HYBRID CLOUD WITH OUT COMPROMISE

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Operational Trends in the Data Center

**CONSOLIDATION**
- More workloads – Fewer systems
  - Virtualization
  - Extreme density
  - VI-focused management

**CONVERGENCE**
- Unified operations
  - Simplified architecture
  - Repeatable standards
  - Unified management

**CLOUD**
- IT on demand
  - Agility, scalability
  - Workload/user-driven
  - Self service models
Welcome to the era of the Zettabyte
Adopting a Hybrid Model

Backup to the cloud by leveraging integrations and partnerships with industry leading software providers

Build a hybrid model with private infrastructure and a dedicated cloud connection to Azure or AWS

Manage and monitor your on-premise, hybrid, and public cloud workloads with cloud management tools such as Cisco CloudCenter (CliQr)
38% Lower Total Cost

COMPOSED TO OTHER SOLUTIONS

Primary sources of savings:

1. Lower OpEx due to simplicity of design and out-of-the-box automation of common tasks.
2. Lower CapEx – efficient equipment, high density, software costs included, data reduction.
3. Lower ongoing CapEx with “upgrade in place” design and innovative Evergreen architecture.

Source: Cisco Systems 3-year TCO Model for FlashStack + Oracle.
Based on estimated average configuration.
To get specific TCO analysis for your environment, please contact your Pure Storage & Cisco sales team.
New Imperatives for IT Success

Generalist IT Staff – reduce complexity & repetitive IT overhead, deliver strategic impact

Application/Workload Focus – give value back to the business, improve SLAs

Agility for the Long Term – deliver cloud-like speed, ease, on-demand scale

Better Cost Model – pay only for what the business needs, be predictable
The CapEx Problem

Traditional IT Scaling

UNUSED ASSETS

Business Growth
Scaling with the Business

Granular Scalability

Business Growth
Scaling with the Business

Reproducible designs that guarantee sizing, performance, floor tiles, power and value every time.

<table>
<thead>
<tr>
<th>Scale point</th>
<th>Min</th>
<th>Max</th>
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</thead>
<tbody>
<tr>
<td>UCS Blades</td>
<td>2</td>
<td>160</td>
</tr>
<tr>
<td>Storage capacity</td>
<td>5.5 TB</td>
<td>1.5 PB</td>
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Scale from small to large without downtime or migration.
STREAMLINED

- Simplify operations and lifecycle
- Manage everything from one place
- Reduce risk and lower IT costs
- Stay always-on, always high-performance

FLEXIBLE

- Scale freely, without downtime, as business requirements change
- Virtually eliminate planned downtime
- Handle demanding critical workloads with ease and without tuning

TRANSFORMATIVE

- Deliver more value, faster
- Improve user experiences and deliver IT-on-demand
- Capture tech innovation without having to rip-and-replace

BUILT FOR CLOUD

- Cloud built-in: fully integrated with cloud platforms from Cisco, VMware, OpenStack, and others.
- Integrated automation frees up admins to focus on app and service delivery