PURESTORAGE®

Sustainability in a World of Data Growth

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Pure Storage At A Glance

Leadership

9 Years Leader

Gartner Magic Quadrant

Pure Product Portfolio(1)

Up to 80%

Customer Energy Savings

Customers

11,000+*

Global Customers

Satisfaction

81.4 NPS(2)

Highest in the Industry

+ servicenow

ServiceNow modernizes its data center with Pure Storage to keep up with a growing customer base and data volumes, becoming the first major cloud provider to move to an all-flash data center.

Meta builds one of the world's fastest AI supercomputers, using Pure Storage FlashArray and FlashBlade to deliver petabytes of data to train AI models.

AMG PETRONAS FORMULA ONE TEAM

Pure Storage underpins the Mercedes F1 team both at and off the track. They can run more simulations in the finite time as regulated by the FIA, so gain a competitive advantage.

+ NASA

NASA uses Pure Storage as part of a digital transformation aimed at driving innovations that keep NASA on the forefront of discovery and exploration.

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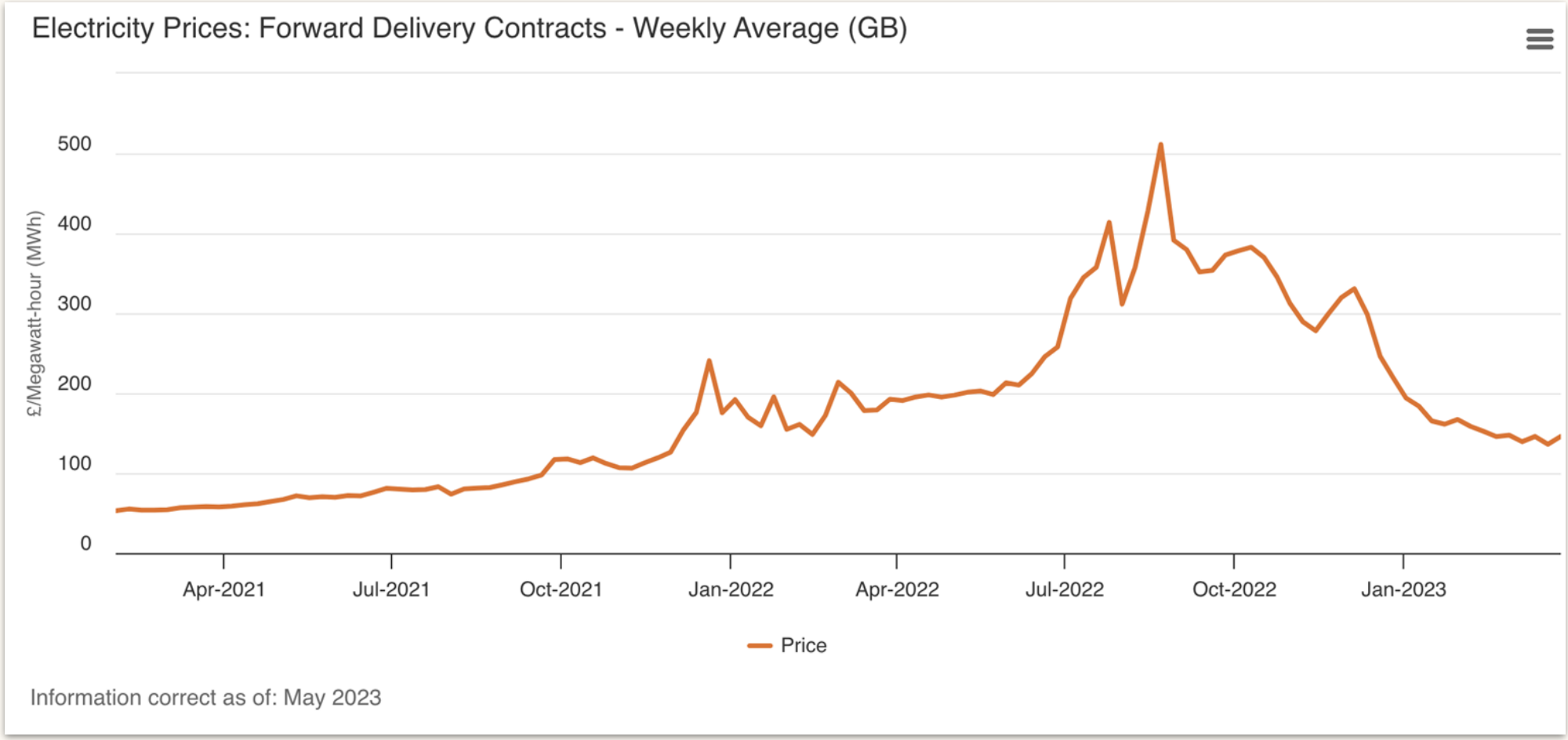
Electricity Price



