# The Top 10 Reasons

Your customers want Pure as-a-Service: True OPEX, hybrid-cloud Storage-as-a-Service (STaaS) that is effortless, efficient, and Evergreen™

## 1. Your Storage Cloud, On Demand
- Enable private and hybrid clouds, as-a-service
- The effortless, efficient, and Evergreen Pure Storage experience, on-demand, with dramatically lower TCO
- White glove premium support garners a Satmetrix-validated NPS of 86
- On-premises, co-located/hosted, or attached to the public cloud for complete hybrid flexibility

## 2. Fully Elastic and Scalable
- Increase or decrease capacity at will
- Combine primary storage (via Pure as-a-Service) with elastic compute (from public cloud)
- No forklift upgrades, no data migrations

## 3. Flexible and Low Risk
- Terms as low as 12 months
- Far more flexible than leasing - and far simpler

## 4. Pay-Per-Use, Only for Data You Use
- Only pay for used effective capacity (measured daily), not provisioned capacity
- Never pay for storage you are not actually using
- Up to twice the cost efficiency compared to typical over-provisioning offerings

## 5. Flexible and Low Risk
- Terms as low as 12 months
- Far more flexible than leasing - and far simpler

## 6. Tier 1 Enterprise Performance
- Pure all-flash high-performance block, file, object, and WOL services
- Snapshots, replication, mirroring, metropolitan fail-over, encryption, and more
- Comprehensive REST APIs

## 7. Resiliency
- FlashArray proven 99.9999% availability
- Always-on QoS and data-at-rest encryption
- Zero-Planned-Downtime Guarantee

## 8. Unified Hybrid Cloud
- Unified technology, cloud benefits and subscription across all deployments (on-premises, co-location and public cloud)
- Start your cloud journey in any location and move all, or a portion of your data seamlessly
- Align application workloads with optimal cloud deployment

## 9. Built on Pure’s Unique Evergreen Storage
- Non-disruptive upgrades ensure you’re always state-of-the-art
- Harness rapid innovation in array software, hardware and media to keep your storage up-to-date

## 10. Consume Storage As You Want It
- Leverage Pure as-a-Service as an ‘on-ramp’ to your public cloud strategy
- On-premises or via colocation (e.g., Equinix) through partners
- Attach to public cloud for complete hybrid flexibility

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To learn more: