



DATE: 10/27/25

TO: Robert Gleason, Director, Purchasing Division

THRU: Carolyn Messersmith, Purchasing Manager, Purchasing Division

FROM: Domenic DiLullo, CIO, Enterprise Technology Services Division

PROJECT TITLE: Enterprise Storage Solutions

REQUISITION NO. ETS

SOURCE/BRAND NAME: PURE Storage, Inc.

SOLE SOURCE/SOLE BRAND/ONLY ONE REASONABLE SOURCE REQUEST

SOLE SOURCE SOLE BRAND ONLY ONE REASONABLE SOURCE

I. REQUEST: Provide a description of the features of the product/service or Scope of Work.

The Enterprise Technology Services (ETS) Division recommends establishing an **Only One Reasonable Sole Brand** designation for the **Pure Storage, Inc.** product line. This sole-brand solicitation will set a **County-wide standard for data storage solutions**, encompassing both structured and unstructured data. ETS proposes a **three-year term with two (2) optional three-year renewals**, for an estimated **not-to-exceed amount of \$8.3M per term**, resulting in a **total potential value of \$24.9 million** over nine years. This contracting structure ensures continuity of the Pure Storage "**Forever and Flat is Fair**" subscribed model specific to Pure Storage products which delivers consistent pricing and includes hardware refreshes every 36-months. The approach supports the **Office of Management and Budget's** goals for predictable long-term fiscal planning and aligns with the County's modernization strategy.

This designation transitions the County's standard from the prior **Dell/EMC storage platform to Pure**

II. JUSTIFICATION: Please check all boxes that describe your reason(s) for determining that only one source or brand is reasonably available.

Sole Source/Uniqueness

- Proprietary Item - this vendor/source has the **only** rights to provide this service or commodity. A letter from the manufacturer or authorizing entity is included in this request.
- Technology Improvements - updates or upgrades to an existing system, software, software as a service (SaaS), hardware purchases.
- Engineering Direction - engineering drawing or specification identifies product; "no substitutes or equivalents will be acceptable."
- Only qualified supplier - reliability and maintainability of the product or service would be degraded unless specified supplier is used; may void warranty. This request includes a copy of the current warranty information.

Other/or Additional information - the County requires this sole source purchase for the following reasons.

Business Case (Only One Reasonable-Source¹ or Only One Reasonable Brand)

- Operational Compatibility - replacement parts from alternate suppliers are not interchangeable with original part and causes equipment incompatibility. Previous findings and/or documentation is included with this request.
- Ease of Maintenance - maintenance or retooling prohibits competition. Section III, Comparative Market Research includes estimated costs associated with changing current source and/or brand.
- Follow-On - potential for continued development or enhancement with same supplier and eliminates costs incurred by using different supplier. Section III, Comparative Market Research includes estimated costs for replacing current or existing system.
- Complies with existing community and safety standards, and/or laws, rules, and regulations.
- Other/or additional information - using this only one reasonable source, only one reasonable brand purchase benefits the County for the following reasons:

This only Reasonable Sole Brand request pertains to storage technology, subscription, and support programs only available with storage devices offered by PURE Storage. The Gartner Group annually recognizes PURE Storage as the leader in both abilities to execute, and completeness of vision in the Enterprise Storage Platforms space. It is the only provider offering a proprietary storage architecture built around its DirectFlash Module (DFM), which replaces traditional third-party hard drives with a fully integrated, software-defined flash storage solution. Designed and assembled in the United States, this architecture encompasses a reduced dependency on foreign hardware manufacturing, unsettled tariff increases, and supply chain disruption risks, thereby enhancing reliability and operational efficiency. Additionally, Pure Storage is the only enterprise storage

III. COMPARATIVE MARKET RESEARCH: Provide a detailed source or market analysis for justification of sole source/brand or most reasonable source (attach extra sheets as needed).

