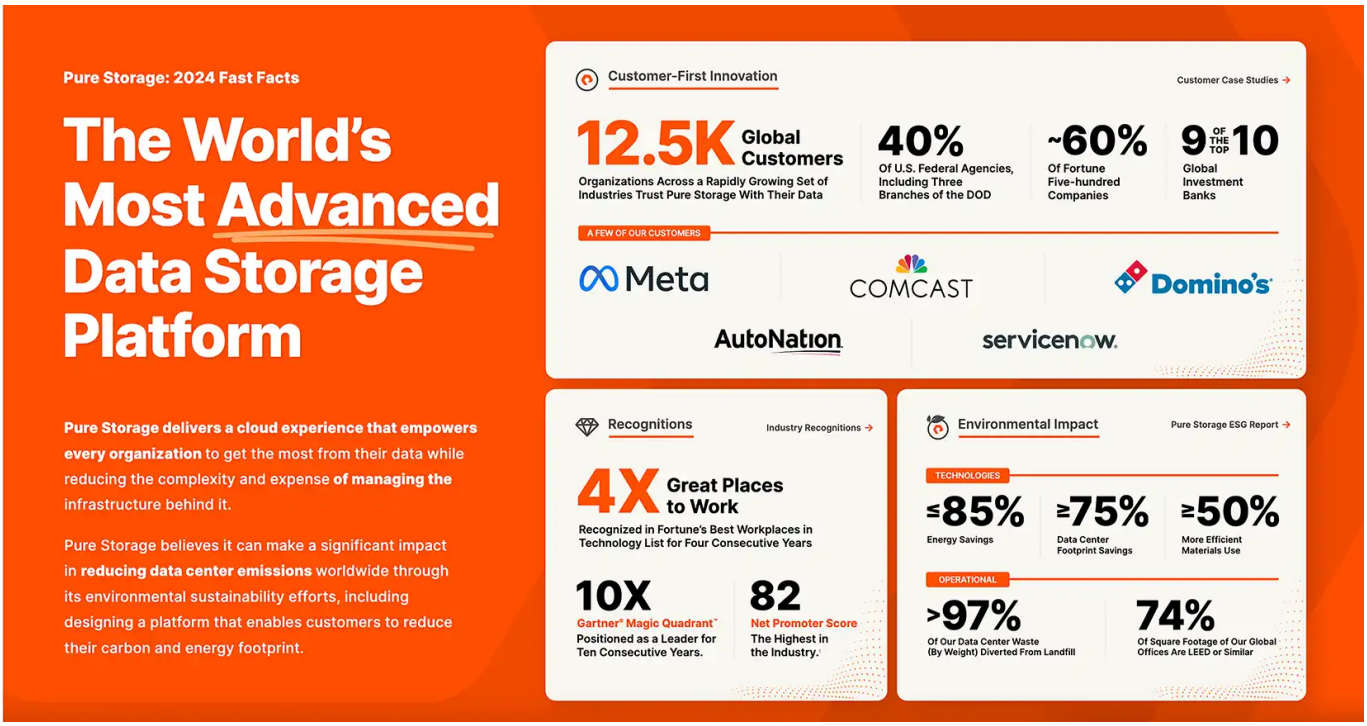
The Economics of Pure Storage Evergreen Subscriptions

To remain competitive, businesses increasingly turn to IT to find innovative solutions that streamline operations, enhance efficiency, and reduce costs. One area where significant savings and flexibility can be realized is through subscription-based storage platforms. By embracing an “as-a-service” model, organizations can lower upfront costs, benefit from continuous improvements, and seamlessly scale their storage infrastructure to meet evolving needs.



Lower Upfront Costs, Continuous Improvement

Pure Storage has a long history of providing as-a-service solutions for storage; in fact, the success of our subscription model has become a key growth driver for our business and for our customers. With our Evergreen® subscription portfolio, organizations can finally say goodbye to hefty upfront investments in hardware and software. Instead, they can leverage a subscription-based model for predictable, pay-as-you-go pricing. This not only lowers initial expenses but also provides access to the latest storage technologies without the need for costly upgrades. Moreover, these platforms are designed for continuous improvement and in-service upgrades, ensuring that businesses always have access to our most advanced features and capabilities. Whether it’s regular software releases or

hardware upgrades, subscribers are assured that their storage infrastructure will remain cutting-edge and optimized for performance.

Scalability on Demand

One of the key benefits of Evergreen//One™ from Pure Storage is its inherent scalability. Organizations can start with an initial storage investment supporting their current workloads and later grow their capacity as needed without any disruption to operations. This flexibility allows businesses to adapt to changing requirements without the risk of overprovisioning or underutilization. With minimal downtime and no data migration hassles, organizations can optimize the scalability and cost-effectiveness of cloud storage while maintaining control over their data and infrastructure.

Guaranteed Performance, Enhanced Efficiency

By bringing cloud-like operations to on-premises storage, Pure Storage helps organizations enjoy the best of both worlds: the reliability and security of on-premises infrastructure with the flexibility and scalability of the cloud. With our guaranteed service level agreements (SLAs) for performance, capacity, availability, and security, businesses can avoid unforeseen expenses and ensure consistent quality of service. Additionally, the upgradability designed into Pure Storage's consistent storage platform ensures longevity and future-proofing. With over 10,000 successful upgrades and 97% of Pure Storage arrays still in service after five years, organizations can always trust in the reliability and durability of their storage infrastructure.

Choice and Flexibility

Finally, Pure Storage offers unparalleled choice and flexibility in how organizations consume and deploy storage. Your storage acquisition model can be a subscription offer or a traditional CAPEX purchase. Your architecture can be on premises, in the cloud, or a hybrid mix of the two. With Pure Storage, your business has the freedom to choose an option that best suits your needs and preferences.

Modernizing Storage Economics for a Dynamic IT Landscape

Procurement and budgeting models for enterprise storage are shifting rapidly as organizations demand greater agility and cost predictability. Traditional multi-year forecasts and rigid capital expenditures are giving way to flexible, service-based

models that align spending with actual usage. Evergreen subscriptions enable IT teams to adapt in real time, reducing over-provisioning and allowing budgets to move in step with evolving data and performance needs.

This flexibility becomes even more critical as AI and data-intensive workloads redefine what “scalable infrastructure” means. Evergreen//One delivers predictable economics and SLA-backed performance for environments where data growth and compute demand can shift overnight. Customers can scale up or down without disruption while maintaining cost efficiency and consistent high performance.

By transitioning storage from a fixed asset to a continuous service, organizations gain more than financial flexibility—they unlock a model built for sustained innovation. Evergreen One subscriptions eliminate the downtime and hidden costs of traditional refresh cycles, providing ongoing access to the latest technology without new capital outlays. The result is a smarter, more responsive approach to storage that supports long-term growth and operational resilience.

Is an Evergreen Subscription Right for You?

Subscription-based storage offers a compelling solution for organizations looking to optimize their storage infrastructure, reduce costs, and enhance flexibility. By leveraging Evergreen’s as-a-service model, our customers have lowered their upfront expenses, benefited from continuous improvements, and scaled their storage capacity on demand.

Learn more about our Evergreen subscription portfolio.