FlashExpress Suite Seller Kit

A grab-and-go guide to help you effectively target customers and prospects

PURESTORAGE®

How To Use This Guide

FlashExpress Suite

Pure Storage® FlashExpress Suite delivers enterprise class storage with advanced data services for customers who think they're too small to justify it 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.

- Enterprise: All-flash performance with reliable, efficient data services

- Effortless: Plan, manage, and monitor with ease with Pure1 cloud-based manager and mobile app

- Future-proof: Non-disruptive upgrades give you quick access to ever-improving capabilities.

Use this grab-and-go guide, with your targeted customers and prospects. We have included many unique assets as well as tips and tricks for leveraging social selling to help tell the story.

Video:
A One-Minute Snapshot

Watch this short video to fully understand the benefits of FlashExpress Suite.

VIEW/DOWNLOAD

Customer-Facing Deck:
Everything You Need In A Powerpoint

Walk your customers and prospects through this new offering so they can experience the simplicity of FlashExpress Suite firsthand.
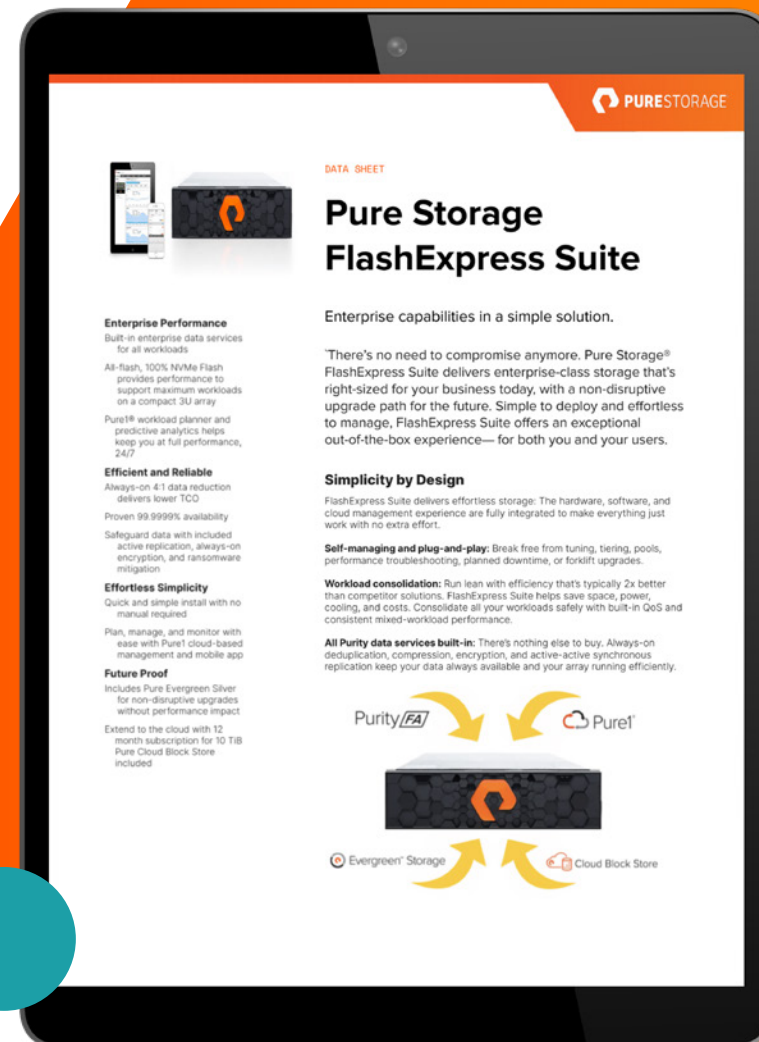
DOWNLOAD

Pure Storage FlashExpress Suite

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Data Sheet:
In-Depth Brief.

A three page brief that details how FlashExpress Suite offers simplicity by design, with built-in enterprise data services for all workloads. Great as a leave-behind.
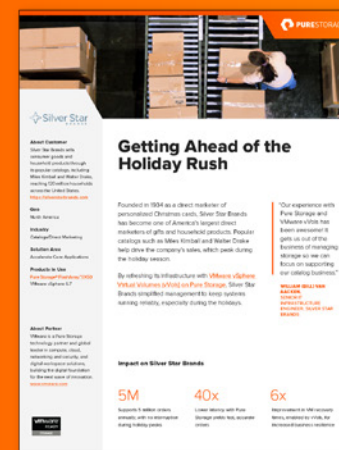
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Case Studies:
FlashExpress Suite In Action.

Lewis County (WA) Public Utility District
Pure Storage All-Flash arrays ensure mission-critical apps & data availability

OPO Oeschger
Pure Storage is keeping OPO Oeschger competitive in the retail market

Reval
Pure Storage Flash Array meeting the needs of Reval software-as-a-service finance clients

Silver Star Brands
Simplified management keeping systems running reliably at peak holiday season

DOWNLOAD

Blog Post:
All Aboard America Drives Growth with Scalable Storage.