Graphic: https://www.ofgem.gov.uk/energy-data-and-research/data-portal/wholesale-market-indicators

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What is the role of IT in sustainability?

The survey showed that:

of sustainability program managers feel that companies cannot reach their goal without reducing the energy usage of IT

The problem will deepen as

predict the impact of IT on a company's carbon footprint will increase in the next 12 months

Population: 1,000 Sustainability Program Managers with a minimum seniority of Director in U.S. (400), U.K. (200), France (200), and Germany (200) - between October 25 and November 3, 2022.

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CLOUD-LIKE BEHAVIOUR

- Buy what you need
- Use what you've got
- Pay for what you use

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More Sustainable Storage Technology

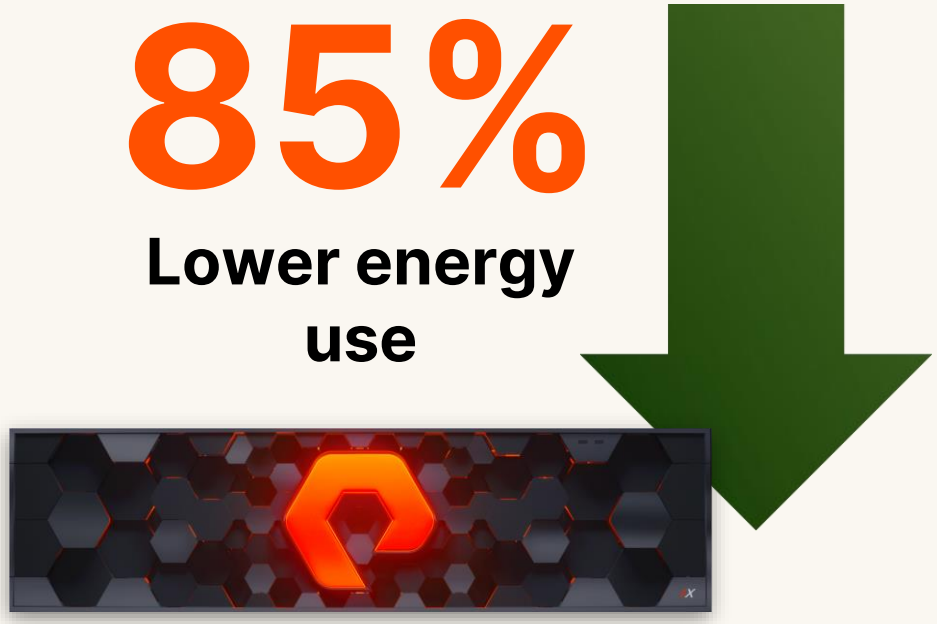
Making Storage Energy Efficient

- Pure enables organizations to lower energy usage in their data storage systems
- Pure FlashArray™ lowers energy used up to 85% compared to competitive all-flash systems—and even more against magnetic disk
- Virgin Media O_2
  - moved its data to Pure Storage FlashArray platforms
  - Reduced its storage racks from 42 to just three, providing a 96% power reduction and avoiding the need for a new datacenter

