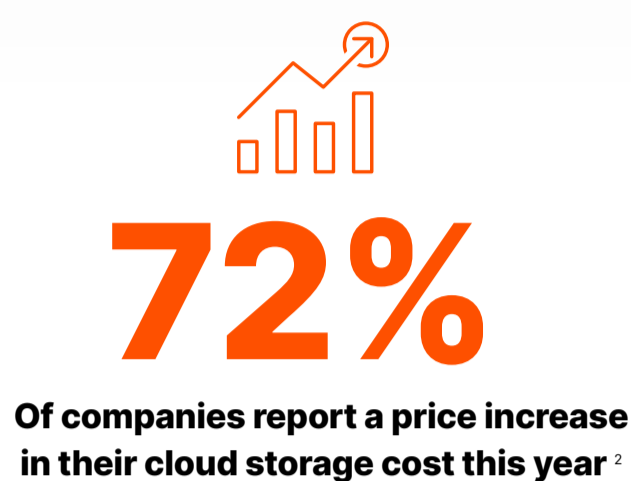# Cut Your Storage Bill Up to 50%

Cloud Promises Scalability, Flexibility, and Innovation, but at a Premium

30%
Data is projected to grow at 30% annually [1]

72%
Of companies report a price increase in their cloud storage cost this year [2]

Limitations of Cloud Native Storage

1 One Size Fits All
Bundled storage options with **set numbers of IOPs and storage volumes may lead to overprovisioning.**

2 Lacking Data Deduplication Technology
Lack of data deduplication technology means **paying for a larger storage footprint.**

3 Thick Provisioning
Thick provisioning reserves unused storage and **can lead to overprovisioning.**

Bring a Storage Expert With You on Your Cloud Journey With Pure Cloud Block Store™

Pay Only for What You Use With Efficient, Optimized Storage

Advantages of Pure Storage

1 Tune Storage to Workload Needs
Tune IOPs and storage volumes to meet specific needs.

2 4:1 Average Data Reduction Ratio
Reduce your data footprint with industry-leading data deduplication and reduction technology.

3 Thin provisioning
Pay for only the storage you need with thin provisioning that scales dynamically.

Pure Storage Enhances Your Public Cloud With Data Services

UP TO **50%** Cost Reduction

Pure Cloud Block Store

- Data Reduction
- High Availability
- Snapshots
- Thin Provisioning
- Always-on Encryption
- Ransomware Remediation
- Async Replication
- ActiveDR™
- ActiveCluster™ Replication

Start Saving Today

Find out how **Pure Storage customers are saving up to 50%** on their cloud storage with **Pure Cloud Block Store.**

purestorage.com/products/cloud-block-storage

1 | IDC: Worldwide Public Cloud Infrastructure as a Service Forecast, 2022–2026.   2 | 451 Research's Voice of the Enterprise: Storage, Budgets 2023.