Estimated project value: \$24.9M Contract length (if applicable): 3yrs w/(2) 3yr Renewa

Has this commodity or service been previously provided to the County? Yes No

If yes, provide the following and attach any supporting documentation (e.g., previous approved memoranda):

Vendor name and date Dell Marketing Method of Procurement Request for Proposal

What is the current contract (Procurement Catalog) or purchase order number? R1247310R1_1

Expenditures to date: _____

Will this procurement utilize any local/state/federal grant funding? Yes No

If yes, attach any supporting documentation (e.g., grant agreement).

If this is a sole brand, is there an "authorized" dealers/resellers list? Yes No

If yes, provide the manufacturer's "authorized" dealers/resellers list.

¹ Commonly known as Most Reasonable Source

Cost/Benefit Analysis: What would the cost be to utilize an alternate vendor or source? This explanation should include the savings and/or additional costs to the County by not using the preferred vendor or source. Attach additional sheets if needed.

Cost analysis demonstrates a competitive initial capital expenditure for PURE Storage technology as compared to similar storage solutions providers. Broward County expects to experience discounts from MSRP more than over 70% for hardware, subscriptions, and services from PURE Storage. The factor making PURE Storage Technology a sole provider in the data storage market identified their sole brand offering of "Forever and Flat is Fair" subscription models. These programs not only include non-cost, in-place hardware modernization every three years, but also lock in maintenance and support costs at the original purchase rate for the life of the system. This pricing model aligns with OMB's commitment to responsible fiscal management ensuring predictable, long-term budgeting and eliminates the financial burden of unexpected support cost increases. In contrast, other storage vendors typically require a full capital reinvestment for

CERTIFICATION: I have thoroughly researched the sole source, sole brand, only one reasonable source, or only one reasonable brand justification and fully understand the implications of Section 838.22 of the Florida Statutes:

(2) "It is unlawful for a public servant or a public contractor who has contracted with a governmental entity to assist in a competitive procurement to knowingly and intentionally obtain a benefit for any person or to cause unlawful harm to another by circumventing a competitive solicitation process required by law or rule through the use of a sole-source contract for commodities or services".

(5) "Any person who violates this section commits a felony of the second degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084".

David Dominguez

DAVID DOMINGUEZ

Digitally signed by DAVID DOMINGUEZ
Date: 2025.10.23 17:03:57 -04'00'

10/23/25

REQUESTOR/EVALUATOR (PRINT)

REQUESTOR/EVALUATOR (SIGN)

DATE

Domenic DiLullo, CIO

Domenic DiLullo

Digitally signed by Domenic DiLullo
Date: 2025.10.27 15:25:51 -04'00'

10/27/25

DEPT/DIV DIRECTOR OR DESIGNEE (PRINT)

DEPT/DIV DIRECTOR OR DESIGNEE (SIGN)

DATE

PURCHASING DIVISION USE ONLY

The Purchasing Agent has reviewed the request and has completed the required due diligence per the Procurement Code Section(s) 21.25 and 21.26. The Purchasing Agent recommends the following:

- Sole Source
 Sole Brand
 Only One Reasonable Source/Brand²
 Reject
 Authorization to Negotiate
 Standardization
 Board Award

Attachments

- Request for Information
 Previous Approved Documentation
 Vendor Letter

² As per Florida Statute 287.057(3)(c), FLL projects valued ≥\$325,000 require 15 business day posting of intended sole source designation

Additional Information (e.g., Number, opening date, # of responses, Agency reviewed yes/no):

Purchasing Agent recommends approval of Sole Brand Designation for Pure Storage Data Storage Solution. Request for Information (RFI) PNC2131219F1 was posted on 2/20/2026 through 2/27/2026 to notify public of intent to designate sole brand, and to determine if other solutions may be available (Exhibit 1). Two Vendors submitted responses to the RFI (Exhibit 2). The responses were forwarded to the Using Agency (ETS), which provided its justification (Exhibit 3), to proceed with the sole brand designation. Both Vendors responses reference Pure Storage as they are authorized resellers.