Up to

85%

Lower energy use



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NHS PACS

Rack Space - 3U vs 36U

Power cooling savings > 90%

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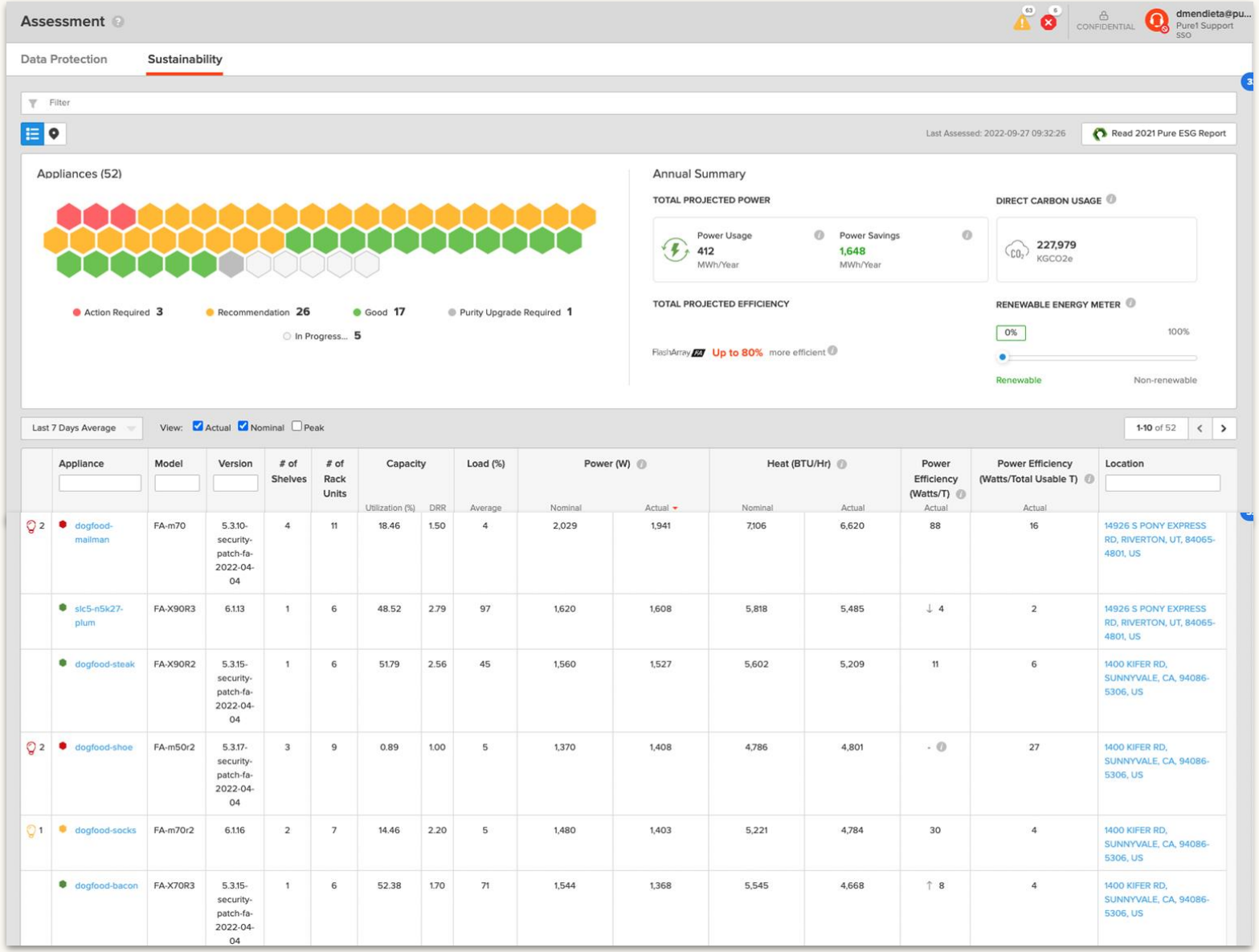
Pure1®

SUSTAINABILITY ASSESSMENT

- Reporting actual device power consumption and thermal output
- Power efficiency in Watts/TiB
- Recommendations on optimization of fleet
- Subscription Efficiency SLA