All Aboard America chooses Pure Storage as the foundation for a central data center supporting the company's growth ambitions.
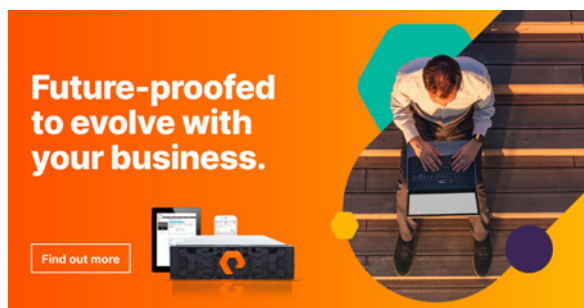
DOWNLOAD

Using Social Media For Outreach.

Hints, tips and content examples to support targeting prospects and customers on LinkedIn and Twitter, from job titles to a sample InMail and social media posts.
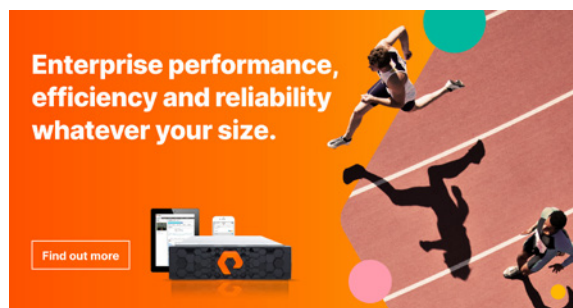
To get you started on social we've put together some example posts complete with correctly-sized images for you to use.
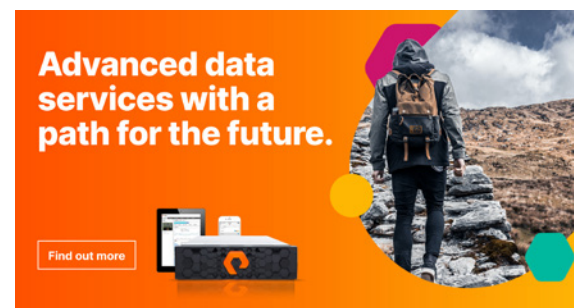
DOWNLOAD

Future-proofed to evolve with your business, FlashExpress Suite from Pure Storage has all the Purity advanced data services built in and ready for use now or in the future. Simple to deploy, effortless to manage and backed by a Right-Size guarantee, it's the zero compromise solution for your business.

#purestorage #innovation #zerocompromise

Get Enterprise performance, efficiency, and reliability with FlashExpress Suite from Pure Storage. Future-proof non-disruptive upgrades give you quick access to ever-improving capabilities as your business grows.
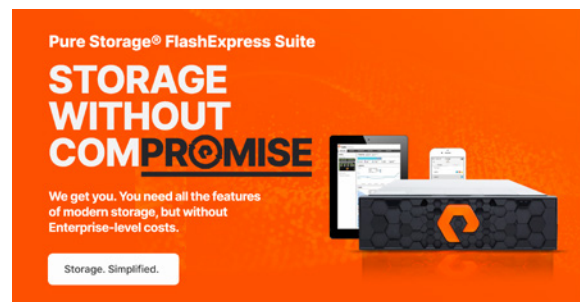
#storage #innovation

Pure Storage® FlashExpress Suite delivers enterprise-class storage with advanced data services, right-sized for your business today with a non-disruptive, no-downtime upgrade path for the future.
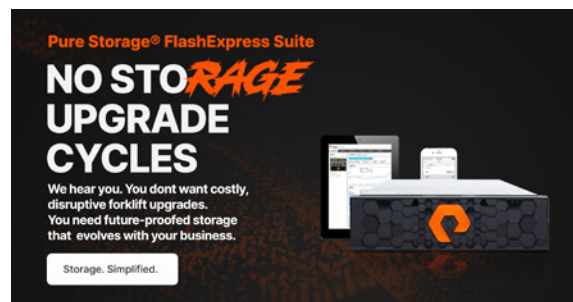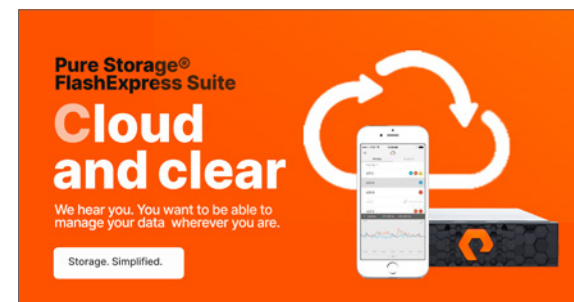
#storage #innovation

Pure Storage® FlashExpress Suite delivers enterprise-class storage with advanced data services that's right-sized for your 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.

