

Creating Predictability in an Unpredictable World: The Benefits of Evergreen//One Storage as a Service



In this moment of economic pressure, we want you to know one thing: Pure Storage is here for you. The recent U.S. tariffs on imported technology hardware are a stark reminder that change is constant, and the economic landscape can shift without warning. For IT leaders, that means rising costs, tighter budgets, and tougher choices.

While traditional storage hardware purchases could face substantial price increases, there's a better way forward. Our unique storage-as-a-service offering gives you the confidence to move ahead with no surprises, no hidden risks, and no need to rebuy hardware when prices spike—just predictable costs, flexible consumption, and freedom from upfront investments.

When uncertainty is the new normal, your infrastructure should be anything but. Here's how [Pure Storage® Evergreen//One™](#) delivers predictability and peace of mind.

Why the Evergreen Model Is 'Economy-proof'

No organization wants to face big purchasing decisions or renegotiations during uncertain economic times. Evergreen//One de-risks IT environments, providing exceptional financial predictability and flexibility that enables organizations to manage cash flow more effectively and avoid large, unpredictable capital outlays during economic downturns.

With recent announcements of [tariff-related price hikes](#) on product purchases, you can count on Pure Storage to not increase prices on our best in class service offering Evergreen//One related to tariffs. This provides you with a stable, known

cost structure you can count on.

As-a-service Stability during Supply Chain Instability

Unlike traditional storage models that require significant upfront investments and, later, complete system replacements and upgrade cycles, Evergreen® reduces exposure to supply chain issues by eliminating the need for frequent complete system replacements. With the [Evergreen//One storage-as-a-service model](#), Pure Storage delivers continuous upgrades and expansions, meaning customers can avoid rebuy cycles that leave them vulnerable during economic downturns.

Start with an initial investment, and the deployed system will grow non-disruptively as needed, adapting to changing requirements without the risk of overprovisioning or underutilization.

[*Read the ESG Economic Validation: Analyzing the Economic Benefits of Evergreen//One*](#)

Get Predictability and Confidence with Evergreen//One SLAs

No matter what's going on in the world, organizations need to focus on strategic growth and innovation, not short-term survival.

Subscription-based storage offers a compelling solution for organizations looking for not only predictable but *compounding* ROI from infrastructure investments. With upgradability designed into the [Pure Storage platform](#), lower upfront expenses, and [TCO savings of up to 58% for the long term](#), organizations can stay incredibly modern and resilient in uncertain times.

Further reduce risk and avoid unforeseen expenses with over 10 unique [Evergreen//One service level agreements \(SLAs\)](#) that guarantee performance, capacity, [efficiency](#), and [security](#). For example, the Site Rebalance SLA offers the flexibility to adjust existing reserve commitments, empowering organizations to recalibrate reserve commitments as business needs change. These SLAs offer an additional layer of investment protection, giving you peace of mind knowing Pure



Storage will safeguard and adapt your storage environment based on your evolving requirements.

Explore the Evergreen Subscription Portfolio

[Watch a demo](#) to see how Evergreen//One works and [use our Evergreen//One Monthly Cost Estimate Calculator](#) to see how our simple and transparent pricing model works, based on a flat \$/TiB rate for services.

Not quite ready to move to an as-a-service model? [Evergreen//Forever™](#) provides a clear path for those who still prefer traditional hardware ownership. It combines the control of ownership with the benefits of Evergreen subscriptions, allowing you to modernize at **your own pace**, without disruption. While it doesn't offer the full storage-as-a-service flexibility of Evergreen//One, it keeps you in the Pure Storage ecosystem, delivers the same continuous platform innovation, and best of all, is insulated by Pure Storage from tariff-related pricing volatility.