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Evergreen: It Starts With the Architecture

Uncomplicate data storage

Evergreen™

- Deploy Once, Upgrade In Place
- No Planned Downtime
- No Data Migration
- Full Performance, Non-Stop
- Modernize Hardware and Software
- Multi-Generational Lifespan
- Investments Protected

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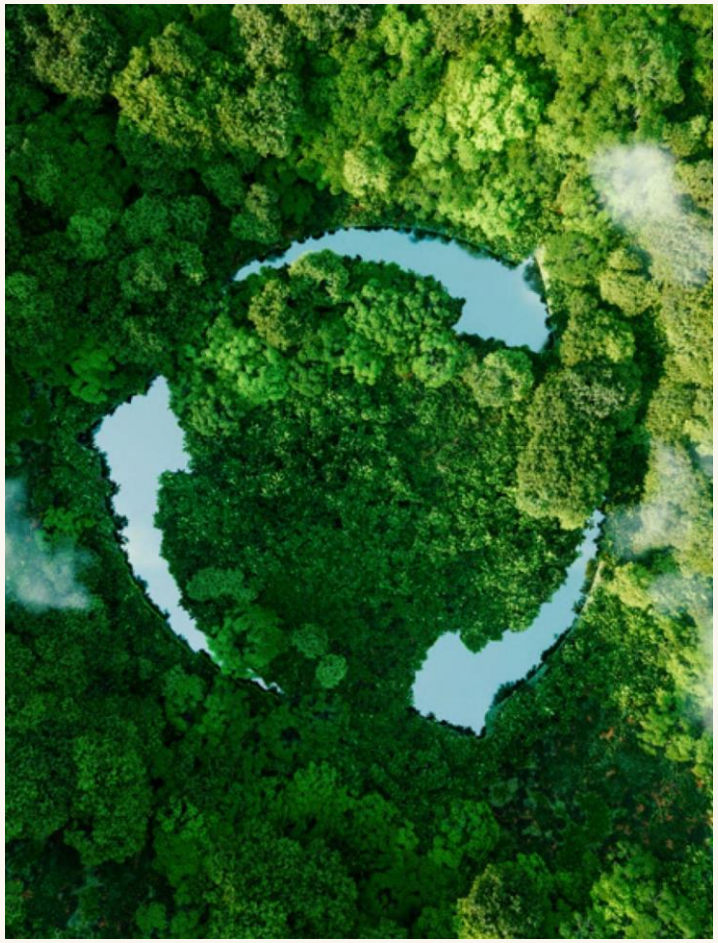
Reduction of E-waste

- Pure's unique **Evergreen architecture** means that our products, unlike legacy storage, never go obsolete or need replacement
- Storage arrays are upgraded modularly and non-disruptively, lasting 10+ years
- Customers continuously benefit from the latest hardware and software technology
- This reduces unnecessary product replacement and associated e-waste



