

STORAGE WITHOUT COMPR@MISE



Positioning FlashExpress to your customer!

Pure Storage® FlashExpress Suite delivers enterprise-class storage with advanced data services that's right-sized for your customers' business today, with a non-disruptive, no-downtime upgrade path for the future. Simple to deploy and effortless to manage, FlashExpress Suite offers an exceptional out-of-the-box experience — for both IT staff and app users.

Questions to ask

- Do you need Enterprise storage features, but don't have the budget to acquire the technology?
- What does your hybrid cloud strategy look like today? Are you using on-prem, off-prem, or hybrid?
- How are you managing your storage today?
- Is your current storage future proof, allowing you to upgrade non-disruptively, with no performance impact or data migration, as your storage needs change?
- Does your data management system allow you to seamlessly move data between on-prem and clouds?
- Is data center footprint, power or cooling a concern?

Key takeaways

- **Priced to sell:** We have done extensive research to ensure this bundle is priced competitively, with no back and forth required for discount approvals.
- **No Sizing Risk:** 4:1 Right Size Guarantee for 12 months with no workload self-identification
- **Your Services add value:** Excellent opportunity to offer installation and maintenance services
- **Your customers will thank you!:** No more data migrations, no more downtime, enterprise grade features for all, and always Evergreen.

Target account recommendations

- Customers using database driven applications - SQL Server, Oracle, MySQL
- Customers who have Virtual Desktops - VMware Horizon, Citrix XenDesktop
- Customers who plan to use Hybrid Cloud capabilities
- Customers trying to move away from 3 year rip and replace data migration cycles
- Midrange storage customers requiring enterprise grade features (Performance, Availability, Zero RTO/RPO, Cloud Management)
- Competitive Takeouts of HPE Nimble, or Dell EMC VNX or PowerStore

Target titles

- CIO
- VP IT
- Director Infrastructure
- IT Manager
- Storage / IT Director
- Storage Admin / Storage Manager
- Other business decision makers in finance and purchasing

FlashExpress Suite

- Enterprise-grade all-flash performance with reliable, efficient data services
- Effortless planning, management, and monitoring with Pure1 cloud-based manager and mobile app
- Future-proof non-disruptive upgrades, giving you quick access to ever-improving capabilities

FlashEx Bundle (Controller Model)	Support	Transfer	Channel Margin	MSRP	Eff. Capacity (TiBs)	\$ Eff. Tib (Cust.)
FlashEx 11TB (X10)	Silver ADV	\$28,124	20%	\$35,155	24	\$1,465
FlashEx 22TB (X20)	Silver ADV	\$57,442	20%	\$71,803	46	\$1,561
FlashEx 45TB (X20)	Silver ADV	\$87,484	20%	\$109,356	94	\$1,163
FlashEx 63TB (X20)	Silver ADV	\$103,845	20%	\$129,807	147	\$883

All existing channel incentives apply to FES deals as part of the FlashArray product family.