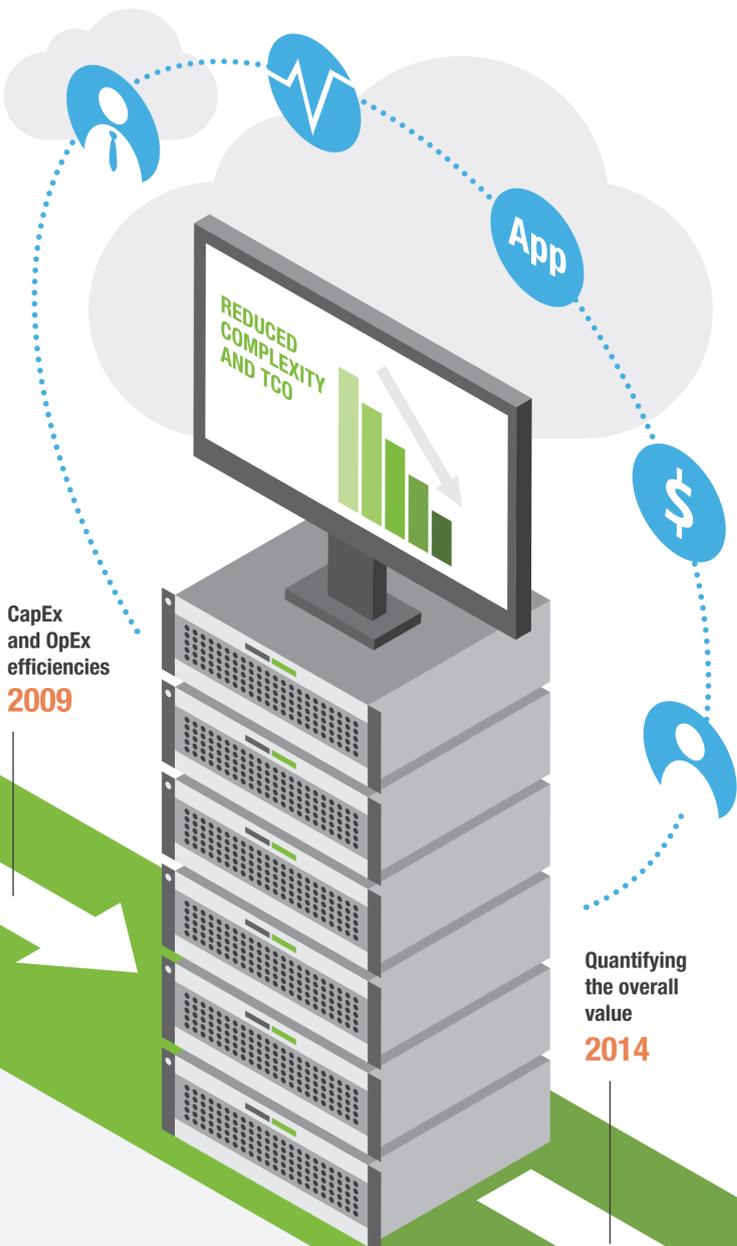


Today's Storage Economics

(Hint, it's more than just TCO)

Enterprise IT organizations are under intense pressure to rapidly deploy and fully leverage business applications to better serve customers, empower employees and build sustainable growth. In turn, the justification for infrastructure investments has shifted from solely achieving CapEx and OpEx efficiencies to quantifying the overall value they deliver to moving the business forward.



CapEx and OpEx efficiencies
2009

It's not just about lowest cost anymore.

2009

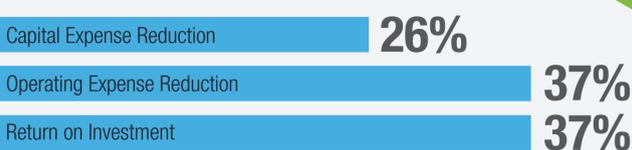
Since 2009, the industry focus has evolved from evaluating infrastructure purely on an OpEx and CapEx reduction basis to now encompass ROI (Speed of Payback)

2014

In 2014, service and support of IT infrastructure was just as important as the cost of acquisition (ESG Research Report)

Quantifying the overall value
2014

How IT justifies investments to the business



(ESG Report, 2014)

