**Email Template #1**

**Audience:** Operational

**[Subject]:** Are you compromising on your storage capabilities?

**[Body]**

{First Name}

So many of our customers are looking for enterprise-class storage with advanced data services – but the price tag can sometimes seem too high for your director to justify.

With FlashExpress Suite, you can get affordable storage that’s right-sized for your

business now, with a non-disruptive, no-downtime upgrade path for the future.

All-flash FlashExpress Suite provides the power to support maximum workloads ona compact 3U array with proven 99.9999% availability.

The industry’s leading data reduction is always on and is guaranteed to reduce 4:1

for the lowest TCO. Purity data services safeguard your data through always-on

encryption, ransomware mitigation, and multiple replication offerings for business

continuity.

If you’re interested in how you get:

* Enterprise-grade all-flash performance with reliable, efficient data services
* Effortless planning, management, and monitoring with Pure1 cloud-based manager and mobile app
* Future-proof non-disruptive upgrades, giving you quick access to ever-improving capabilities

Then let’s talk about how FlashExpress Suite could change everything for your

business.

Just hit reply to this email and we can start a conversation.

Best wishes,

**Email Template #2**

**Audience:** Strategic audience

**[Subject]:** Are you compromising on your storage capabilities?

**[Body]**

{First Name}

So many of our customers are looking for enterprise-class storage with advanced data services – but the price tag can sometimes seem too high for the size of your business today.

With FlashExpress Suite, you can get affordable storage that’s right-sized for your business now, with a non-disruptive, no-downtime upgrade path for the future.

And Pure’s unique Evergreen storage model gives you immediate access to ever-improving capabilities with guaranteed disruption-free upgrades and capacity expansions.

Purity data services safeguard your data through always-on encryption, ransomware mitigation, and multiple replication offerings for business continuity.

If you’re interested in how you get:

* Enterprise-grade all-flash performance with reliable, efficient data services
* Effortless planning, management, and monitoring with Pure1 cloud-based manager and mobile app
* Future-proof non-disruptive upgrades, giving you quick access to ever improving capabilities

Then let’s talk about how FlashExpress Suite could change everything for your business.

Just hit reply to this email and we can start a conversation.

Best wishes,