Purchasing Agent Signature: **Jose Solis**
Digitally signed by Jose Solis
Date: 2026.03.02 10:18:44 -05'00'

Reviewer Title: Purchasing Manager

Reviewer Signature: **Carolyn Messersmith**
Digitally signed by Carolyn Messersmith
Date: 2026.03.02 16:17:20 -05'00'

APPROVAL AUTHORITY

APPROVED

DISAPPROVED

REASON/SUGGESTED ACTION (IF DISAPPROVED):

[Empty box for Reason/Suggested Action]

Title: Director of Purchasing

Signature: **Robert Gleason**
Digitally signed by Robert Gleason
Date: 2026.03.05 09:12:39 -05'00'

Missing Text from Sole Brand Memorandum pages 1,2, and 3

Question 1 (page 1): The Enterprise Technology Services (ETS) Division recommends establishing an **Only One Reasonable Sole Brand** designation for the **Pure Storage, Inc.** product line. This sole-brand solicitation will set a **County-wide standard for data storage solutions**, encompassing both structured and unstructured data. ETS proposes a **three-year term with two (2) optional three-year renewals**, for an estimated **not-to-exceed amount of \$8.3M per term**, resulting in a **total potential value of \$24.9 million** over nine years. This contracting structure ensures continuity of the Pure Storage “**Forever and Flat is Fair**” subscribed model specific to Pure Storage products which delivers consistent pricing and includes hardware refreshes every 36-months. The approach supports the **Office of Management and Budget's** goals for predictable long-term fiscal planning and aligns with the County's modernization strategy.

This designation transitions the County's standard from the prior **Dell/EMC storage platform** to **Pure Storage**, based on clear value gains identified through ten months of **industry analysis, vendor evaluations, and proof-of-concept testing**. Pure Storage demonstrated superior performance, advanced security, and future-ready capabilities to support **artificial intelligence workloads, high-speed data retrieval, and resilient data protection**. Importantly, this solicitation **will not utilize Local, State, or Federal funding** and will be open to a broad network of **authorized Pure Storage distributors and resellers**, ensuring a fair and competitive process among qualified vendors.

Multiple Agencies utilize block and network attached, disparate enterprise grade data storage solutions from other manufactures however, the addition of PURE Storage will have an immediate impact on Broward County related to cost savings, streamlined management and futuristic operational readiness on deployments supporting Artificial Intelligence (AI). Competitive in the market space, PURE Storage initial costs are comparative, or better, against other vendors' product. This Sole Brand request serves a critical function of storage attached for the County's IT infrastructure, supporting over 2,000 virtual servers, virtual firewalls, virtual desktop environments, and end-user network data storage (e.g., “H:” and “G:”). This infrastructure currently underpins essential services provided by agencies such as ETS, Libraries Division, Water and Wastewater Services, Traffic and Engineering, Port Everglades, Aviation Department, and the Transportation Department, in direct support of life and safety for Broward County residents. ETS seeks to solicit and award a three-year contract with (2) two three-year renewals utilizing the Sole Brand “Pure Storage” to ensure continuity, compatibility, and optimal performance for planned capital projects, and future deployments across Broward County agencies.

Additional Info (page 2)

