

Final Content for Pure Storage Top 3 Reasons Video

Pronunciation Guide (Please also listen to rough VO)

- SAP: es – ay – pee
- HANA: haah – naah
- ROI: r – oh – eye
- RTO: r – tee – oh
- RPO: r – pee – oh
- QA: queue – ay
- Oracle: or – uh – cul

Voice Over	On-Screen Copy	Ideas
If you're modernizing your SAP environment, use, or already using SAP HANA...	Why You Want Smart Pure Storage Solutions for All Your SAP Environments	
You want simplicity, performance, and ROI. You want Pure Storage.	Simplicity / Performance / ROI and Cost	The top three reasons float on and off the screen one at a time
With Pure Storage, get simple, accelerated access.	1 Simplicity True simplicity for SAP Solutions	Reason comes on to the screen
Be SAP-ready and optimized in hours.	50% faster to deploy Takes hours, not days!	Reason floats off the screen as "50% faster ..." comes on and takes over the majority of the screen
Reduce the time needed for resource-intensive, SAP-specific tasks by 90% ... Automate backup and recovery and get low RTOs and RPOs too.	Automate and move on Automated copy, clone, refresh, backup and recovery processes save time and help eliminate the need for added tools. 90% less time to copy, clone, and refresh	
Run all your traditional SAP and SAP HANA	One platform does it all	

workloads ... on a <u>single</u> all-flash array.	Dev, test, quality assurance (QA), and production SAP software and SAP HANA can be consolidated and run simultaneously.	
	“Pure just made everything a lot easier.” — Justin Stottlemyer, Fellow, Shutterfly	
Get unprecedented performance...	2 Performance Unprecedented performance for SAP and SAP HANA	Reason comes on to the screen
...up to 10 times faster for SAP solutions. ... and 7 times faster for SAP HANA.	10x Accelerated performance for SAP solutions compared to disk-based storage 7x Faster performance for SAP HANA 2–3x better than other all-flash arrays	Reason floats off the screen as “10x ...” comes on and takes over the majority of the screen
Recover and restore faster too.	8x Faster recovery and failover times	
	“From a user perspective, it means no more slowdowns.” — Mathew Morgan, VP of Information Technology, Red Hawk Casino	
Dramatically reduce OpEx and other costs and rapidly increase ROI.	3 ROI and Cost Higher ROI and lower costs	Reason comes on to the screen
Tier warm data in SAP HANA Dynamic Tiering on to Pure Storage and cut costs up to 75% ...	Up to 75% Reduction in SAP HANA costs when using SAP HANA Dynamic Tiering	
with negligible impact on performance.	< insert graphic from white paper: Figure 4, may be “pulse out”/enlarge the 50% line?>	

Deploy what you need once and upgrade for a decade or more.	<deploy 1x graphic from PDF with Evergreen Storage on the graphic>	Reason floats off the screen as 1x graphic comes on and takes over the majority of the screen
Avoid the estimated cost of SAP software downtime while reducing overall costs.	Average cost of SAP Downtime \$10,000 per minute	
... and realize 102% ROI in just 14 months according to Forrester.	102% ROI achieved in 14 months ¹	
	“Pure saves a lot of money, a lot of power, and a lot of complexity.” — Sasha Kipervarg, Senior Manager, Workday	
Find <u>even more</u> reasons to choose Pure Storage.	Find more reasons to choose Pure Storage at www.purestorage.com/10 . Ready to move forward now? Call Pure Storage at 800-379-PURE (7873) or email sales@purestorage.com . © 2016 Pure Storage, Inc. All rights reserved. Pure Storage, the P Logo, Evergreen, Pure1, and Hello Possible are trademarks or registered trademarks of Pure Storage, Inc. in the U.S. and other countries. All other marks are trademarks of their respective owners.	

¹ Forrester. "The Total Economic Impact™ of Pure Storage FlashArray FA-400 Series Storage Solutions: Cost Savings and Business Benefits Attributed to Pure Storage." August 2014. <http://www.purestorage.com/content/dam/purestorage/pdf/AnalystReport/Pure%20Storage%20-%20TEI%20Case%20Study.pdf>.

DRAFT