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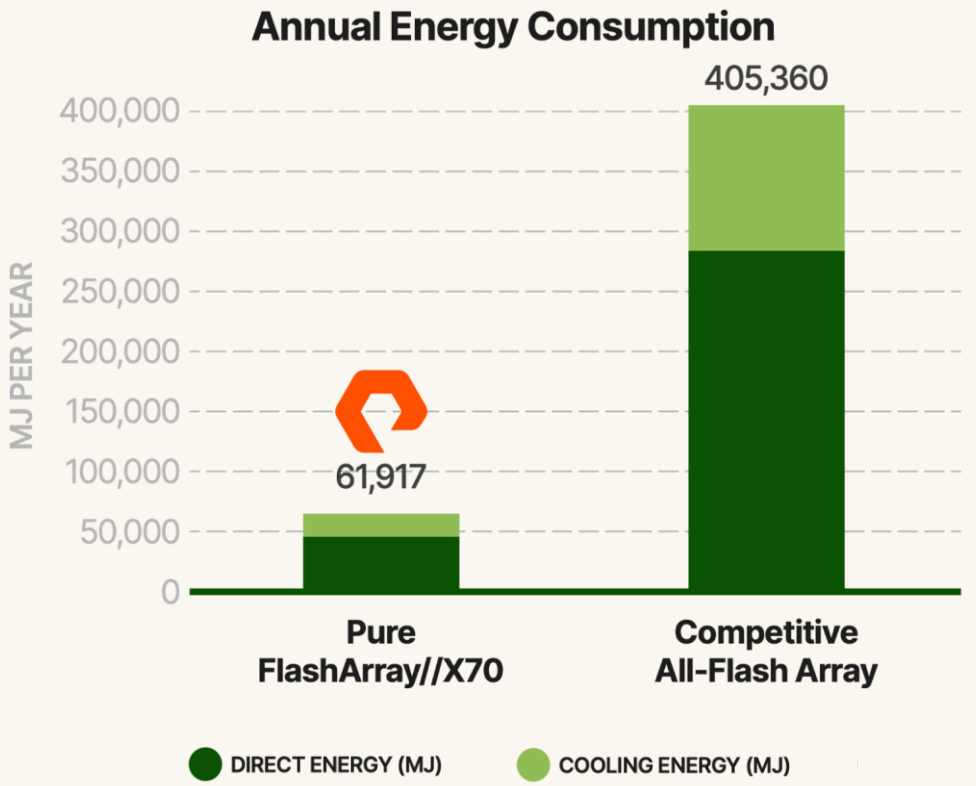
Pure's FlashArray//X70 Energy Savings

Sources of savings

- **Drive Density Advantages:** DirectFlash technology provides higher efficiency
- **Data Reduction Advantages:** Always-on data reduction provides storage efficiency and reduced energy use
- **System level efficiency:** Built-for-flash software and architectural simplicity require less compute overhead
- **Outcomes:** lower energy use, higher array utilization, reduced datacenter footprint and lower costs

Up to 85% lower energy use

FlashArray//X70 Competitive Comparison



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A Different Approach to Flash Technology

