

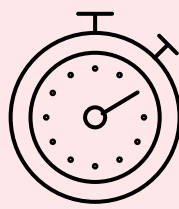
4 Reasons to Deploy Oracle and SAP with Pure Storage and Rackspace

Fully managed, enterprise-grade SAP® and SAP HANA solutions for the NVMe-based Pure Storage® FlashArray™ Dedicated Block Solution offer the unprecedented power, scale, cost-efficiency and ease-of-use required to quickly orchestrate your environment and achieve enterprise-grade reliability.

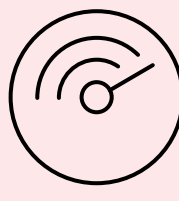


Reason 1: Reduce Complexity

Whether you're running business applications, transactional databases, data warehousing or data analytics, Pure Storage solutions simplify your Oracle and SAP tasks to help to improve system performance while driving down operating costs.



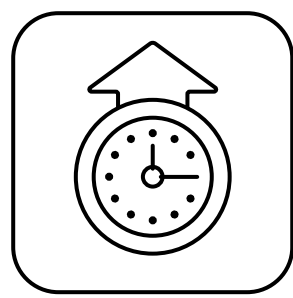
Start up to 50% faster
Deploy in hours, not days.



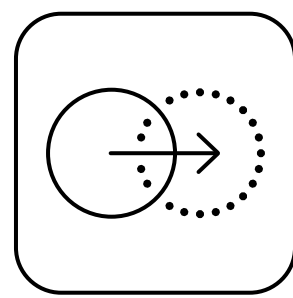
Cut processing time by 90%
Copy and clone faster to support software development cycles.

Reason 2: Always Protected with Zero Hassle

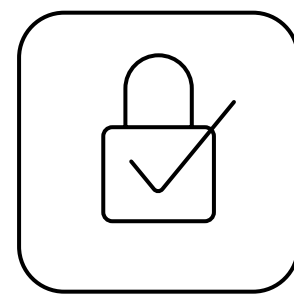
Keep your SAP and Oracle solutions always on and protected with Pure Storage All Flash arrays and Evergreen® storage architecture.



99.9999% availability



Zero data migration



Always protected with zero hassle

Reason 3: Lower TCO

Save more with Pure Storage Evergreen Storage and SAP HANA Dynamic Tiering for your Oracle workloads.

Pure Storage industry-leading technology helps to lower storage costs:

102% ROI achieved in 14 months

Up to **75%** Reduction in SAP HANA costs with SAP HANA Dynamic Tiering

Less than **2** seconds impact to performance with SAP HANA Dynamic Tiering

SAP HANA Dynamic Tiering reduces licensing costs:

33% savings on capex and M&S over six years

50% less spend on power, cooling and data center space

Reason 4: Rackspace Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. Leverage Pure Storage's innovative technology to deliver unmatched customer experience. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.



Learn more about how Rackspace SAP solutions leveraging the Pure Storage FlashArray Dedicated Block Solution help you get best-in-class performance with low latency.

www.rackspace.com/managed-hosting

Sources

1. Pure Storage. "Introducing the Newly Expanded Evergreen Storage – Guaranteed Capacity That Stays Modern and Dense." June 2016. <https://blog.purestorage.com/introducing-the-newly-expanded-evergreen-storage-guaranteed-capacity-that-stays-modern-and-dense/>
2. 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. <https://www.purestorage.com/content/dam/purestorage/pdf/AnalystReport/Pure%20Storage%20-%20TEI%20Case%20Study.pdf>
3. Assuming a hardware, software, and licensing cost of over \$2,484,000 with 100 percent of data in SAP HANA and hardware cost savings based on additional memory and CPU requirements and assumed license cost of 159,000 per 64 GB for SAP HANA Enterprise Edition and Maintenance. Savings increase with more data stored in and queried from SAP HANA Dynamic Tiering. "Lower Costs and Comparable Performance Justify Migrating to SAP HANA Sooner" http://www.purestorage.com/content/dam/purestorage/pdf/whitepapers/PureStorage_SAP_HANA_Dynamic_Tiering_WP.pdf
4. SAP. "Find Certified Enterprise Storage." <http://global.sap.com/community/ebook/2014-09-02-hana-hardware/enEN/enterprise-storage.html>
5. "Pure Storage Announces Industry-Best Satmetrix Net Promoter Score of 86.6." <https://www.purestorage.com/company/news-and-events/press/pure-establishes-b2b-standard-with-certified-nps.html>