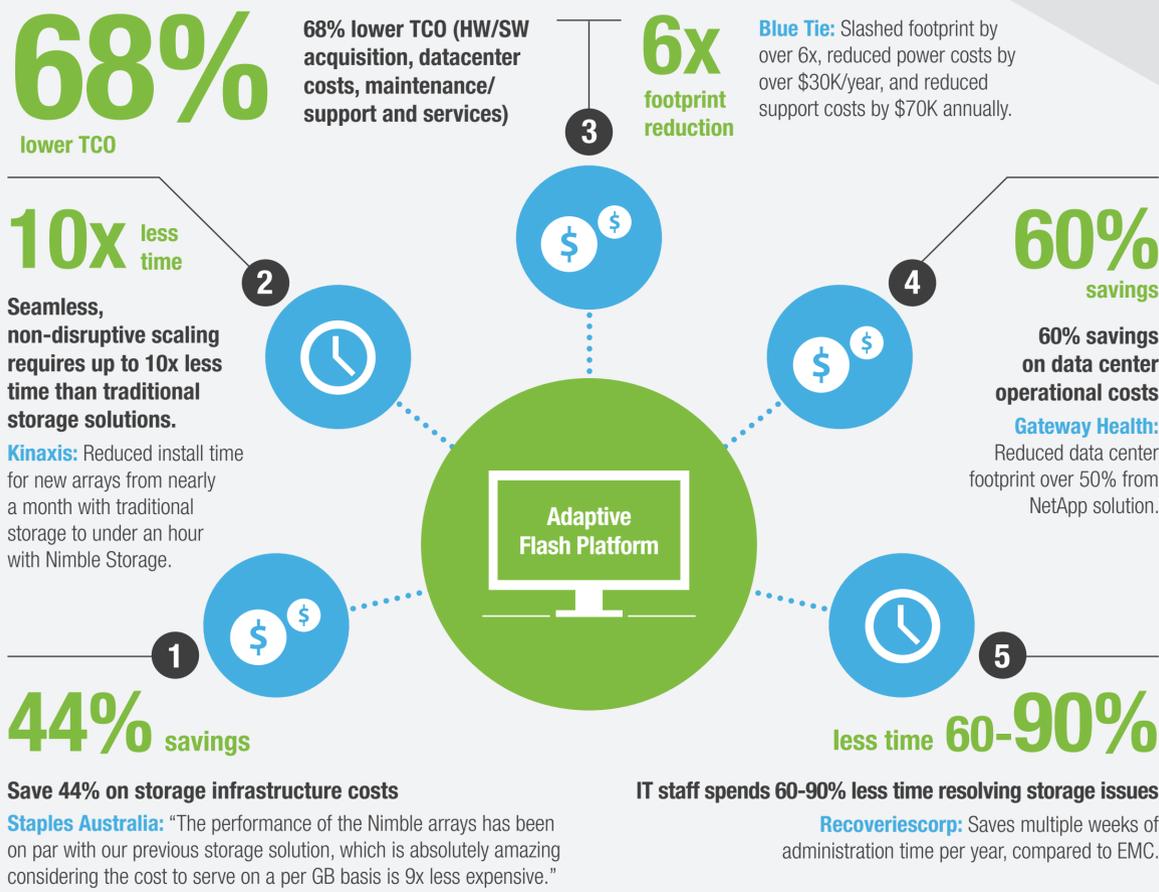
This shift in how companies evaluate IT expenditures has opened up the market to new entrants that can add value in areas out of reach for legacy incumbent IT suppliers.

The Nimble Storage Adaptive Flash Platform

The Nimble Storage Adaptive Flash platform benefits enterprises by simultaneously lowering costs while improving productivity. The Adaptive Flash platform enables enterprises to eliminate the tradeoff between flash performance and legacy storage solutions by combining seamless performance and capacity scale with innovative cloud based management and support, built on deep data analytics.



The Adaptive Flash Platform Delivers Operational Efficiencies and Cost Optimization



Real Time Success—What customers are saying:



We like to refer to Nimble as the 'Lego Building Blocks' of storage, since it's so easy to add more capacity quickly in an incremental fashion."
RecoveriesCorp



Performance was a huge increase. I no longer have to go to internal groups and ask them what applications are less important... so I can move them over to SATA drives... Without Nimble, my DR projects would never have been completed."
Jerry Yang, CEO Foster Pepper Law Firm



I don't want to invest in any technology that requires me to hire expensive storage specialists. It's not a cost-effective approach to IT. With Nimble, it wasn't just the performance of the arrays that sold me, it was because the Nimble platform is so easy and inexpensive to support."
Dan Constantino, Infrastructure Lead, Ask.com



Customers are flocking to Nimble Storage because their applications, data, and IT are growing exponentially. The Nimble Adaptive Flash platform is the only storage solution that provides customers with the efficiency and confidence to keep pace with change. The ultimate business benefit is great gains in agility and responsiveness— true measures of value for today's enterprise IT organizations.

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