#storage #storagewithoutcompromise

With FlashExpress Suite, all the Purity advanced data services are built-in and ready for you to use now or in the future. And Pure's unique Evergreen storage model gives you immediate access to ever-improving capabilities with guaranteed disruption-free upgrades and capacity expansions.

#storage #innovation

Pure Storage® FlashExpress Suite delivers enterprise-class storage with advanced data services that you can plan, manage, and monitor with ease with Pure1 cloud-based manager and mobile app. It's fast, efficient, reliable, effortless - with zero compromise.

#storage #zerocompromise

DOWNLOAD

Your Guide To
Lead Generation
On Linkedin.

According to a State of B2B Marketing Report from Wpromote, 89% of B2B marketers use LinkedIn for lead generation, and 62% say it generates them leads, over two times more than the next-highest social channel. At a time when connecting with the right audience and reporting accurately on results are top marketing priorities, LinkedIn helps you do both, with robust professional targeting filters and in-depth analytics.

FIND OUT MORE

Who To Target On LinkedIn.

Target Market

Commercial/Corporate organizations in the US and Canada with 250 – 1,000 employees.

The relevant job titles that will be interested in the FlashExpress Suite proposition include:

- CIO

- VP IT

- Director Infrastructure

- IT Manager

- Storage / IT Director

- Storage Admin / Storage Manager

- Other business decision makers in finance and purchasing

How To Target
On LinkedIn.

Using your prospecting list:

1. See if there are any mutual connections that can warm introduce you to the prospect. Ask for the introduction before connecting on social media.

2. Send personalized invitations to connect with customers, using the customized content on the following pages. Use introductions or InMail to get the connection.

3. Personalize your outreach, intros and all content with relevant comments like: 'Congrats on your new promotion', 'Good job on raising funding', 'I noticed your team is growing', etc.

Connect & Post on LinkedIn:

1. Once you get the introduction or connection, reach out and connect on LinkedIn.

2. Use an icebreaker to start the conversation, for example like a post they share and comment on it, or share a post with them concerning new ways of working, collaboration, document management, compliance, cloud, etc.

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InMail

Operational audience

How good is your storage platform?

Can you guarantee that your storage platform will deliver high-performance and high-availability predictably?

With the FlashExpress Suite's right-size guarantee, you can.

Would you like to use a solution that's effortless to deploy and manage, with built-in smartphone notifications and predictive analytics?

If you're interested in how you get:

- 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

Message me back and let's talk about how FlashExpress Suite could change everything for your business.

InMail

Strategic audience

Is your storage platform future proof?

Can you guarantee that your storage platform is future-proofed to evolve with your business?

With the FlashExpress Suite's right-size guarantee, you can.

With FlashExpress Suite, all the Purity advanced data services are built-in and ready for you to use now or in the future.

Pure's unique Evergreen storage model gives you immediate access to ever-improving capabilities, with guaranteed disruption-free upgrades and capacity expansions.

If you're interested in how you get:

•   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

Message me back and let's talk about how FlashExpress Suite could change everything for your business.

Email

Operational audience

[Subject]
Are you compromising on your storage capabilities?

[Body]
So many of our customers are looking for enterprise-class storage with advanced data services - but the price tag can sometimes seem too high for your director to justify.

With FlashExpress Suite, you can get affordable storage that's right-sized for your business now, with a non-disruptive, no-downtime upgrade path for the future.

All-flash FlashExpress Suite provides the power to support maximum workloads on a compact 3U array with proven 99.9999% availability.

The industry's leading data reduction is always on and is guaranteed to reduce 4:1 for the lowest TCO. Purity data services safeguard your data through always-on encryption, ransomware mitigation, and multiple replication offerings for business continuity.

If you're interested in how you get:

● 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

Then let's talk about how FlashExpress Suite could change everything for your business.

Just hit reply to this email and we can start a conversation.

Best wishes,

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Email

Strategic audience

[Subject]
Are you compromising on your storage capabilities?

[Body]
So many of our customers are looking for enterprise-class storage with advanced data services – but the price tag can sometimes seem too high for the size of your business today.

With FlashExpress Suite, you can get affordable storage that's right-sized for your business now, with a non-disruptive, no-downtime upgrade path for the future.

And Pure's unique Evergreen storage model gives you immediate access to ever-improving capabilities with guaranteed disruption-free upgrades and capacity expansions.

Purity data services safeguard your data through always-on encryption, ransomware mitigation, and multiple replication offerings for business continuity.

If you're interested in how you get:

● 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

Then let's talk about how FlashExpress Suite could change everything for your business.

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Best wishes,

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Next steps:

Utilize this seller kit to get the FlashExpress Suite message
in front of all of your customers and prospects, then head over to
www.greatstoragerace.com to learn, earn and win with Pure Storage.

For any questions or further advice on how to maximize the opportunity of
FlashExpress Suite please reach out to your friendly Pure Storage Team:

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