This only Reasonable Sole Brand request pertains to storage technology, subscription, and support programs only available with storage devices offered by PURE Storage. The Gartner Group annually recognizes PURE Storage as the leader in both abilities to execute, and completeness of vision in the Enterprise Storage Platforms space. It is **the only provider offering a proprietary storage architecture built around its DirectFlash Module (DFM)**, which replaces traditional third-party hard drives with a fully integrated, software-defined flash storage solution. Designed and assembled in the United States, this architecture encompasses a reduced dependency on foreign hardware manufacturing, unsettled tariff increases, and supply chain disruption risks, thereby enhancing reliability and operational efficiency. Additionally, **Pure Storage is the only enterprise storage solution offering a maintenance subscription model allowing for in-place hardware modernization every three years at no additional cost. The pricing model guarantees the subscription and maintenance costs remain fixed at the original purchase rate for the life of the system.** These features significantly reduce total cost of ownership, ensure long-term value and predictable budget forecasting. In addition, Pure Storage's proprietary storage technology allows Broward County to expand its incremental storage needs easily and efficiently to meet the demand of future projects, including artificial intelligence. By eliminating the need to budget a full replacement every five-years, this methodology remains the only brand in the marketplace to allow expansion and refresh of hardware to “new” conditions within the lifespan. In the best interest of the County, this recommendation serves the agencies reliant on enterprise grade storage solutions for operational readiness serving business process and citizens of the County.

ETS staff performed several proof-of-concept engagements to define and identify the strategic marketplace changes in technology across various manufacturing product lines.

- **Dell Marketing, Inc.**, a current supplier of data storage, provides a direct replacement with storage utilizing the technology available in the market. This offering provides modern technology for a full replacement project. For consistency, Dell continues to rely on the same software and administrative tools in use over the past five years. Marketed as “ease of use” migration, ETS find this problematic based on historical firmware and software upgrades that routinely fail. The recommended solution did not address the need to forecast future technological use of this solution.

- Qumulo, Inc., a global provider of storage solutions, proved to create a challenge with proper setup and use. Several features in use by County agencies were not yet available in the product set and access rights to stored folders became problematic.
- Komprise Inc., a provider of storage management software for unstructured data, does not provide any physical hardware for storage of data. Proof of concept to see if the solution would offset deficiencies in data management of Dell products.
- PURE Storage, Inc., A provider of global enterprise grade storage solutions, consistently rated by the Gartner Group as the highest quality company for the storage industry, proved to satisfy all ETS requirements in testing when it comes to deployment, management, and performance. **Pure's proprietary architecture in their DFM (Direct Flash Module), engineered and assembled in the United States, removes the risk of supply chain issues, unpredictable cost increases, and component lifecycles that exist in traditional hard drive-based storage solutions.** The administrative console by Pure provides ease of management, configuration, and maintenance all in a “single pane of glass”, across all PURE storage platforms and sites creating cost efficiencies for day-to-day operations. Additionally, this solution affords ETS the ability to accurately forecast future storage costs based on service offerings like Evergreen Forever and Flat-is-Fair. PURE storage continues to support multiple protocols (S3, NFS, SMB) for file access in the Windows and Unix environments.



Finance and Administrative Services Department

ENTERPRISE TECHNOLOGY SERVICES

1 North University Drive, Suite 4003A • Plantation, Florida 33324-2019 • 954-357-6512 • FAX 954-357-5601

MEMO

DATE: February 2, 2026

TO: Robert Gleason, Purchasing Director
Purchasing Division

THRU: Constance Mangan, Assistant Purchasing Director
Purchasing Division

FROM: Domenic DiLullo, Chief Information Officer
Enterprise Technology Services Division

Domenic DiLullo Digitally signed by
Domenic DiLullo
Date: 2026.02.02
16:12:12 -05'00'

SUBJECT: Response to Sole Brand Inquiry – Pure Storage Inc.

As per the January 9th, 2026, meeting to discuss the additional requirement for approval to Sole Brand the line of Pure Storage products, please find the summarization of benefits to finalize the Only Reasonable Sole Brand decision. This data provides ample reason to survey the market under an RFI and proceed with solicitation steps.