DirectFlash

SOFTWARE-DEFINED FLASH

Hardware + software co-design for maximum efficiency

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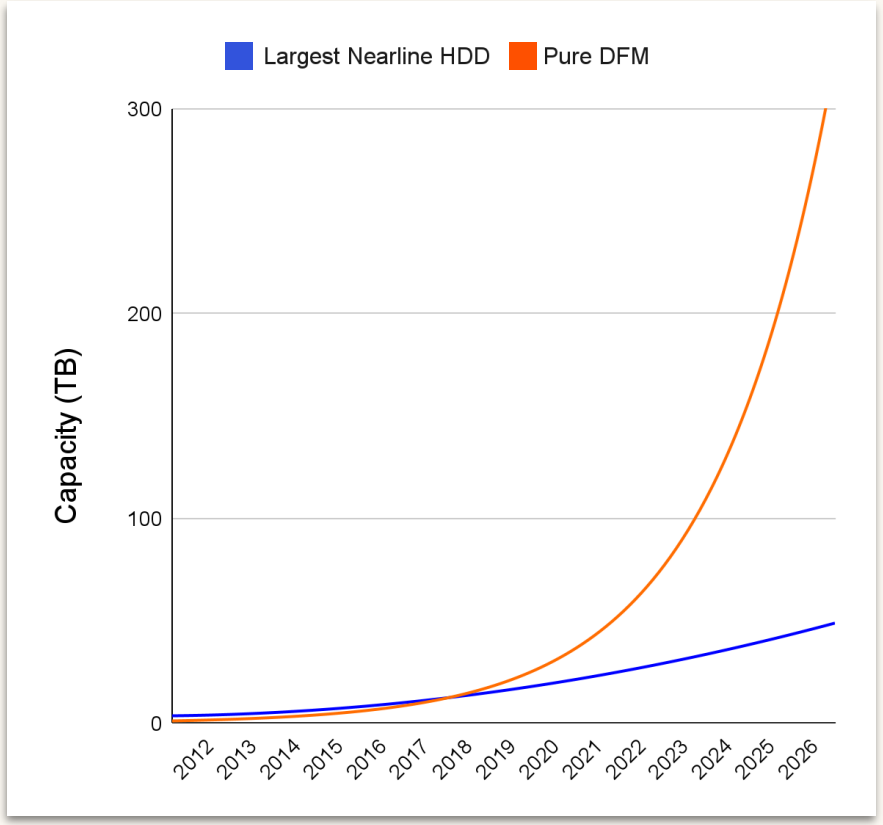
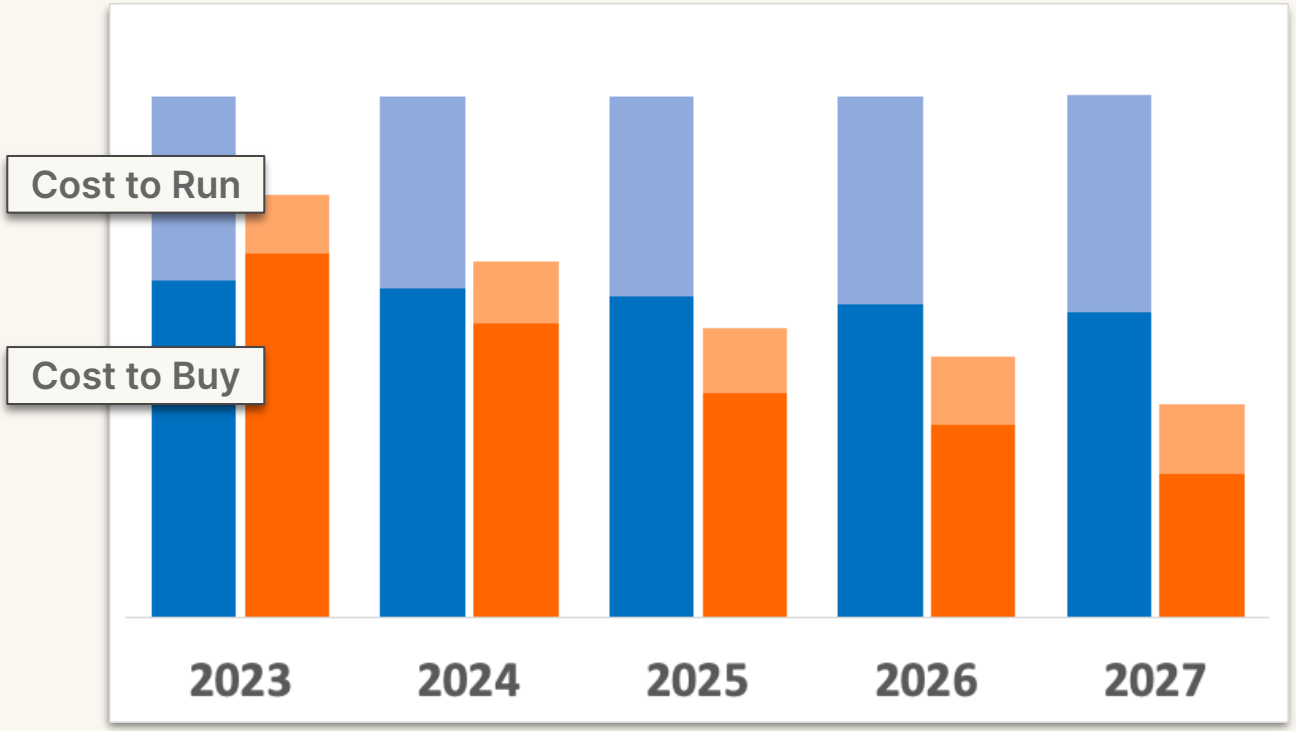
What does the future look like?

Flash Module vs. Disk Density Roadmap



Annualized TCO



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PURE
SUSTAINABILITY

Purpose-built for Sustainable IT

Since our founding, Pure has built sustainable, energy-efficient storage technology to help our customers reach their sustainability goals—even while they solve their storage challenges

Want to learn more?

purestorage.com/esg

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PURESTORAGE®

Uncomplicate Data Storage, Forever