1. [How much has ETS/County spent on Storage?](#)

- o A review of Purchase Orders FY23-FY26 indicate purchases in the amount of \$4,981,245 (**Exhibit A**). Line R1247310R1_1_019 indicates expenditure of \$7,085,383 (2017-current). The expenditure on storage relies on several factors. During each fiscal year, Agencies may only expend funds to expand the storage in use resulting in a lower amount dedicated to storage purchase. Storage Area Networks (SAN) have an expected life of five-years. Each year while in use, agencies will continue to purchase "storage trays" for expansion purposes to increase capacity. Upon end-of-life, a complete refresh of physical storage requires substantial capital expenditures for replacement of the supporting hardware servicing the trays of hard drive storage.

[Future Forecasted Expenditure](#)

- o **FY25, ETS received funding in the amount of \$700,000. In FY26, ETS again received funding in the amount of \$700,000.** The current balance allocated to replacing the End-of-Life Dell Isilon storage with Pure Storage remains at **\$1,412,608. This funding provides for the overdue end-of-life replacement.**
- o ETS examined budgetary quotes provided by Dell Marketing and Pure Storage to review completeness of engineering requirements and purposefully scoped for comparison

purposes. Pure Storage provided the lower quote with additional services over Dell Marketing.

- o A recent query from the larger Agencies who maintain storage indicates Water & Wastewater Services Division have an interest with no planned replacement projects. The Transit Division have indicated they are in a normal state with no planned large purchases of storage. The Records, Taxes and Treasury Division do not anticipate any large purchases over the next six years. The Aviation Department expressed an interest in purchasing Pure Storage, with the same configuration as the \$1.4M configuration of ETS and Port Everglades believes we will make a future purchase for storage. The inquiry of the agencies aligns with the original estimated **not to exceed value of \$24.93M (\$2.77M annually)**.
- o Pure storage as an ETS procurement shall address the storage of unstructured data ("H", "G") drives. The **current end-of-Life Isilon hosts 529 million files, a 29.2% increase over 12 months.**
- o ETS FY27 capital requests include **\$855,000** for the upcoming End-of-Life replacement of Dell Powerstore equipment. As a Sole Brand, the Pure Storage architecture allows ETS to supplant this equipment with a cost-effective capacity increase, avoiding total replacement costs.

Sole Brand Cost Advantage of Pure Storage

- o The only vendor to provide **full equipment replacement every 36 months of ownership in perpetuity at no cost.** As demonstrated above, the evergreen plan specific to Pure Storage provides tremendous financial value & Savings to the County.
- o By default, **annual support from Pure Storage remains flat for as long as the equipment remains active.** This benefit allows the County to accurately forecast operating expenses without increase in cost. ETS currently experiences increase of between 7 to 11 percent annually for support renewals.
- o Proprietary modules and Solid-State flash storage devices for Pure Storage continue by sourcing within the United States. **No other known vendor uses this manufacturing model thus, the exposure of unknown tariff increases, and logistical challenges present significantly less risk.**
- o All customers who utilize Pure Storage by default have a dedicated Technical Account Manager (TAM) at **no additional cost.** In contrast, current TAM operating expenses for ETS include a Fortinet TAM at \$117,000/year and a VMware TAM at \$91,309/year.
(PNC2130878B1_1_008) – Fortinet TAM
(PNC2128329B1_1_016). – Broadcom TAM

2. Vendor Meetings & Research

- o The ETS objective in discovery sessions sought to identify next generation storage capabilities to replace the legacy Isilon system using a future state outlook in supporting the best interest of the County over the next 10 years. The meetings shown in the table (**Exhibit B**) below consisted of engineering discussions related to the type of hardware, ease of use, compatibility, application of innovation, and cost controls. As these meetings progressed, discussion points formed the comparison of manufacturing capability and awareness to the changes in technology. Key factors included the throughput of data in

support of AI functionality, tagging of data for content identification and the native ability to encrypt data for ransomware protection.

- Initial high-level discussions allowed ETS to identify key differences and the cadence of meetings continued with Pure Storage to continue with highly technical, granular information. Each of these meetings pertained to key elements of the vendors and which brand stood out to the best interest of the County. Upon the relative determination of Pure Storage as an undisputed leader in technology, staff began to dig deeper into the capabilities of Pure Storage to support multiple needs of data storage for backup and restoration, UNIX based systems and intermingling of file storage under a single platform. Clearly, no other vendor demonstrated these capabilities.
- The **incumbent Dell Marketing unequivocally agreed they have not advanced technology in the storage space and specifically marketed their product as a same-for-same migration. This methodology does not address the future needs of Broward County**. During subsequent discussions, we found the other manufacturers taking the same approach.
- ETS **DID NOT** perform actual proof of concept testing with any manufacture due to the financial consideration of testing multi-million-dollar equipment, logistics, and the highly technical complexity of Data Center setup and migration of live data for conceptual use.

Through detailed evaluation, it became evident that Pure Storage's architectural distinctions, including the implementation of Direct Flash Modules (DFMs) and the absence of traditional hard drives, **provided superior technical advantages**. The modular design incorporating multiple blades rather than conventional controllers offered enhanced performance metrics and resiliency. Furthermore, Pure Storage's infrastructure supports seamless upgrades to next-generation technology without necessitating complete hardware replacement—an aspect where IBM, HPE, and Dell's solutions fall short, as they require full system overhauls upon obsolescence or end-of-life intervals.

Overall, ETS staff find all storage solutions are proprietary and sole brand within their realm, none are interchangeable. Pure Storage provides the needed technology sought by, and in the best interest of the County. Using a robust reseller market, ETS anticipates competitive responses through multiple resellers, and that Pure Storage meets all required technical and business needs.

3. [Gartner \(June 2025\) reports IBM and HPE are in the upper quadrant with Pure Storage, why were these companies not considered?](#)

In our research we found that both IBM and HPE provided solutions engineering similar like Dell Isilon and Power Scale. IBM, HPE and Dell solutions use traditional architecture of hard drives in an array managed by separate controllers. In the upper quadrant, the remaining vendors include Huawei (*prohibited sale under Federal Acquisition Regulation (FAR) Clause 52.204-25*) and NetApp which uses similar SAN architecture as IBM, Dell, and HPE.

The Gartner report of 2025 further defined the criteria ETS sought from the various vendors through research and engineering discussions. (**Exhibit C**)

4. [Why were Qumulo and Komprise Chosen?](#)
 - o ETS chose Qumulo because it was a leader in Gartner when it came to “Completeness of Vision” for DFS and Object Storage. It offered some benefits when utilizing tiered storage and managing data between on-premises and cloud instances. In addition, Qumulo is hardware agnostic, so we could leverage our Dell relationship to bring down the cost of the total storage solution. After the POC it was determined that this solution did not meet our needs.
 - o The evaluation of Komprise did not address a storage solution, but more of a solution to migrate from Isilon.

5. [The Sole Brand spoke about disparate storage through the county and the need to standardize Pure Storage.](#)
 - o Purchases of storage by Agencies through the Dell Marketing agreement used various model lines for specific needs. ETS defines these as disparate systems as compared to the line of Pure Storage where a sole product family serves multiple uses.
 - o Within the County, we are aware of Dell EqualLogic, Dell Compellent, Dell Unity, Dell Isilon, Dell Power Store, Dell Data Domain, and Dell VxRail (Hyperconverged). Some items are end-of-life and no longer sold yet, still exist to service county data.

[Summary](#)

Through detailed evaluation, it became evident that Pure Storage's architectural distinctions, including the implementation of Direct Flash Modules (DFMs) and the absence of traditional hard drives, provided superior technical advantages. The modular design incorporating multiple blades rather than conventional controllers offered enhanced performance metrics and resilience. **Furthermore, Pure Storage's infrastructure supports seamless upgrades to next-generation technology without necessitating complete hardware replacement—an aspect where IBM, HPE, and Dell's solutions fall short, as they require full system overhauls upon obsolescence or end-of-life intervals.**

The Gartner report from June 2025 places IBM and HPE in the upper quadrant alongside Pure Storage. However, our research showed that IBM and HPE provided solutions like Dell Isilon and PowerScale, using traditional architectures of hard drives managed by separate controllers. Other vendors in the upper quadrant included Huawei, prohibited under Federal Acquisition Regulation (FAR) Clause 52.204-25, and NetApp, which employs similar SAN architectures as IBM, Dell, and HPE.

The Gartner report of 2025 further defined the criteria that ETS sought from various vendors through extensive research and engineering discussions. ETS chose Pure Storage as the preferred standard to address the disparate storage needs across county agencies. Purchases of storage by agencies through the Dell Marketing agreement used various model lines for

specific needs, which ETS defined as disparate systems. In contrast, Pure Storage offered a unified product family that serves multiple uses.

Exhibit A

[Expenditure Detail](#)

R1247310R1_1_019 - \$7,085,384 Expensed		
Fiscal	ETS Operating Expense	Comments
FY24	\$184,360.74	Over Five-Year warranty extension
FY25	\$112,291.00	Over Five-Year warranty extension
FY26	\$72,654.00	Over Five-Year warranty extension
	Capital Project 104507	Balance of \$1,412,608
FY22	\$167,582.00	New Equipment "PowerStore"
FY23	\$517,651.00	New Equipment "PowerStore", New ME5084 Storage Array, PowerStore Upgrades, Unity Upgrades
FY24	\$18,382.00	PowerStore Upgrades
FY24	\$255,599.00	New Equipment "PowerStore, PowerStore Upgrades
FY24	\$212,466.00	New Equipment "PowerStore"
FY25	\$0.00	Pending Sole Brand Decision
FY26	\$0.00	Pending Sole Brand Decision
	Capital Project 104508	Balance of \$90,000
FY22	\$41,952.00	New Equipment, Backup Server/Storage
FY23	\$612,199.62	New Equipment, ME5084 Storage Array, (6) Backup Server/Storage Servers "691 Terrabyte"
FY24	\$90,000.00	New Equipment, Data Domain DD910, "1.92 Petabyte"
FY25	\$19,816.00	New Equipment Backup Server
FY25	\$140,793.00	Fiber Network QSFP Cards (22)
FY25	\$35,631.00	Disk Pack Upgrade for Data Domain (1207) drives
FY25	\$52,049.00	Equipment Upgrade Data Domain DD910 "480 Terabyte"
FY26	\$0.00	Pending Sole Brand Decision

Exhibit B

[Meeting Record](#)

Dell Marketing	Pure Storage	IBM	AWS	Qumulo	NetApp
05/21/2025	04/16/2025	02/20/2025	02/28/2025	03/18/2025	08/07/2025
10/10/2025	05/29/2025				
10/17/2025	05/08/2025				
11/13/2025	06/02/2025				
12/16/2025	06/06/2025				
	06/26/2025				
	07/09/2025				
	07/17/2025				
	08/15/2025				
	09/10/2025				
	09/12/2025				
	09/17/2025				
	09/25/2025				
	10/02/2025				
	10/15/2025				
	10/24/2025				
	01/12/2026				

Exhibit C

[Gartner Definition of the Leaders Quadrant – Highlighted product criteria](#)

“Vendors in the Leaders quadrant have the highest composite scores for their Ability to Execute and Completeness of Vision. A Leader has broad market share across major geographies, brand awareness, financial performance, and enterprise credibility. Leaders are market-driven — they envision the market over time, and make the long-term investments needed to drive platform-native outcomes, technologies, capabilities, and ecosystem partnerships. These vendors demonstrate a clear understanding of enterprise storage platform market needs and how product features, combined with platform business model innovation, transform and modernize IT operations. Leaders are innovators and thought leaders, with well-articulated plans that customers and prospects can depend on for their platform infrastructures and strategies.”